

CREATE CUSTOMER EXPERIENCE THROUGH SOCIAL MEDIA INSTAGRAM

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ABSTRACT

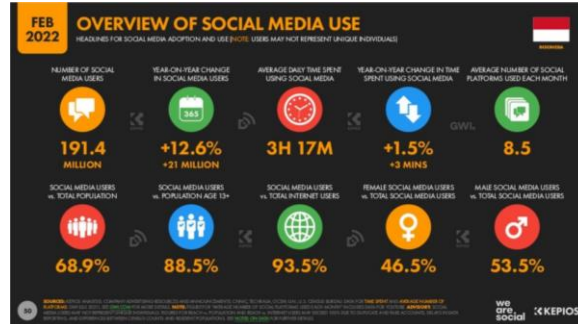
The development of information technology is increasingly influencing and triggering changes in consumer culture in utilizing information obtained from the internet. This is also supported by the ease of internet access at a relatively affordable price which is then also used by the company as a media communication. This research aims to analyze the use of Instagram, which is one of the leading social media today as an effective media communication to reach the target audience. Qualitative research is research that put people as research subjects. The type of data used in this study is data that is categorized into two types, namely primary data, and secondary data. The study adopted an exploratory approach through interviews. The results of the study concluded that the use of Instagram as a communication medium is an effective communication marketing strategy for creating a customer experience.

Keywords: Instagram, Digital Marketing, Strategy, Social Media, Customer Experience

INTRODUCTION

The use of the internet in Indonesia shows significant development in recent years, which has become one of the important targets in marketing, through the internet network. A recent report from the marketing agency We Are Social and social media management platform Hootsuite in February 2022 showed more than half of the population in Indonesia actively uses social media. It is stated that out of a total of 277.7 million people in Indonesia, 191.4 million (68.9%) of them have used social media. The number of active social media users in Indonesia grew by 21 million or around 12.6 percent compared to the previous year 2021. In the same period, internet users in Indonesia grew by 2.1 million or 1 percent to 204.7 million. Most young people which is generation Y or often called the millennial generation dominate the use of social media in Indonesia, plus some generations X and Z with an age range of 25-34 years (14.9%) and 34-44 years (14.7%).

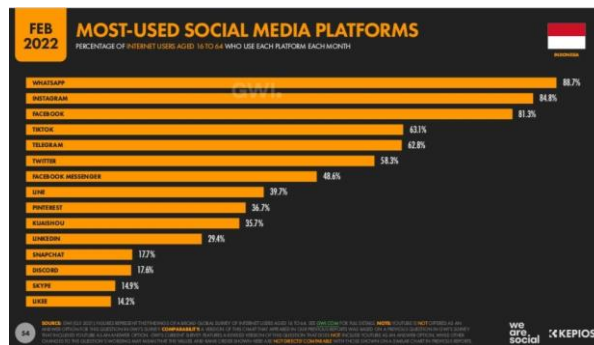
Figure 1: Social Media Use in Indonesia 2022



Source: We Are Social Ltd

From the frequency of monthly use, the first sequence of the most used social media applications in Indonesia are WhatsApp, and then followed by Instagram, Facebook, TikTok, and Telegram.

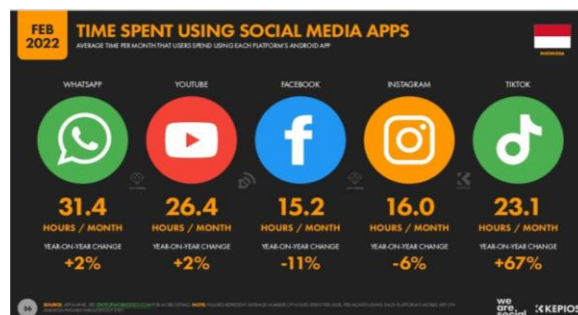
Figure 2: Social Media Use in Indonesia 2022



Source: We Are Social Ltd

However, from the total duration of use of each social media, Instagram is in the top five. The average WhatsApp user a month spends 31.4 hours, then YouTube 26.4 hours, TikTok 23.1 hours, Instagram 16 hours, and finally Facebook 15.2 hours per month.

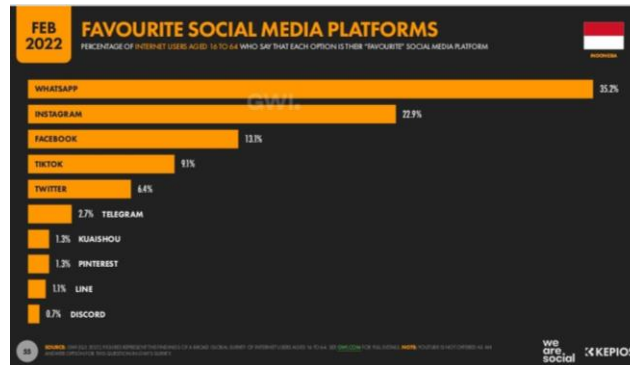
Figure 3: Duration of Social Media Use in Indonesia 2022



Source: We Are Social Ltd

The most preferred social media are WhatsApp, Instagram, Facebook, TikTok, and Twitter. The top three percentage data are WhatsApp (35.3%) then Instagram (22.9%) and Facebook (13.1%).

Figure 4: Favorite Social Media in Indonesia 2022



Source: We Are Social Ltd

Referring to the data, Instagram has become one of the most preferred social media that continues to grow to date. The latest with Instagram Reels has grown and moved very rapidly in Indonesia, since its launch in June 2021. The massive use of Instagram social media in Indonesia makes social media a means for everyone to find and share information, show their existence, do business, marketing tools, and even make money for some of their users. As a marketing media, Instagram even provides features that are specifically provided in supporting marketing through Instagram Ads, where each account owner can market an Instagram account and the content in it.

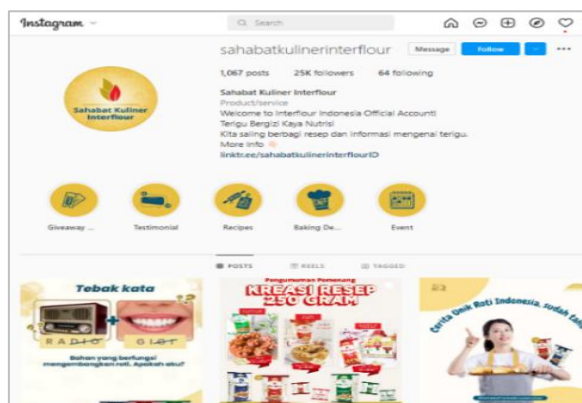
Instagram is currently a social media that is now widely used by companies to establish relationships with their consumers. Instagram is a social media platform that mainly contains the photo or video content accompanied by supporting captions of uploaded photos or videos. Instagram, according to Sakinah (2018), is now not only a personal medium but also used for business purposes both individually and corporately.

The magnitude of the opportunity provided by social media in targeting potential and specific consumer segments is then utilized by marketers as a marketing channel. Social media according to Mersey et al. (in Vinerean et al, 2013) provides an opportunity for companies to engage and interact with potential consumers and current consumers, encourage an increased sense of intimacy in customer relationships, and build all meaningful important relationships with consumers that ultimately have an impact on business development.

Seeing the great potential of Instagram for marketing activities, so Interflour Indonesia also utilized it. Constitute is one of the largest flour mills in Indonesia, which is part of the Interflour Group which oversees several business units in the Southeast Asia region, Interflour Indonesia has various brands of wheat flour products produced with certain types of processed food specifications, such as Gerbang for bread flour, Kompas as all-purpose flour, Gatokaca as general-purpose flour, and Serdadu Biru for noodle flour.

The Instagram account @sahabatkulinerinterflour was then created as a marketing communication tool to promote various Interflour wheat flour products which were supported through various content that showed various educational and culinary processed experiences using Interflour wheat flour products.

Picture 1.5 Instagram page @sahabatkulinerinterflour



Source: Instagram @sahabatkulinerinterflour, 2022.

Looking at the activities carried out by Instagram @sahabatkulinerinterflour that actively upload marketing content, until October 31, 2022, Instagram @sahabatkulinerinterflour has a total of 1,092 posts, with a total of 25K followers which means more than 25,000 followers, and 64 followings (follow) other Instagram accounts. Instagram @sahabatkulinerinterflour is also actively managed and utilized by uploading various marketing content that has a variety of content such as quizzes, culinary information, baking demos, tips, and tricks in processed wheat flour culinary, events, and others.

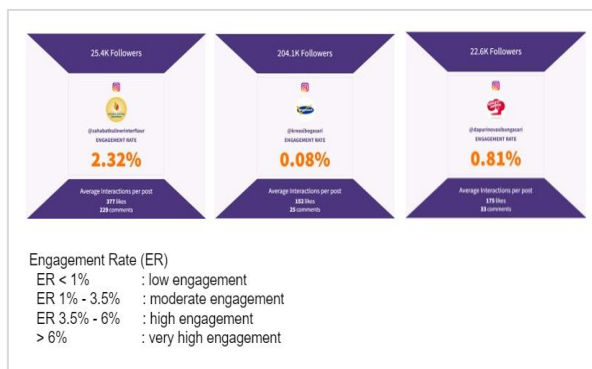
Instagram @sahabatkulinerinterflour is also used as a marketing tool for B2C (Business to Consumer) customers. B2C customers in the study were chosen because the Instagram content provided as Interflour Indonesia's marketing communication media on social media is intended to be able to reach customer segments in cyberspace, especially followers. The Instagram social media used by Interflour Indonesia is also considered relevant to be used as a marketing media in the current digital technology era, as stated by Assaad & Gómez (2011: 15) that social media can help companies improve marketing to gain new insights about brands that offer innovative ways to implement basic marketing programs, as well as new methods to win online discussions about important businesses for companies. For marketers to use this new opportunity, it needs tools so that marketing companies can effectively monitor conversations on the Internet and participate in them. The goal is to connect the success of activities on social media with marketing programs.

The content created by Instagram @sahabatkulinerinterflour is then filled with various marketing activities to customers through various presentations of information and various programs such as event baking demos, video recipes, product information, or other promotional programs that are used as Interflour Indonesia marketing messages to customers. Marketing

communication on social media is then needed to be able to analyze marketing messages carried out by Interfour Indonesia on Instagram.

Social media marketing requires efforts to maximize the ways that consumers also use social media itself. The strategic approach requires the company to determine a marketing strategy that is in line with the company's strategy (Bekoglu, 2016). It is important to realize that all strategies and tactics must map back to the overall goal. Marketing on social media requires companies to think differently about the planning and strategy created because in this case there is a communication engagement with technology related to the preferences of the target audience you are referring to. So far Interflour sees Instagram as the most suitable for its target market and has managed to score the highest Engagement Rate (ER) on Instagram when compared to other wheat flour companies in Indonesia.

Figure 6: Engagement Rate



Source: Instagram Insight, 2022.

Research on digital marketing is widely carried out in various fields, but not many do it in the wheat flour industry. Wheat flour products as semi-commodity goods are currently also changing with increasingly fierce competition conditions in Indonesia. So various strategies need to be built and implemented, including digital marketing strategies that will be focused on Instagram social media.

LITERATURE REVIEW

The literature review explains previous studies related to customer experience and the concept of social media marketing, especially Instagram.

Customer Experience

Companies need to provide a positive customer experience for the sustainability of a business. An experience is a personal event that occurs in response to some stimulation. The experience involves the whole in every life event. In other words, a marketer must lay out the right environment for the customer and what exactly the customer wants. Experience or experience is generally not produced on oneself but is persuading on or psychologically experience is something that happens without an element of intentionality. This model was developed by

Bern Schmitt (2010) in his book *Customer Experience Management*, which is a continuation of the previous book, namely *Experiential Marketing*, which is a new approach to providing information about brands and products. It is closely related to the customer experience and is quite different from traditional marketing systems that focus on the functions and advantages of a product (Andreani, 2007). The role of the customer has also changed significantly from relational to emotional decision-maker.

On the other hand, Meyer and Schwager (2007) argue that customer experience is a customer response that is internal and subjective because of interactions made directly or indirectly by the company. Relationships that are established directly usually occur due to the initiative of consumers or customers that occurs in the service or purchase department. Meanwhile, relationships that occur indirectly usually often involve a planned encounter, such as appearances on products or brands, advertisements, and other forms of promotional events used by the company.

It also stated that customer experience is the result of consumer interaction with the company, both emotionally and physically. The results of these interactions will be able to imprint on the minds and hearts of consumers and be able to influence consumers' assessment of the company's goods or services and the decision to use the product.

According to Berman's (2012) research from top organizations, companies with a coherent strategy to combine digital and physical operating components can effectively transition their business models. These forward-thinking organizations focus on two complementary activities: redesigning customer value offerings to increase customer contact and cooperation and digitally modernizing their processes. To do this, companies learn new skills that will help them move forward both ways. Their focus is on sharing experiences using multiple digital devices. In addition, digital customers want to engage in creative roles in all processes from design, and production, to promotional activities (Angus, 2018). This view encourages marketers to discover new and digital experiences with a variety of technologies. As the use of internet technology and mobile devices increases, companies need to adapt to technological developments that will create new experiences.

Social Media Marketing

Companies initially convey their advertising messages through traditional channels such as radio, television, newspapers, magazines, and direct mail, however, it is not possible to target specific groups with individual messages through these channels. In line with the development of the internet and social media, the use of digital marketing has increased significantly and agencies offering consulting in digital marketing have grown rapidly allowing the company to target its consumer segments. In addition, the existence of a new position on the presence of social media in marketing according to Bekoglu (2016) presents the existence of social media experts and community managers who have emerged as an answer to the use of social media and web marketing. The responsibility of these people is to manage the presence of a brand or initiative in the Internet environment. Therefore, there is social media marketing, where the phrase social media marketing generally refers to the use of this online service for sales

relationships. Social media services or channels are innovatively using new online technologies to achieve familiar communication and marketing goals.

According to Statista (Bekoglu, 2014) regarding surveys conducted among marketers, the most prominent benefits derived from social media marketing are defined as; increased exposure, increased talk traffic, bringing in loyal fans, market insights, and generated leads. Other benefits include increased search rankings, growth of business partnerships, thought leadership, increased sales, and reduced marketing costs.

Social media has the challenge of controlling information in a way that is appropriate and in a way that is meaningful to the company and that brings tangible benefits to the company's business. Social media is also an appropriate framework for core activities in marketing on the Internet. Social media according to Assaad & Gómez (2014) can provide an opportunity to talk to customers on a personal level which is usually difficult to achieve or impossible through traditional channels. Marketing on social media is not a substitute for traditional marketing but should be treated as an additional channel with unique characteristics that can complement other marketing activities.

The strategic approach requires the company to determine a marketing strategy that is in line with the company's strategy. At this stage, according to Powell et al, (Bekoglu, 2016) customers, competitors, and external factors as well as internal resources are taken into consideration. Then tactics are determined for products, prices, places, and promotions. Return investors are an important part of the strategic management. Process because it allows the company to measure the effectiveness of the strategy and adjust if necessary.

Social media offers a variety of tools to marketers and companies must decide how companies will incorporate these tools depending on the target group and the company's expectations of social media. The social media strategy must also match the company's capabilities and the company must determine the success criteria to be used.

RESEARCH METHOD

This research uses a qualitative approach, in which qualitative research according to Flick (2007) is intended to describe and explain social phenomena in several different ways such as by analyzing individual or group experiences. Researchers involved in this form of research then apply an inductive-style research perspective, focusing on individual meanings, and translating the complexity of a problem (Creswell, 2018).

The research uses the case study method, as Yin (2015) revealed that a case study is an empirical inquiry that investigates phenomena in a real-life context when the boundaries between the phenomenon and the context are not firmly visible; and where multisource evidence is utilized.

Data collection techniques show how researchers get the information needed to answer research questions. Such data collection techniques should include a description of the type of interview, observation, or other methods that the researcher plans to use.

For the subject of the study, yes, it is the internal parties of Interflour Indonesia who know Interflour Indonesia's marketing communication strategy in utilizing Instagram social media as a communication medium for B2C customers directly. In addition, the followers of @sahabatkulinerinterflour's Instagram account is also involved to be able to provide their assessment of Indonesian interflour marketing content on Instagram as a communication media for B2C customers. While the object of this study refers to social media, especially Instagram.

RESULT AND DISCUSSION

Strategy Social Media Instagram

Social media is a form of application that allows people to connect by eliminating the limitations of time and space by using the internet network. Social media technologies can be displayed in a variety of forms, including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, rankings, and social bookmarking. By applying a set of theories in the field of research media (social presence, wealth media) and social processes (self-presentation, self-disclosure), Kaplan & Haenlein (2010) created a classification scheme for different types of social media that there are six types of social media, including Collaboration Projects, Blogs and Microblogs, Content, Social Networking Sites, Virtual game world, and Virtual social world

Companies despite knowing social media is an effective media for marketing communication, according to Hanna (Bekoglu, 2016) usually companies still treat social media platforms such as Instagram, YouTube, Facebook, and Twitter as stand-alone elements instead of trying to integrate them into their marketing strategies, and according to Charlesworth, most companies do not have a clear goal that in directing its social media strategy. Social media offers a variety of tools to marketers and companies must decide how companies will incorporate these tools depending on the target group and the company's expectations of social media. The social media strategy must also match the company's capabilities and the company must determine the success criteria to be used.

As one of the largest social media platforms, Instagram is an application that has grown rapidly in terms of business and users since its inception until now. The increasing size of the Instagram name is also inseparable from various feature improvements that are considered to provide added value for users in utilizing Instagram. The use of Instagram today is not only personal media but also used for business purposes both individually and corporately. According to Sakinah (2018), this is evidenced by the phenomenon of celebrity Instagram which is widely used as endorsers in seizing market segmentation on Instagram.

In this study, it was found that Interflour Indonesia has utilized social media, especially Instagram as a media of communication with the target market. The use of Instagram is as optimal as possible to be able to convey information about products & company profiles, etc. in a soft-selling manner. Interflour which puts 'himself' as a 'friend' tries to create closeness with his target audience through interesting content that can help the audience to increase their insight and knowledge. Content is always updated and responded to intensively. It can be seen

from the number of followers/responses of content connoisseurs is increasing. It also refers to the ER (Engagement Rate) value of @sahabatkulinerinterflour which can outperform other flour companies. SEM & SEO is also run to increase the reach and analysis of the data obtained.

Create Customer Experience through Instagram Social Media

Customer experience is an indicator of the success of the services provided by the company. For this reason, companies need to provide a positive customer experience for the sustainability of a business. Gentile (2007) said that customer experience is something that comes from a device of interaction between the customer and the product, company, or other parts of the company itself that can give birth to a reaction. The experience is personal that brings the customer to a different nuance, whether emotional, rational, sensory, physical, or even spiritual.

Chen & Lin (2014) explained that customer experience is a cognitive or perceptual recognition that can stimulate the motivation of each customer or consumer. The recognition or perception of such customers can increase the value of the company's products or services. They added that customer experience is the result of consumer interaction with the company, be it emotionally or physically. The results of these interactions will be able to imprint on the minds and hearts of consumers and be able to influence consumers' assessment of the company's products or services.

Based on the understanding above, we can conclude that customer experience is a process or strategy and application carried out by the company to manage customers for their experience using the company's products or services. So, the final point will be more focused on the end of the product of a good or service provided by the company. For this reason, customer experience is a matter of understanding the lifestyle of each consumer and expanding the view of each product to the consumption process. One of the important things today is to increase customer experience through digital transformation.

CONCLUSION

Every company must be able to meticulously organize the business environment for customers and understand what customers need. Moreover, wheat flour products are not consumer goods, but semi-commodity goods that must be processed first before the results can be enjoyed. It needs a variety of effective & efficient marketing communication strategies so that customers are educated and have an affinity for the product.

How to communicate, including the media chosen, is the strategic side in determining the company's success in achieving successful communication with its target market. Nowadays, Instagram is one of the mainstay social media choices for marketing communications used by companies. Creating a customer experience through Instagram is one of the effective strategies to influence the target audience, which makes it a competitive advantage.

By providing the right experience, every customer will get sensations and various positive things in using products or services from the company. Companies that succeed in providing a good customer experience can reap enormous benefits, including encouraging customer

satisfaction, increasing customer loyalty, and of course greater profitability.

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