

## Marketing Communication Strategy Of Jojonomic Company On Selling Jojotimes Product Through Instagram

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### Abstract

*In this pandemic and digital era, people tend to do businesses online. Jojonomic Company is a startup company who just started their business. Their business is focusing on HR systems, systems that made to simplify others company job. Jojotimes is one of Jojonomic product. Jojotimes is an online attendance system that can be access from your mobile phone. Since the beginning of Jojonomic was made, they used Instagram as their media for selling and advertising their product. Instagram is one of the famous social media for doing business. This research is focusing on how marketing communication strategy of Jojonomic Company on selling Jojotimes Product through Instagram. The strategy is focusing on the message strategy and media strategy that been used by Jojonomic Company.*

*Keywords: instagram, marketing communication strategy, digital and pandemic era*

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### Abstrak

Di era pandemi dan digital ini, masyarakat cenderung melakukan bisnis secara *online*. Jojonomic Company adalah perusahaan *startup* yang baru memulai bisnisnya. Bisnis mereka berfokus pada sistem SDM yaitu sistem yang dibuat untuk menyederhanakan pekerjaan perusahaan lain. Jojotimes adalah salah satu produk Jojonomic. Jojotimes adalah sistem absensi online yang dapat diakses dari ponsel pribadi. Sejak awal Jojonomic dibuat, mereka menggunakan Instagram sebagai media untuk menjual dan mengiklankan produk mereka. Instagram merupakan salah satu media sosial yang terkenal untuk berbisnis. Penelitian ini berfokus pada bagaimana strategi komunikasi pemasaran Perusahaan Jojonomic dalam menjual Produk Jojotimes melalui Instagram. Strategi tersebut berfokus pada strategi pesan dan strategi media yang digunakan oleh Jojonomic Company.

*Keywords: instagram, strategi komunikasi pemasaran, digital dan era pandemi*

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## I. INTRODUCTION

Due to pandemic, the way we communicate has changed tremendously and social media has become an important part of our daily lives. With such drastic actions required to stop the virus from spreading, it is now essential that social media be used effectively to maximize its benefits to the workforce and education. People are having difficulty on finding customers because of the pandemic situation. People who want to keep their businesses alive use social media as their strategies of marketing. As an example, they could create advertisements in social media and use it to introduce their brand to the public. One of social media platform that been used on business field is Instagram. According to the results of an Instagram survey conducted in 2018, 87 percent of Small and Medium Enterprises (SMEs) admitted that their sales had increased as a result of using the social media platform. Jojonomic Company is a startup company. Initially, Jojonomic simply created a mobile cost management app, but as it progressed in its business, it continued to innovate by creating other apps to satisfy the needs and wants of business solutions for Indonesian and international entrepreneurs. The Jojonomic Company offers a mobile application for the Human Resource Management System (HRMS). Jojonomic Company was decided to move to create a Human Resource Management System (HRMS) mobile application that can integrate employee recruitment systems, training, official travel, claim and reimbursement submissions, online attendance, and payroll due to the increasing difficulty of company needs in managing human resources (HR). Jojotimes have

uniqueness and the systems that been used by Jojonomic also easy to use. In the pandemic era, the produt will benefit a lot of companies with attendance difficulties due to worfking from home. To meet the customers, Jojonomic used Instagra to promote their product and service, for example Jojo Times. Thus, the author is intrigued to analyze the marketing communication strategy of Jojonomic company on selling Jojotimes product through Instagram. Author will use the qualitative research method in this research. Two key informants, one supporting informant, and one expert informant assisted researchers in conducting interviews. In this study, author divides data collection techniques into two types: primary data and secondary data. For the primary data, the author conducts interviews and obtains. Secondary data sources are from knowledge books, previous research references via theses/journals, and Internet access.

## II. RESEARCH METHODOLOGY

The method that author use in this research is qualitative research methodology. Qualitative research is a continuous process where in the scientific world gains a better and clear knowledge being studied by introducing new meaningful differentiations. (Aspers & Corte, 2019). the researcher conducted research using descriptive qualitative research methods, which included observing, collecting information, processing, and analyzing data. The subject of this research is the Head Marketing that formulated the marketing communication strategy of Jojonomic Company on selling Jojotimes product through Instagram. The Object of this research is the marketing communication strategy of Jojonomic Company on selling Jojotimes product through Instagram. Key informants, expert informants, and supporting informants assisted researchers in conducting interviews in this study. Key informants will be used to investigate the primary causes of phenomena and problems. Meanwhile, an expert informant is a person who is an expert in a specific field. Information The validity of the data is an important aspect of research because it helps the data's truth to be tested. Triangulation studies may include two or more sets of data collected using the same methodology, such as qualitative data sources. Author employs the triangulation technique because triangulation can be interpreted as a technique for determining the validity of data by contrasting sources, theories, and investigation methods/techniques. In research, triangulation refers to the use of more than one method to investigate a question (Heale & Forbes, 2013).

The analysis method used is marketing communication strategy analysis via message strategy and media strategy, and Instagram features:

Analysis	Sub Analysis	Sub Sub-Analysis	Indicator
Strategy	Message Strategy	Communication Contains	<ul style="list-style-type: none"><li>• Explain needed information needed by consumer</li><li>• Delivered message purpose.</li></ul>
		Creative message shape	<ul style="list-style-type: none"><li>• Informational</li><li>• Emotional</li></ul>
	Media Strategy	Media election	<ul style="list-style-type: none"><li>• Choose the right media for used as the channel for information delivery.</li></ul>
		Consumer gap	<ul style="list-style-type: none"><li>• Set the place and time for marketing and reach the best result.</li></ul>
Instagram Features	Instagram Feeds		<ul style="list-style-type: none"><li>• Explain what marketing communication strategy that contains in this sub analysis</li></ul>
	Instagram Comment Section		
	Instagram Live Streaming and IGTV		

## III. RESULT AND EXPLANATION

### A. Message Strategy

In the message strategy, there are 2 elements in it. According to Machfoedz in Modern Marketing Communication, before the content and form of the message are designed, the target market segment must be

selected first (2010:28). There are 2 elements in the Message Strategy, namely the Content of the Communication and the Creative Form of the Message.

1. Communication Content

The communication of Jojonomic company are they always make content based on the product that they are going to sell, with creativity and also, they follow the trend that has been going in the society. Based on what key informants has said, that they always put some creativity content such as, they talk about some good tips for the followers of Jojonomic about how to reduce or simplify their job, and many tips that could help them. And they always post content that related with the customer needs and at the same time they also do some promotions. Jojonomic are not only posting about their products, but sometimes they also post about their daily activity while in office. The purpose of @Jojonomic\_pro is in accordance with what Machfoedz said in Modern Marketing Communications (2010: 28-29), where marketers can have more than one or even several communication goals or objects, each of which requires a different media to convey a certain message, and the content of the communication must be adapted to the information of consumer needs (Machfoedz 2010:28-29). Based on what expert informant has said the most important thing that should be put in the content of communication of @Jojonomic\_pro is should match with the customer needs, and before post anything does some research and the content should be well created and following the trend nowadays. This are according with what Machfoedz in Modern Marketing Communication (2010:28-29) said, each object shows certain consumer needs, at the same stage of the buying process, and for that reason it is possible to use information in the same way.

2. Message Creative Form

The message creative forms of Jojonomic Company are using the combination from informational and emotional appeal (Machfoedz 2010:29). Form of creative message that shown by Jojonomic Company in their Instagram account @Jojonomic\_pro is by using videos and photos and they always following that always happening lately or viral in society. Key informants said they mention about how sympathy are they with people who got a lot of job and offer them with Jojonomic's product (Emotional appeal & Informational). From what was said by the key informants, these are the same as what Machfoedz said in Modern Marketing Communication (2010: 28), namely Emotional or transformational attraction is an effort to influence consumer suggestions that will use the products offered. (Machfoedz, 2010:28). Supporting Informant also said that when she saw @Jojonomic\_Pro she feels attracted with the content that Jojonomic shared in their story also in their feeds. And lastly the expert informant said that to gain a customer we should mention the advantages and also following the trend that been happening lately in society, and Jojonomic do exactly the same as what expert informant has said. Jojonomic Company already able to elaborate, combine and implement several marketing messages (Machfoedz, 2010: 28).

- B. Media Strategy

According to Machfoedz in Modern Marketing Communication (2010:28), Media Strategy has two components, namely media selection and consumer gap.

1. Media Selection

Jojonomic has been using Instagram since the beginning and using Instagram for advertising and introducing the product of Jojonomic Company to people through instagram features such as Instagram ads, feeds Instagram and also through Instagram story. Key informants said that the advantage of using instagram is because nowadays people are tending to using Instagram (HR and Market leader also using Instagram). This is according with what Machfoedz said in Modern Marketing Communication (2010:146), namely in selecting a media, the right strategy is needed so that the costs incurred are effective. Supporting informant also said that she found out the product of Jojonomic through Jojonomic's Instagram (@Jojonomic\_pro) and feels attracted to the product from Instagram ads and buy the product. Lastly, expert informant said that nowadays Instagram is most frequent social media that been used by the society, and Instagram also a friendly user. So, people can easily access Instagram, and also people can see many features from instagram. Jojonomic has chosen the right decision and suitable with what expert informant just said.

2. Consumer gap

Jojonomic Company said that consumer gap is important. We can see that @Jojonomic\_pro is do some research before post any content. Key informants said that they have their own schedule on posting the content (days and the timing). What is said by the the key informants is in according with what Machfoedz said in Modern Marketing Communication (2010: 28) where the consumer gap is the time and place for marketers to convey messages so that their products get maximum reach (2010: 146). Supporting informant also said that she always checking up on @Jojonomic\_pro twice a week to see their content because she felt attracted by the content that made by @Jojonomic\_pro. Expert informant also said that timing and price are the most important elements based on theory of promotion. So, what

Jojonomic has been doing are valid because they do some research from many sources and adapt with customer needs and conditions.

#### IV. CONCLUSION AND SUGGESTIONS

Marketing strategy communication of Jojonomic Company The Marketing Communication Strategy of Jojonomic Company on selling Jojotimes Product Through Instagram uses a Strategy for Effective Marketing Communication from Mahmud Machfoedz which consists of a Message Strategy and a Media Strategy in carrying out its Marketing Communication Strategy, the following conclusions are, first on the message strategy, the content of communication of Jojonomic Company on their Instagram are based on their vision and mission. They always make content based on the product that they are going to sell, with creativity and also, they follow the trend that been going in the society. Creative message form is by posting photos, videos and also infographic in their Instagram through features that exist in Instagram. The ultimate goal of Jojonomic Company is to make a good image of their product and can make people attract and buy their product by seeing from Instagram. As much as possible Jojonomic Company is trying to attract the customer by informational and emotional appeal. By use photos and videos that shows sympathy and some tips and solutions to those who saw it. Media Strategy, the media selection that been chosen by Jojonomic Company is Instagram. Because since beginning Jojonomic Company already used digital marketing on advertise and sells their product. The ultimate goal of Jojonomic Company is the target marketing feels attract by the content and decide to buy the product afterwards. Consumer gap, Jojonomic Company always did some research before post any content in their Instagram. They have they own timing whenever they want to post any content, based on the research that they have been searching.

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