



MARKETING STRATEGY THROUGH SOCIAL MEDIA AND STUDENT BUYING INTEREST

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ABSTRACT

The purpose of this study is to know the relationship between marketing communication strategy of Brodo footwear on Instagram and willingness to buy of students in (STIE Pemuda). Using stratified proportional and purposive sampling techniques, the sample of this research is 95 students of STIE pemuda attended in year 202 and 2013. Data collecting is done by using two techniques, library research and field research. Data collecting is done by distributing questionnaires consist of 20 closed-ended questions. Data analysis is done by using single and cross table analysis as well as hypothesis test using Spearman (Spearman's Rho Rank- Order Correlation) formula. The result shows that there is a certain and low relationship between marketing strategy of Brodo Footwear and the willingness to buy among students of (STIE Pemuda).

Keywords : marketing communication, social media, willingness to buy.

A. INTRODUCTION

The development of information technology is growing rapidly and affects almost all aspects of life today. Internet is no longer something foreign in society. The presence of the internet seems to eliminate the distance and time limits for obtaining information. Everyone can also communicate with other people in any country in the world. The internet can be interpreted as a wide and large global computer network, which connects computer users from one place to another around the world. The internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard.

Technically, the internet is two or more computers that are interconnected to form a computer network that covers millions of computers in the world, which interact and exchange information. Meanwhile, in terms of science, the internet is a library in which there is information in the form of text, graphics, sound and animation in electronic form. So, the internet is an effective and efficient means of exchanging information over long distances.

The development of the internet has also influenced economic development. Various buying and selling transactions that previously could only be done face-to-face or by telephone and post, are now much easier because they are done via the internet. Technological developments are increasingly expanding free trade as if trade were limitless in space and time. This causes higher competition that must be faced by all parties, especially the company as a producer. Companies must be observant in determining the marketing strategy of their products so that they become consumers' choices. Understanding of market conditions and formulating the right market strategy will help the company win the market competition. One of the strategies taken is by promotion which is one of the elements of the marketing mix, namely the intermediary between producers and consumers in communicating.

Promotions carried out by companies have also experienced a shift, where many companies have switched from promotion through print and electronic media to promotion through the internet,

one of which is social media. Social media such as Facebook, Twitter, and YouTube are now used as promotional media because social media has become a platform that consumers often use when spending their time online. So, social media is the right place to promote products to consumers. Social media also allows market participants to communicate with fellow producers, customers, and/or potential customers. Social media gives identity to the brand or brands being marketed and helps in spreading the message in a relaxed and communicative way.

Instagram is a social media whose main function is to upload and share photos or videos online. Instagram was launched on October 6, 2010 and was first released for the iOS platform. As many as 25 thousand users successfully registered on the first day. On the 13th October 2010 users reached 100 thousand and on December 21, 2010 set a record number of users reached 1 million and continues to grow until now (Bambang, 2012:15). Now, Instagram can be used in other smartphone programs such as Android. This also makes the use of Instagram more widespread.

Instagram is one of the social media in which there is an online shop (online buying and selling shop) which is currently emerging as a profitable business. This is because through the features in the Instagram application, the photos displayed are very interesting. Young people often buy clothes through Instagram because the appearance of photos from Instagram makes users interested and willing to buy them. The advantage of Instagram is that the photos can be shared to other social media such as Facebook and Twitter, making it possible for the photos to be seen not only by people who have Instagram.

Instagram has become a phenomenon in itself among social media users, especially teenagers. Although many other social media are often used, Instagram itself is no less popular because Instagram is one of the first social media to move in terms of uploading and sharing photos. Many people use Instagram as a means to do business by uploading photos of the products they will market with a variety of image effects that can attract buyers.

Brodo Footwear is a shoe business start-up that was founded by an ITB engineering student, Yukka Harlanda (majoring in Civil Engineering) with his colleague Putera Dwi Karunia (departing in Marine Engineering). Currently, Brodo Footwear also sells various other fashion items, such as men's accessories (wallets and belts), t-shirts, and jackets. This product is inspired by building structures and modern physics theory and applied to shoe designs, the result is Brodo Footwear.

Brodo Footwear first appeared in online discussion forums such as kaskus.com, in 2010 initially only selling pre-order shoes (PO) and several distros in Bandung who were interested in displaying Brodo in their distributions. Seeing the increasingly positive market response and demand, Yukka and Putera began to develop the Brodo Footwear business through distributions outside Bandung, such as Jakarta and Surabaya. As many as 80% of Brodo Footwear sales are in the Greater Jakarta area and the rest are in big cities such as Bandung and Surabaya. However, online orders come from almost all provinces in Indonesia. To date, Brodo has released 20 shoe models that have their own characteristics and more than 15 accessories.

This study chose students from the College of Economics (STIE Pemuda) class 2015/2016 as samples because from the observations of researchers, Accounting and Management students were so enthusiastic when discussing fashion and they also often bought fashion products through social media because it was considered more effective and efficient. Based on the description above, this study looks at the relationship between Brodo Footwear's marketing strategy through Instagram and the buying interest of Accounting and Management Students. The purpose of this study was to determine the effect of Brodo Footwear's marketing communication strategy on Instagram on the purchasing power of Accounting and Management students. In addition, this study also looks at the factors that influence student interest in giving Brodo Footwear products.

In this study, the concepts discussed include; marketing communications, social media marketing, communication technology, social media. While the theory used is the theory of interest and the theory of AIDA. Marketing communication is a marketing activity whose purpose is to disseminate information, influence, persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered (Tjiptono, 1997: 29). Marketing through social media (social media marketing) is a form of direct or indirect marketing to build awareness, and action for a brand, business, person, or other entity and is carried out using tools from the social web, such as blogging, microblogging, networking, social media, social bookmarking, and content (Gunelius, 2011:10).

The development of electronic technology encourages the development of communication technology. Advances in communication and information technology can be seen with the many new discoveries in this field. Starting with transistors, then developed into microchip systems, satellite communications and others. The biggest change in the field of communication since the advent of television has been the invention and growth of the internet. Internet is part of digital communication. Digital communication also includes elements that do not exist on the internet, such as CD-ROM, multimedia or VR Virtual Reality computer software, namely three-dimensional images that are like real (Severin and Tankard, 2005:443).

According to Gunelius (2011: 10), social media is the online publishing and communication tools, sites, and goals of Web 2.0 rooted in conversation, engagement, and participation. According to Wikipedia, the definition of social media is participatory online media that publish news, photos, videos, and podcasts announced through social media sites. Usually accompanied by a voting process to make the media item popular. Instagram is a type of social media which is also a social media network that can be used via iOS, Android, Blackberry, and Windows Phone. This site was inaugurated on October 6, 2010 (Bambang, 2012: 3).

According to Kinnear and Taylor (1995:10), buying interest (willingness to buy) is part of the behavioral component in consuming attitudes, while the AIDDA theory is called the A-A Procedure or from attention to action procedure (Effendy, 2003: 29).

B. RESEARCH METHODS

This research uses correlational quantitative research methods. The research was conducted to find out about the presence or absence and the strength of the relationship between the variables involved in an object or subject under study. The relationship between variables is used to determine the level of the existing relationship so that researchers can develop it according to the research objectives.

To determine the respondents who are eligible to be sampled, the proportional stratified sample technique is used. This technique is used because the population in this study is heterogeneous with varying characteristics. In addition, this technique is used because the population to be sampled consists of several faculties from the 2012 and 2013 batches. The data collection technique used by the researcher is field research using questionnaires as research instruments and library research, namely reading materials that support research. The data analysis technique in this study is single table analysis, cross table analysis and hypothesis testing.

C. RESULTS AND DISCUSSION

Rho . Sperman Hypothesis Test Table

Spearman Rho . Correlation Coefficient				
		Description	x	y
<i>Spearman's rho</i>	x	<i>Correlation Coefficient</i>	1.000	.340*
		<i>Sig. (2-tailed)</i>	.	.010
	y	<i>Correlation Coefficient</i>	.340*	1.000
		<i>Sig. (2-tailed)</i>	.010	.
*. Correlation is significant at the 0.05 level (2-tailed).				

Hypothesis testing is done using the Spearman coefficient or rho, which is obtained is 0.340. According to the interpretation table of the Correlation Coefficient, based on the Guilford scale the number is 0.340, it is on a scale of 0.30-0.49. This indicates a low but definite relationship. Thus it can be explained that there is a low relationship between marketing communication strategy through (variable x) and buying interest (variable y). The correlation between marketing communication strategies through social media and buying interest is obtained with the number 0.34. This figure shows that the correlation is negative, which means that there is no relationship between marketing communication strategy through (variable x) and student buying interest (variable y).

It can be seen from $r_{xy} = 0.34$, with a level close to 100%. If the proximity of the Prediction Correlation Test ($r_{xy} \times 100 = 11.56\%$) then the X variable, namely Brodo Footwear's marketing communication strategy, has a low value to influence factors. From the analysis it was also found that students' buying interest as customers through online media, male Accounting and Management students of 2015 and 2016 still lacked confidence in shopping for products at Brodo Footwear and preferred to shop at stores. In terms of financial factors, the average price of Brodo Footwear products is around Rp 400,000 – Rp. 600,000. The results of the study show 89.29% of respondents stated that their pocket money is less than IDR 1,000,000 per month. So, respondents are not interested in buying Brodo Footwear products. As for the factors that influence consumer buying interest from the results of the study, consumers are interested in Brodo Footwear products because the products displayed follow fashion trends, are of sufficient quality as well as the prices offered are quite competitive and still affordable, especially for consumers who are still students..

D. CONCLUSION

Based on the results of the research conducted, it is known that the description of online marketing communication strategies on Instagram is to provide interesting pictures and detailed information about products that accompany photos (captions) such as product materials, colors and prices that are easy to understand. In addition, the presence of hashta (#brodofootwear), also helps to strengthen the Brodo Footwear brand,

The products displayed in the Brodo Footwear account vary. This can attract Instagram users to visit Brodo Footwear. Although the average respondent's pocket money is IDR 500,000 – IDR 1,000,000, there is interest and interest in buying them for the products displayed. Therefore, product presentation plays a very important role in marketing communication strategies. From the analysis that has been done, it is known that the Spearman correlation coefficient (ρ) is 0.34. Based on the Guilford scale, the result of 0.34 shows a low correlation, which means that the buying interest of USU FISIP students has a low correlation when shopping for products at Brodo Footwear. So, Brodo Footwear succeeded in attracting students' attention to their products, but only a little bit of interest in buying their products.

In addition, based on the results of researcher interviews with several respondents, respondents expect the price of the product that should be clarified in each product photo. With the results of this study, the researcher hopes that this research can be a reference for further research. For researchers who will conduct further research, it is hoped that more references from books, literature, journals and also more specific questions in the questionnaire can be made so that the theory and information obtained can further refine the results of the study. This research also provides advice to business start-ups to use social media marketing methods more to develop their brands.

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