Instagram Marketing Strategy Improvement Of Nyongsqee Using Benchmarking And Analytical Hierarchy Process

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Abstrak—Nyongsqee Management adalah agensi model untuk artis yang dalam kegiatan usahanya menyalurkan bakat model untuk pemotretan dan catwalk serta bakat akting untuk bintang iklan dan film. Bisnis Nyongsqee saat ini menghadapi masalah, termasuk aktivitas pemasaran yang rendah, kesadaran merek yang rendah, dan tingkat keterlibatan Instagram yang rendah. Penelitian ini berfokus pada promosi sebagai akar masalahnya. Berdasarkan penilaian potensi solusi, peningkatan efektivitas Nyongsqee Instagram merupakan solusi paling efektif untuk membenahi strategi pemasaran Nyongsqee. Oleh karena itu, perlu dirancang peningkatan content marketing Instagram nyongsqee dan konten yang lebih variatif. Penelitian ini bertujuan untuk merancang peningkatan content marketing Instagram nyongsqee untuk meningkatkan kinerja engagement rate-nya. Metodologi yang digunakan dalam penelitian ini adalah benchmarking dan AHP. Teknik pengambilan sampel yang digunakan adalah purposive sampling dan deskriptif sampling. Sampel yang digunakan dalam penelitian ini adalah 30 untuk purposive dan 100 untuk deskriptif sampling. Hasil penelitian adalah strategi content marketing nyongsqee Instagram untuk meningkatkan kinerja secara keseluruhan dan persentase engagement rate-nya. Perancangan strategi content marketing dimulai dari story, profile, caption, reel, dan feed.

Kata kunci— nyongsqee, *benchmarking*, *analytical hierarchy process*, *modelling*.

Abstact—Nyongsqee Management is a modeling agency for artists which in its business activities channel model talent for photo shoots and catwalks as well as acting talent for commercials and film stars. Nyongsqee's business is currently facing problems, including low marketing activity, low brand awareness, and low Instagram engagement rate. This research is focusing on the promotion as the root of the problem. Based on the assessment of potential solutions, increasing effectiveness of Nyongsqee Instagram is the most effective solution to fix Nyongsqee marketing strategy. Therefore, it's needed to design the improved content marketing of nyongsqee's Instagram and more varied content. This research objective is to design the improved content marketing of nyongsqee's Instagram in order to increase its engagement rate performance. The methodology used in this research is benchmarking and AHP. The sampling technique used were purposive sampling and descriptive sampling. The sample used in this study was 30 for purposive and 100 for descriptive sampling. The study result is a content marketing strategy nyongsqee Instagram in order to improve their overall performance and percentage of its engagement rate. The design of the content marketing strategy starts by story, profile, caption, reels and feeds.

Keyword—: nyongsqee, benchmarking, analytical hierarchy process, modelling.

I. INTRODUCTION

The modeling profession is arguably the most important field of work in the fashion world. A model can be defined as a person who is employed to display or represent fashion designs, fashion accessories, bags, shoes and other fashion design products. The development of the fashion industry in Indonesia as well as the development of information technology and the internet has opened up space for model agency businesses to develop, so that many new model agencies have sprung up. As of January 2020, there are eleven model agencies in Jakarta that have professional models and as of May 2020, there are 72 model agencies spread across various cities in Indonesia. Many new model agencies have sprung up making the model agency business competition more competitive. Not only competitive competition, as part of the entertainment industry, the problem also faced by model agencies is the phenomenon that entertainment activities in Indonesia are centered in the capital city of Jakarta. Nyongsqee Management is a modeling agency for artists which in its business activities channel model talent for photo shoots and catwalks as well as acting talent for commercials and film stars.

TABEL 1.1
TOP 9 MODELLING AGENCY IN INDONESIA

No	Agency name
1	Jakarta International Management (JIM)
2	Top Model Agency
3	Future models

4	Wynn models
5	Sauvage models
6	Kimmy Jayanti school
7	Mojang geulis bandung
8	Azzura models Indonesia
9	nyongsqee

In 2019, modeling agencies in Indonesia experienced significant rise, especially in big cities such as Bandung. Generally, modeling agencies focus their business on modeling services in promotion and make-up for competitions. The existence of a modeling agency facilitates both the clients in need of models and people who want to become a models. Nyongsqee is one of the businesses engaged in modeling service. Located in Bandung and established in 2020, the company provides services specialized in make-up models. Nyongsqee employs social media such as Instagram and Whatsapp, with currently use more in their Instagram. Currently, the nyongsqee business can provide 40 jobs on model per month. However, the owner has constraints, namely limited costs, labour, and marketing which is currently done only by marketing products on Instagram, conducting sales promotions, word of mouth and the use of WhatsApp. With these obstacles, nyongsqee business owners cannot achieve their goals. This can be seen in nyongsqee sales from product sales, which still look volatile because sales of the products produced depend on the marketing process carried out.
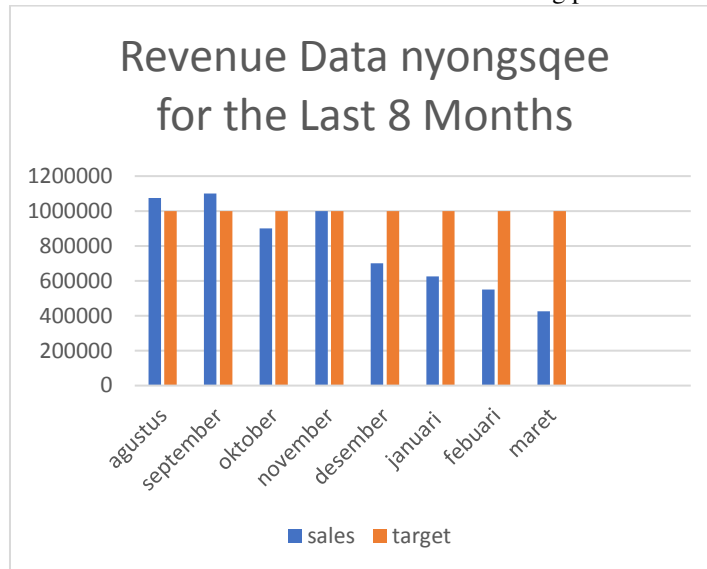

FIGURE I.1
REVENUE DATA NYONGSQEE FOR THE LAST 8 MONTHS

Based on Figure I.1, it can be seen that the income from august 2021 to march 2022 tends to fluctuate and there are several months that do not reach the target, namely: october, december, january, February and march. The income obtained by nyongsqee still does not reach the revenue target of 1 million rupiah. The achievement of income against the target of 50 million rupiah is only 37,5% which is for five months. So, nyongsqee must improve the remaining target of achieving income which is 62,5%. With there still those who do not reach the target, it becomes an important problem to know the cause of the difference in income that occurs in order to get the targeted income. With income problems that do not reach the target caused by some symptoms of problems experienced by nyongsqee, because of low brand awareness, low engagement rate of nyongsqee instagram, and business strategy is not effective.

So, in-depth observations using fishbone diagrams based on interviews with nyongsqee owners to identify the root cause of some of the symptoms of problems experienced that resulted in fluctuating nyongsqee sales and target revenue and not reaching the target. In Figure I.3 is the fishbone diagram of nyongsqee.
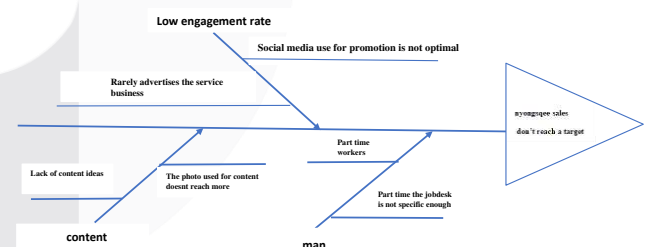

FIGURE 1.2
FISHBONE DIAGRAM OF NYONGSQEE

Figure I.3 is a fishbone diagram of nyongsqee that explains the root cause of nyongsqee sales revenue not reaching the target. There are three problems, namely low engagement rate, man, and content is not optimal. Based on the results of an interview with the owner of nyongsqee, there are some symptoms of income problems not reaching the target. We choose promotion as the root of the problem to be studied because from the background of the problem that has been studied, it is known that the instagram marketing strategy used by Nyongsqee have not been implemented effectively. With the assessment scale carried out with a range of assessment scale of 1 to 5 that aims to find out the potential of the Best solution

that will be implemented on sales don't reach a target problem faced by Nyongsqee, The potential of the best solution based on the the total value weight spread to the consideration of the solution that has been determined namely relatively easy, relatively cheap, has a significant impact, and a faster process to be implemented.

TABLE 1.2
THE RESULT OF A SCALE ASSESSMENT OF POTENTIAL SOLUTIONS

N	Root Problems	Solution Implementation Process				Total
		Easy	Cheap	Significant Change	Quick to Implement	
1	Content	3	2	4	3	12
2	Low Engagement Rate	3	4	5	5	17
3	Man	2	1	3	2	8

Table 1.3 is an assessment of the potential solution to be implemented based on the consideration of the that has been determined so that with the results of the assessment together with Nyongsqee obtained the results of the value of each potential solution, from the results of potential solutions, the design of improvement to marketing strategy program to increase effectiveness in Instagram Nyongsqee obtain the highest value 17 , the potential solutions chosen is the most effective solution to fix marketing strategy that affected sales decreasing of Nyongsqee . With the results of consideration of selected solutions are expected to increase the sales with optimal use of Instagram marketing strategy. Therefore, the solution to the root cause of the problem is low engagement rate, this is because it requires a relatively easy process, relatively inexpensive financing, significant changes, and is fast to implement in improving it. In addition to a survey on service quality, the existence of nyongsqee needs to be known how well nyongsqee is known because the service can be accepted by the market. In conducting the review, a preliminary survey on brand awareness was conducted to 15 respondents who are people aged 18-55 years in Bandung, related person to modelling service business, and are active Instagram users.

FIGURE I. 1
BRAND AWARENESS OF NYONGSQEE

Based on Figure I.4, the low number of respondents who know nyongsqee reaches 40% when compared to the high number of respondents who do not know nyongsqee. So, it is proven that nyongsqee has not succeeded in doing brand recognition effectively. Meanwhile, if the company uses a well-managed Instagram, it will affect the effectiveness of brand awareness. As the main marketing platform, Instagram nyongsqee has a big enough role to increase brand awareness. The low level of nyongsqee brand awareness can be influenced by inappropriate social media management. The low value of brand awareness and effectiveness of Instagram management can be caused by influence or pressure from competitors. Therefore, observations were made to compare the quality of Instagram nyongsqee against local modelling agency business. The following is a comparison of the quality of Instagram nyongsqee with kimmy Jayanti school, mojag geulis bandung, and JIM models. The selection of three competitors is determined based on local brands that have best practices in using Instagram as a focused marketing medium.

TABLE 1.3
INSTAGRAM COMPARISON

Brand	Instagram Account	Followers	Total Grade	Engagement Rate	Engagement Rank
Mojang geulisbandung	@mojang.geulis.bandung	64,6k	B-	0,68%	7,938,825
Jim models	@jimmodels	42,1k	B-	1,32%	5,858,465
kimmyjayanti	@kimmyjayantischool	80,1k	B-	0,24%	9,585,935th
nyongsqee	@nyongsqee	1,5k	C-	0,19%	9,393,547th

Based on information in Table I.3 that nyongsqee is the lowest position among the three competitors. nyongsqee has the lowest followers of 1.5k compared to the three competitors. In addition to the number of followers, nyongsqee also has the lowest rating because of the average comments and likes, social media index and engagement rate which is very far below the three competitors. Therefore, Instagram

nyongsqee has low quality as a medium of marketing communication that results in brand awareness and lower levels than the three competitors. Based on internal data as a starting point in digging for information, interviews with owners regarding the problem of sales who have not achieved their targets, reviews of service quality, survey results to respondents and socialblade.com analytical media in reviewing brand awareness that has low values, it can be concluded that there are several problems what happened to the Instagram social media used by nyongsqee as a marketing communication medium. nyongsqee Instagram has not been able to convey the benefits and uses of the service which is one of the brand awareness to increase the number of followers and engagement. Therefore, it is important to design improvements to Instagram used by nyongsqee as an appropriate online marketing communication medium to increase public awareness about nyongsqee by considering the criteria that must be considered. The aim of this research is is to design the improved content marketing of nyongsqee's Instagram in order to increase its engagement rate performance.

II. LITERATURE REVIEW

A. Modelling Agency

Capital for Model Agencies to Look Model agencies have an important role as a channel for channeling talents or models to market needs. Model agencies are required to be observant because it is not only a matter of physicality but producing standout models is the goal. Because beautiful and handsome are relative, the rest is the persona of the model. Not only must be good looking, but the model is required to be smart, even smart is mandatory. Because the model must be smart to position himself. Need to know in positioning yourself, especially in the world of fashion. Moreover, the model is a form of packaging for a brand, so you must know how to present the message of the brand. (Gusti Bintang K.)

B. Digital Marketing Strategy

Marketing strategy is the long-term, forward-looking approach and overall game plan of any organization or any business. This strategy was created with the fundamental objective of achieving a sustainable competitive advantage by understanding the needs and wants of customers. Marketing strategy refers to a company's overall game plan to reach potential customers and turn them into customers of their products or services. Digital marketing is a high-level strategy in the form of promotion/advertising that is spread through search engines (Google, Bing, Yahoo, etc.), websites, social media, email, and applications. And have the opportunity to reach consumers through devices, platforms, media, data, and digital technology or all marketing efforts by utilizing electronic devices and the internet. From this we can conclude that the notion of digital marketing is a strategy to get consumers by utilizing various digital tools in physical and non-physical forms

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C. Benchmarking

Benchmarking is a tool that helps organizations determine strategic planning, competitive analysis, process analysis and organizational development. Fernandez (2001) in Shamma & Hassan (2013). Benchmarking is a tool for measuring the performance of an organization by comparing a business with other businesses and making a best practice as an evaluation material to improve its performance.

1. Benchmarking Type

According to Hiam and Schewe (Rachman, 2013) explaining that there are four basic types of benchmarking, namely (1) Internal Benchmarking, the approach is carried out by comparing a part with other internal parts in an organization, for example comparing the performance of each division in the company, carried out between departments/divisions within a company within a group of companies; (2) Competitive Benchmarking, the approach is carried out by comparing various competitors, comparing product characteristics with the same product as those produced by competitors in the same market; (3) Functional Benchmarking, an approach by comparing functions or processes of other companies in various industries or in other words, comparisons are made with more companies/industry or industry leaders for the same functions; (4) Generic Benchmarking, an approach by comparing the fundamental business processes that tend to be the same in every industry, or in other words a comparison of the same functions or processes with the type of industry.

D. Key Performance Indicators

KPI is an action that focuses on aspects of organizational performance and to ensure the success of the organization's work plan now and in the future. KPIs have an important role in the performance measurement process by identifying and measuring performance results over a certain period. KPI is an important element of an organization's ability to help ensure that the organization achieves its goals (Warren, 2011). KPIs can be defined as tools used by organizations to define, measure, monitor, and track the performance of an organization over time to achieve desired organizational goals. KPIs help organizations understand how well their performance relates to achieving their strategic goals and objectives (Peter & Zakariya, 2014).

E. Analytical Hierarchy Process (AHP)

The Analytical Hierarchy Process (AHP) is a structured technique for managing and analyzing complex decisions based on mathematics and psychology (saaty, 2008). AHP is used as a multi-criteria decision-making method because of its intuitiveness and mathematical accuracy (Brunelli, 2015). Meanwhile, according to Forma and Gass (2001) in Kannan (2010), AHP can also be used in various other fields such as resource allocation, quality management, and planning. In short, AHP can

be defined as a method of making decisions with various criteria and broken down into a hierarchical structure. The advantage of AHP is that it can provide a comprehensive and rational framework in structuring problems in decision making. In this study, the weights used to calculate the value of the proposed KPI are weighted using AHP.
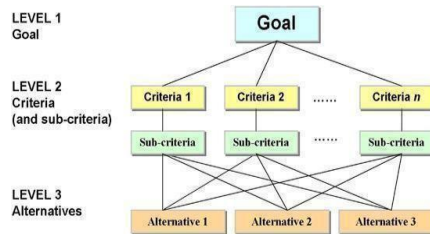

FIGURE 2.1
DECISION HIERARCHY TREE

III. METHOD

The conceptual model is a description of a collection of concepts and statements that define these concepts into a single entity which is presented in the form of a diagram with several explanations (Heryani, 2013).
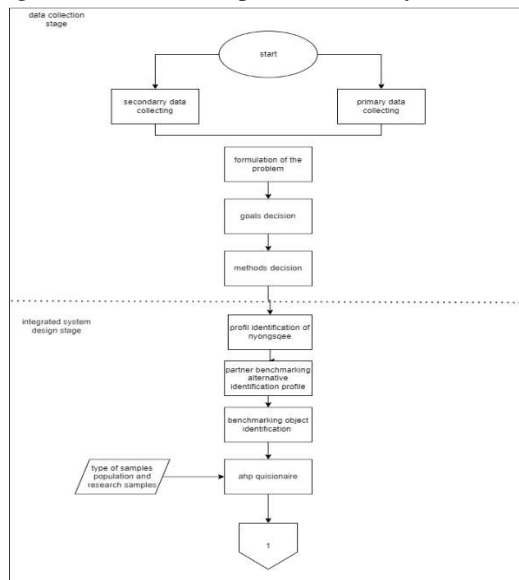

FIGURE 3.1
CONCEPTUAL MODEL

The introduction is the first step taken to identify problems in the company by obtaining existing data along with supporting data from the secondary and primary data used. There are several methods used for data collection as follows. Primary data is data obtained directly from the field. The methods that can be used are as follows: Observation Observation of data collection techniques can be done by observing the object of the final project with a certain condition, aiming to observe and understand the marketing communications made by Nyongsqee and alternative partner benchmarks. Interview. Interview is a data collection technique that can be done if you want to know the object's condition more deeply than a number of respondents. This stage is in the form of asking questions directly to the Nyongsqee owner to find out the marketing communication program that has currently been carried out. Preliminary survey. Preliminary survey is a data collection technique carried out by directly involving several respondents to determine field conditions. This stage was carried out by interviewing 15 respondents who had purchased the services of a similar model sold by Nyongsqee, consisting of women who were 17 - 45 years old models This preliminary survey was conducted as supporting data to determine brand awareness in Nyongsqee.

IV. RESULTS AND DISCUSSION
A.　Data Processing

TABLE 4.1
RECAPITULATION OF INTEREST RESULTS INSTAGRAM SOCIAL MEDIA CRITERIA

Elemen	Priority Vector	Rank
story	0,40	1,00
profile	0,22	2,00
caption	0,17	3,00
reels	0,11	4,00
feeds	0,10	5,00

Table IV.4 summarizes the results of processing the AHP questionnaire to rank the importance of the criteria that need to be done first, namely as follows: Feeds, Profile, Story, Caption, and Reels. The priority vector and the order of priority ranking of each Instagram feature are obtained according to the perception of active Instagram users.

TABLE 4.2 SUB CRITERIA STORY

Sub Criteria (Story)	Priority Vector	Rank
Varied of content stories	0,44	1,00

update routine stories	0,26	2,00
Using features of story to persuade	0,18	3,00
repost customers review	0,12	4,00

Table 4.2 summarizes the results of processing the AHP questionnaire to sort the sub-criteria possessed by the story criteria, namely as follows: (1) Varied of content stories; (2) update routine stories; (3) using features if story to persuade; and (4) repost customer

review. The varied of content stories is the most prioritized sub-criteria to be done first because it can increase insight if people seen our interesting story.

TABLE 4.3
PROFILE

Sub Criteria (Profile)	Priority Vector	Rank
interesting higlights	0,51	1,00
Provide additional information reliable	0,31	2,00
have a complete profile account	0,18	3,00

Table 4.3 summarizes the results of processing the AHP questionnaire to sort the sub-criteria owned by the profile criteria, as follows: (1) interesting higlights; (2) Provide additional reliable information; and (3) have a complete profile account. An interesting highlight is the most prioritized sub-criteria because customers can see all information through higlights, higlights can contain about us, testimoni, or information that important from the stories that can be seen every time.

TABLE 4.4
CAPTION

Sub Criteria (Caption)	Priority Vector	Rank
Use relevant hashtags on each uploaded content	0,42	1,00
use informative captions	0,34	2,00
The use of the ideal arrangement of captions	0,24	3,00

Table 4.4 summarizes the results of processing the AHP questionnaire to sort the sub-criteria possessed by the caption criteria, namely as follows: (1) Use relevant hastags on each uploaded content (2) use informative captions; and (3) the use of ideal arrangement of captions. The use of relevant hashtags in uploaded content is selected as a priority sub-criterion to be worked on first with caption contents that provide similarities between captions and images, or videos uploaded on Instagram.

TABLE 4.5
REELS

Sub Criteria (Reels)	Priority Vector	Rank
Uploading interesting video	0,44	1,00
Varied of content reels	0,28	2,00
upload reels routinely	0,27	3,00

Table 4.5 summarizes the results of processing the AHP questionnaire to sort the sub-criteria owned by the reels criteria, as follows: (1) Uploading interesting videos.; (2) Varied contents of reels; and (3)

Uploading reels routinely. Uploading interesting video with following the trend sounds can allow the upload of the Instagram account to appear on other users.

TABLE 4.6
FEEDS

Sub Criteria (Feeds)	Priority Vector	Rank
Upload content at the right time	0,46	1,00
Varied Feed Content	0,21	2,00
Aesthetic Content Quality	0,20	3,00
frequency upload contents	0,13	4,00

Table 4.6 summarizes the results of processing the AHP questionnaire to sort the sub-criteria possessed by the feeds criteria, namely as follows: (1) Uploading at the right time; (2) Content of varied feeds; (3) aesthetic content quality; and (4) Frequency of content uploads. The frequency of uploading content on feeds is the most prioritized sub-criteria to be done first, both uploading images and videos with consideration of how often to upload in one week to increase engagement.

TABLE 4.7
CONSISTENCY TEST

Criteria	Feeds	Story	Profile	Caption	Reels	Total	Priority Vector	Matrix x Priority	Konsistensi
Feeds	0,44	0,62	0,32	0,35	0,15	1,88	0,37	2,39	6,48
Story	0,12	0,17	0,39	0,24	0,34	1,26	0,25	1,28	5,16
Profile	0,21	0,07	0,15	0,27	0,19	0,89	0,18	0,95	5,42
Caption	0,13	0,08	0,06	0,11	0,25	0,63	0,12	0,63	5,08
Reels	0,10	0,42	0,07	0,04	0,21	0,42	0,08	0,40	4,75

Based on Table 4.7, the priority vector value is obtained from the average value of the normalization test of each Instagram criterion, the matrix vector value is obtained from the MMULT value which is the multiplication of the pairwise comparison matrix of Instagram criteria and priority vector, and the consistency value obtained from the division of matrix values. vectors and priority vectors.

TABLE 4.8
THE CONSISTENT TESTING OF THE RESULTS OF THE SUB-CRITERIA

Criteria	Sub Criteria	Priority Vector	Matrix Vector	Consistency	λ maks	CI	RI	CR
Story	Update Routine Stories	0,26	1,74	4,33	4,24	0,08	0,9	0,089
	Repost Customer Review	0,12	1,21	4,33				
	Using features of story to persuade	0,18	0,80	4,15				
	Varied of content stories	0,44	0,52	4,14				
Profile	Have a complete profile account	0,18	1,40	3,02	3,02	0,01	0,58	0,015
	Interesting highlight	0,51	1,02	3,02				
	Provide additional information reliable	0,31	0,60	3,01				
caption	Use relevant hashtags on each uploaded content	0,42	1,40	3,02	3,02	0,01	0,58	0,015
	use informative captions	0,34	1,02	3,02				
	The use of the ideal arrangement of captions	0,24	0,60	3,01				
Reels	Uploading interesting video	0,44	1,51	3,02	3,01	0,01	0,58	0,013
	Varied of content reels	0,28	0,73	3,01				
	upload reels routinely	0,27	0,78	3,01				
Feeds	Upload content at the right time	0,46	1,91	4,22	4,22	0,07	0,9	0,082
	Varied Feed Content	0,21	1,00	4,33				
	Aesthetic Content Quality	0,20	0,68	4,25				
	frequency upload contents	0,13	0,59	4,09				

The consistent testing of the results of the sub-criteria part of the questionnaire on each criterion is summarized in Table IV.12. The results of the processing showed the maximum eigenvalues, consistency index (CI) values, random index (RI) values, and consistency ratio (CR) values for each of the criteria for feeds, captions, stories, profiles, and reels.

V. CONCLUSION

Based on the results of the preparation of this final project, the following conclusions are obtained::

A. Based on the results of the benchmarking process on the Nyongsqee marketing costrategy Instagram and its benchmark partner, namely jim models, it was found that the order of integrated system design improvements for Instagram marketing strategy.

B. The use of tools that can be optimized in designing Instagram of marketing strategy for Nyongsqee, among others:

1. Story
   Uploading instagram story 10-14 times a day with latest contents

2. Profile
   Using all additional information features (5 features) on business account prodiles namely brand taglines,highlights,website,locations,and real conditions

3. Caption
   Using 9-10 hastags on instagram caption in each content uploads

4. Reels :

Nyongsqee upload geeds contents 16-30 feeds content, uploading feeds content in range 11.30-13.00 and 17.30-18.30 WIB

5. Feeds
   Uploading feed contents at least 12 times a month (lee,2021).
   Uploading feeds content for 16-30 times a month

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