



ANALYSIS OF THE EFFECTIVENESS OF SOCIAL MEDIA INSTAGRAM AS A PROMOTIONAL PLATFORM OF NHU NHU LEMONGRASS PRODUCTS

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Abstract

The trend of popular drinks has been growing over the past few years. In the face of high competition and large market opportunities, Nhu Nhu Lemongrass uses Instagram as the main media for promoting its products. The result of this study is that the promotional activities of Nhu Nhu Lemongrass are in the good enough category. While alternative actions for improving the promotion of Nhu Nhu Lemongrass on Instagram can be done by utilizing Instagram's paid advertising features, designing informative promotional content, and increasing interaction with target consumers.

Keywords: Instagram effectiveness, promotion, Customer Response Index

INTRODUCTION

The popular beverage industry in Indonesia has been growing over the past few years. The development of the beverage industry is characterized by the number of various brands that enter and are present in the processed beverage market, such as Chatime, Kopi Kenangan, Janji Jiwa, and so on. The concept of contemporary drinks is characterized by a point of sale in the form of a shop or shop outlet by combining a digital marketing system by prioritizing consumer perceptions and expectations (Putra, 2020).

The growing popular beverage industry also affects the consumption patterns of the Indonesian people by placing the food and beverage group in the highest expenditure position in the food category or in second place of total expenditure after housing and household facilities (BPS, 2021) with the majority of the frequency of consumption of processed beverages based on the results of the Kompas survey (2020) as much as once a week. This growth is also marked by the increasing number of coffee shops in 2019, which reached 2,950 outlets from the initial 1,000 outlets in 2016 (Toffin, 2020), to the large value of the boba beverage industry in Indonesia, which is estimated to reach Rp.54 trillion in 2021, making Indonesia the largest market for boba drinks in Southeast Asia (Katadata, 2022). The great opportunity for the popular beverage industry has led to a high level of competition between business actors. Business owners must continue to innovate in order to survive the growth of contemporary beverage competitors in Indonesia. Almira and Susanto (2018) state that innovation is an important variable in a company in order to market products to various segments and expand market reach.

Nhu Nhu Lemongrass is a healthy drink brand that focuses on processing lemongrass commodities as the main ingredient of its products. The innovation made by Nhu Nhu Lemongrass is to offer products that are different from the current drinks which are dominated by tea, coffee and boba drinks. From many stimulus provided, promotional activities are one form of stimulus that influences consumer purchasing decisions. Promotion is the process of disseminating information about a company or product to influence potential consumers (Mulyana, 2019). Morris (2010) states that the internet has changed the way companies plan and implement marketing business strategies and marketing communication activities. Social media is one of the places commonly used to promote products carried out by business actors.

Nhu Nhu Lemongrass conducts promotional activities by utilizing Instagram social media as its main promotional media with the aim of introducing products and persuading target consumers. Nhu Nhu Lemongrass promotional activities include product publicity in the form of publication of main products, new products and special edition products, product sales locations, and conducting product advertising activities in collaboration with internet celebrities. These promotional activities are carried out by uploading photos and videos on the Instagram feed accompanied by persuasive messages.

LITERATURE REVIEW

Healthy Drink

According to Pangestika et al (2022) healthy drinks are drinks that have functions and benefits for the body. Winarti (2006) further explains that health drinks are anything that is consumed with the aim of relieving thirst and has a health effect on the body. The health effects in question can prevent or treat various diseases, or can maintain health when consumed regularly.

In Indonesia, health drinks are generally made from spices, herbs, and fruits. One of the nutritious herbs and spices that can be processed into drinks is lemongrass. Hakim (2015) stated that lemongrass has many benefits for the body because it contains essential oils, active ingredients, minerals, vitamins, and antioxidants that are important for the body. The chemical component of lemongrass is citral, a component that has anti-microbial and anti-fungal properties. Apart from citral, lemongrass also contains several components that play an important role in treating irritation and has insecticidal and antiseptic properties.

Social Media

Carr and Hayes (2015) define social media as internet-based, unattached, and persistent mass personal communication channels that foster awareness of user-to-user interactions and derive value primarily from user-generated content. The conceptualization of social media is a medium that is internet-based, dynamic and persistent, interactive engagement with others, and mass personal communication.

Chandra (2021) states that the use of social media in doing business brings several benefits, such as making it easier for entrepreneurs to obtain data on potential customers, helping to find target customers more effectively, increasing brand loyalty and awareness, increasing website traffic and ranking on search engines, affordable promotion costs, as a medium for sharing information quickly, analyzing competitors, and as a medium for analyzing business performance.

Promotion Mix

Swastha (1999) explains that promotion is a one-way persuasion designed to direct someone in the action of an exchange in marketing. Promotion focuses on activities carried out with the aim of creating consumer awareness about a product to make target consumers willing to make purchases. Promotion mix is a combination of the type and number of various forms of promotion carried out by the company (Sisca et al, 2021). Hasan (2008) summarizes the promotional mix instrument which consists of five types, namely advertising, personal selling, sales promotion, public relations, and direct marketing.

Effectiveness of Promotion through Social Media

The effectiveness of promotion is defined as the success and performance seen from the achievement or failure of the goals previously set by business people (Ramadhan and Fatchiya, 2021). Promotional activities are declared effective if there is an established relationship between producers and consumers (Septiani et al, 2019). The effectiveness of social media as a promotional medium is determined by message design. The use of social media can allow users to share information by communicating with each other to create collaboration (Sangen et al, 2021). Good use of social media can be measured through: 1) accessibility, namely with easy access and minimal costs to use it; 2) the speed of disseminating information to all target audiences through uploading content, so that the response obtained is also almost instant and real time dialog occurs; 3) interactivity where social media becomes a two-way communication medium that allows fellow users to interact with each other; 4) long term, social media content can be accessed for a long time; 5) wide reach, the internet offers unlimited reach to all available content where everyone can see from anywhere (Taprial and Kanwar, 2012).

METHOD

Data collection methods are conducted by questionnaire, observation, and documentation methods with data analysis methods in the form of descriptive analysis methods and Customer Response Index methods. The sample determination was carried out using nonprobability sampling techniques and obtained a total of 69 respondents using the Cochran formula.

RESULTS AND DISCUSSION

The stages of measuring the effectiveness of promotion using the Customer Response Index are divided into two stages, namely the stage of analyzing the indicators of the marketing communication stage and analyzing the results of the Customer Response Index, Indicator Analysis of Marketing Communication Stages.

Table 1. Brand Awareness Indicator

Response	Quantity	Percentage (%)
Yes	48	64
No	27	36
Total	75	100

Based on 48 respondents who know the Nhu Nhu Lemongrass brand, it is known that the number of respondents who remember the Nhu Nhu Lemongrass brand as the main reference for contemporary and health drinks is very small, namely 3 people or 4% of all people who know the Nhu Nhu Lemongrass brand. Meanwhile, 45 people or 60% of the respondents still need to be reminded of the Nhu Nhu Lemongrass brand.

Table 2. Comprehend Indicator

Response	Quantity	Percentage (%)
Yes	35	73
No	13	27
Total	48	100

Measurement of the comprehend indicator is carried out by asking 48 respondents who are aware of the Nhu Nhu Lemongrass brand regarding the understanding of promotional messages carried out on Instagram social media. Among the 13 respondents who did not understand the promotional messages on Instagram, 10 people or 21% of the total number of respondents who were aware did not understand the promotional messages conveyed because the promotional content was rarely uploaded. This is because the official Instagram account of Nhu Nhu Lemongrass has a long upload distance between posts.

Meanwhile, 3 people or 6% of respondents who are aware do not understand promotional messages because promotional content uses message content that is less informative and persuasive. This is due to the lack of product name information in the photos uploaded for promotional activities.

Table 3. Interest Indicator

Response	Quantity	Percentage (%)
Yes	34	97
No	1	3
Total	35	100

Measurement of the interest indicator is carried out by asking 35 respondents who understand the Nhu Nhu Lemongrass promotional message (comprehend) about the interest in buying Nhu Nhu Lemongrass products. The results of distributing the questionnaire resulted in 34 people who had an interest in buying Nhu Nhu Lemongrass products and one respondent who was not interested in buying Nhu Nhu Lemongrass products because the promotional activities displayed through Instagram content did not attract the respondent's attention.

Table 4. Intention Indicator

Response	Quantity	Percentage (%)
Yes	32	94
No	2	6
Total	34	100

Measurement of intention indicators is done by asking 34 respondents who have an interest in buying (intention) Nhu Nhu Lemongrass products. Based on the table, there are 2 respondents or 6% of the 34 respondents who want to buy the product (interest) who are not interested in buying the product because the price offered is expensive and are already loyal to one particular beverage brand.

Table 5. action Indicator

Response	Quantity	Percentage (%)
Yes	29	91
No	3	9
Total	32	100

Measurement of action indicators is carried out by asking 32 respondents who have the desire to buy products (intention). The questionnaire results found that 29 respondents had purchased Nhu Nhu Lemongrass products after getting the Nhu Nhu Lemongrass promotional stimulus on Instagram, and

there were 3 respondents who did not purchase the product because there was no Nhu Nhu Lemongrass store outlet in the respondent's city or region.

Analysis of Customer Response Index Results

The percentage results of each indicator get a percentage value regarding brand awareness, comprehension, interest, intention and action from consumers, then the calculation of the percentage of CRI for consumers who are unaware, no comprehend, no interest, no intention, no action, and action is as below:

1. *Unaware* = Percentage of respondents who are not aware of the Nhu Nhu Lemongrass brand
= 36%
2. *No Comprehend* = *Aware* × *no comprehend*
= 64% × 27%
= 17%
3. *No Interest* = *Aware* × *comprehend* × *no interest*
= 64% × 73% × 3%
= 1%
4. *No Intention* = *Aware* × *comprehend* × *interest* × *no intention*
= 64% × 73% × 97% × 6%
= 3%
5. *No Action* = *Aware* × *comprehend* × *interest* × *intention* × *no action*
= 64% × 73% × 97% × 94% × 9%
= 4%
6. *Action* = *Aware* × *comprehend* × *interest* × *intention* × *no action*
= 64% × 73% × 97% × 94% × 91%
= 39%

Based on the above calculations, it is known that the percentage value of the Customer response Index is 39% which is located between the intervals of 34% - 66%. After the value is known the percentage value of the Customer Response Index (CRI) and it is concluded that the promotional activities of Nhu Nhu Lemongrass on Instagram social media are in the moderately effective category.

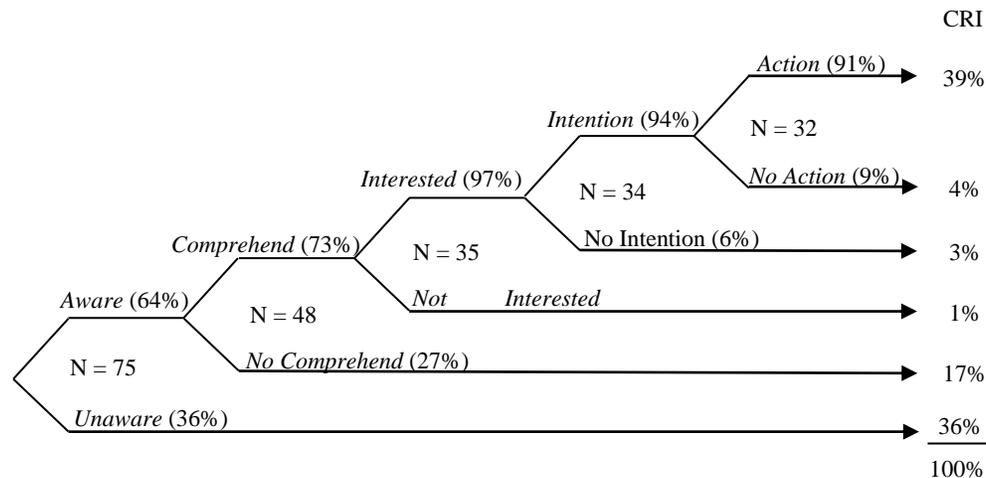


Figure 1. CRI Measurement Results

From the results of the CRI analysis of Nhu Nhu Lemongrass promotional activities on Instagram, awareness indicators and comprehend indicators are two indicators that need to be improved compared to other indicators because they get the least response compared to other indicators. The awareness indicator only gets a result of 64% and causes a CRI loss of 36%, while the comprehend indicator only gets a result of 73% and causes a CRI loss of 17%.

The cause of the low CRI value in the awareness indicator is the lack of advertising activities to expand the media for disseminating information where Nhu Nhu Lemongrass only utilizes internet celebrities as advertising media and has not expanded to other digital advertising methods on Instagram social media. Meanwhile, the cause of the low comprehend indicator is due to the duration of uploading content on Instagram which is a long upload distance so that followers of the Nhu Nhu Lemongrass Instagram account are rarely given a reminder of the brand and the lack of information provided in the promotional content uploaded on the Nhu Nhu Lemongrass Instagram.

CONCLUSION

Based on the results of the study, the conclusion obtained is that the promotional activities of Nhu Nhu Lemongrass on Instagram social media have a level of effectiveness in the moderately effective category with a CRI value of 39% which is in the range of 34% - 66%. The suggestions for promotional improvements for Nhu Nhu Lemongrass on Instagram social media can be done by using Instagram's paid advertising feature, designing promotional content on Instagram accounts more informatively, and increasing the interaction of Nhu Nhu Lemongrass Instagram accounts with target consumers.

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