

THE ROLE OF INSTAGRAM AS A MARKETING COMMUNICATION MEDIA FOR FASHION THRIFTING SALES

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ABSTRACT

Modernity has changed the social system of society, including marketing communication activities. Advances in communication and information technology support changes in the marketing communication system. Social media facilitates interactive social interaction. Internet technology-based social media also changes the pattern of information dissemination from what was previously one to many audiences to many audiences to many audiences. Thrifting is a term used for sellers of used branded fashion but are still suitable for use. The existence of social media, especially Instagram, is used by Thrift Shops in offering and selling their thrift fashions. Instagram media was deliberately chosen by several Thrift Shops because of the advantages of several features it has in supporting marketing communication activities compared to other social media.

Keywords: *Instagram, Media, Communication, Marketing*

ABSTRAK

Modernitas telah mengubah system social masyarakat, termasuk kegiatan komunikasi pemasaran. Kemajuan teknologi komunikasi dan informasi mendukung terjadinya perubahan system komunikasi pemasaran. Media social memudahkan berlangsungnya interaksi sosial secara interaktif. Media sosial berbasis teknologi internet juga mengubah pola penyebaran informasi dari yang sebelumnya bersifat satu ke banyak audiens menjadi banyak audiens ke banyak audiens. Thrifting merupakan istilah yang digunakan bagi penjual fashion branded bekas namun masih layak pakai. Keberadaan media social, khususnya instagram dimanfaatkan para Thrift Shop dalam menawarkan dan menjual fashion-fashion thrift-nya. Media instagram sengaja dipilih oleh beberapa Thrift Shop karena kelebihan beberapa fitur yang dimiliki dalam mendukung kegiatan komunikasi pemasaran dibandingkan dengan media social lainnya.

Kata Kunci: *Instagram, Media, Komunikasi, Pemasaran*

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INTRODUCTION

Communication media is a tool or means used to convey messages from communicators to audiences. The rapid development of information technology, supported by the stronger internet signal, has not only facilitated personal communication access, but has also facilitated all aspects of social activities, including business activities.

The internet also gave birth to a new network commonly known as social media. Social media is an online media that makes it easy for people to participate, share, and create content including blogs, social networks, wifi, forums and the virtual world. The presence of social media that is designed to facilitate social interaction is interactive or two-way. Social media is based on internet technology which changes the pattern of information dissemination from what was previously one to many audiences to many audiences to many audiences. (Nasrallah, 2017)

Literally, marketing communication is a combination of two studies, namely communication and marketing, where communicators will use communication techniques in providing information about products marketed to their communicants, with the aim of attracting the communicant's interest as consumers and of course to increase income.

Social media applications are not only used by the community as a medium to show their existence, social media has now also been used by some people as a means of marketing communication. The use of social media is not only used to market products, even some service and tourism businesses have begun to use social media as a means for promotion and sales.

Marketing communication through social media, such as Instagram, attracts more consumers' attention because it can share photos and videos, accompanied by information about product descriptions marketed by sellers. Consumers can also leave a comment message if they are interested in the product being marketed. Business actors must be able to gain trust from customers by active communication on their business social media.

Fashion comes from the Latin *factio* which means to do or make, therefore the original meaning of the word fashion refers to activities. The meaning of fashion according to Polhemus and Procter also refers to the idea of a fetish or a fetish object. (Hendariningrum & Susilo, 2008)

As one of the necessities of clothing in human life, fashion which was originally only a necessity to cover the body and protect from weather conditions, over time fashion has also become an attribute that can show a person's trend or social strata.

The high price of new fashion made by famous designers or fashion outputs from well-known brands, makes most people who can't afford new branded fashions, but still want to be trendy in appearance, flocking to hunt used fashions but still in decent condition, of course, at a low price and affordable by their financial condition.

Thrift shopping is a term used by business actors who sell used clothes but are still fit for use. The clothes that are sold are generally used clothes from well-known brands.

LITERATUR REVIEW

Marketing Communication

According to the American Marketing Association, marketing is the process of planning and implementing the concept, pricing, promotion, and distribution of ideas, products, and services to create exchanges that satisfy individual and corporate goals. While communication is a very essential element in creating the exchange, so communication has a very important role in marketing.

The basic function of marketing communication itself is about how through a communication it can influence the target audience to make purchases of goods and services.

Marketing communication is essentially a series of activities to realize a product or service using a promotional mix, namely: advertising, personal selling, sales promotion, public relations, and direct marketing. (Kotler & Keller, 2009).

Instagram

Instagram consists of two words, namely "Insta" and "Gram". The meaning of the first word is taken from the term "Instant" or fast-paced or easy. But in the history of using photo cameras, the term "Instant" is another name for Polaroid cameras. That is the type of camera that can print photos immediately after shooting the object. While the word "Gram" is taken from "Telegram" which means it is associated as a medium for sending information very quickly. (<https://www.dumetdevelopment.com>)

Instagram has a meaning and function as a medium for making photos and sending them in a very fast time, supported by internet technology which is the basis of this social media activity.

In addition to these main features, following the developments and demands of the community's needs, Instagram is increasingly developing new features, where each feature has a different function. Some of Instagram's newest features include:

1) Post multiple content at once

Users are given the freedom to post content, both photos and videos, up to a maximum of 10 posts, and can also be combined between photos and videos in one post. Tap the "multiple images" button, then mark the photos or videos that users want to post. Users can also set the order of the content.

1) save or bookmark

Instagram does not provide a feature to download images or videos for use elsewhere. However, if the user likes a particular post and wants to see it again at a later time, the Bookmarks feature can be used specifically for this.

2) Hashtag

The Hashtag feature allows users to place stickers on Instagram Stories, where the hashtag is placed above the sticker. Just like other Instagram posts, users' Instagram Stories can later be searched using the hashtags that users use. (<https://www.seniberpikir.com>)

Fashion

Fashion is one of the symbols or attributes used by humans to identify someone as a statement of someone's personality in particular. Along with the development of fashion, making it a lifestyle, psychologically someone who looks comfortable and attractive can increase his self-confidence so that it affects the spirit in doing an activity. (Hendariningrum & Susilo, 2008)

Self-expression and communication of fashion can provide a response for fashion users in relation to how to communicate identity and personality and feelings to others. Personal identity and characteristics that exist in oneself become something important to show when in a public environment where personal privileges become a benchmark for assessing interactions, because fashion can express something that is unspoken making fashion more used to show personal identity with it making people easy to judge by simply seeing someone wearing a certain type of clothing. (Trisnawati, 2016)

Thrifting

Thrifting is a term used by business actors who sell used clothes but are still fit for use. The products sold are generally used clothes and accessories from well-known brands.

Sales of thrifting products have been around since 1760, which was the time when mass-production of clothing was introduced, changing the public's perspective on global fashion. At that time, people became consumptive easily buying clothes at cheap prices and thought that clothes were disposable items, this condition caused the accumulation of used clothes even though they were still in good condition and fit for use. (Kiki, 2020)

The types of thrift shops are distinguished based on their purpose and function, namely:

(1) Second-hand stuff shop

It is a store that sells goods that have been used before, but what makes it different from a thrift shop is that the goods are private property and collections.

(2) Vintage shop

Is a shop that sells goods or clothes of the past whose quality is still beautiful and unique.

Usually this vintage shop does not only sell used clothes, but also antiques such as bags, decorative lights, electronic goods and other ancient items.

(3) Thrift Shop

Is a special store that sells used clothes that have been used and are generally branded used clothes in good condition, often the goods in the thrift shop are used fashion imported from abroad.

(4) Charity Shop

These shops are generally formed by organizations or communities that take part in the humanitarian field, which are also sold as goods resulting from community donations and the results of their opinions are used for social activities.

RESEARCH METHODS

The method in this study uses qualitative research methods. The problem studied by the researcher is a social problem, where social problems are more suitable to be studied with qualitative methods, because social phenomena often cannot be understood based on what people say and do, because every word and action of people often has a certain meaning.

Qualitative research methods are research methods used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation or combination, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. Objects in qualitative research are natural objects, or natural settings, so this research method is often referred to as the naturalistic method. (Sugiyono, 2014)

The data collection technique was carried out in a natural setting (natural conditions), primary data sources, and carried out more in-depth interviews (in depth interviews), observations (participant observation), and carried out documentation.

The research approach used in explaining this research uses descriptive analysis. Moh, Nazir argues that descriptive analysis studies problems in society, as well as the procedures

that apply in society and certain situations, including relationships, activities, attitudes, views, and processes that ongoing and the effects of a phenomenon. (Soejono & Abdurrahman, 2005)

According to Winarno Surakhmat, in essence, every investigation has a descriptive nature, and every investigation carries out an analytical process, but especially in the descriptive approach, description and analysis have a very important place. (Soejono & Abdurrahman, 2005)

The data analysis technique carried out in this study follows through four stages, namely starting from data collection, data reduction, and final data presentation is drawing conclusions. Data reduction is done as a form of simplification of the amount and extent of information obtained when collecting data. The results of the data that have been focused and relevant in answering research questions, are then arranged systematically in the form of data presentation.

Conclusions are drawn based on the results of data reduction and of course still refer to the objectives of the analysis to be achieved, namely looking for meaning and relationships based on data collected as answers to existing problems.

DISCUSSION

The phenomenon of looking trendy but not emptying the pocket is a principle used by people who love fashion from the middle to lower classes. To work around this, they deliberately buy used branded fashion products that are still in good condition to use.

The high market demand for second-hand branded fashion opens up opportunities for thrift shops to sell the products they get from imports and from auctions of second-hand socialites.

Instagram was chosen as a marketing communication medium due to the availability of supporting features in displaying products both in the form of images and videos, accompanied by captions to clarify product details. Then there is an instastory to be used to provide product update information, as well as insta live to make offers and sales virtually.

1) Fashion Thrift Marketing Communication Strategy on Instagram

Slightly different from online shops for new fashion products in marketing their products, Thrift Shops must have tricks in displaying their merchandise on social media. If a new fashion product uses fashion photography models and results in displaying the appearance of their products, while fashion thrift sellers must have a strategy on how to make good, detailed product images and videos so that consumers can really know the condition of the second hand goods they are going to buy.

In addition to displaying fashion products that are sold in the form of photos and videos accompanied by captions. Thrift Shops are also diligent in displaying photos and videos in their insta stories to update fashion products that have just entered their store.

Another strategy is to make direct sales through live Instagram. On this occasion, it is not uncommon for Thrift Shop owners to distribute free clothes for each potential buyer with some conditions in the middle when doing live Instagram.

Thrift fashion sellers said that always providing honest information and establishing themselves as friends are the keys to successful sales, because then consumers will feel comfortable shopping at their Thrift Shop.

Instagram account management requires accuracy and regulation, one of which is paying attention to product posting times. Usually the seller posts

products during breaks, because consumers are mostly young people, so they usually tend to play social media during break times.

2) Feedback Followers as Consumers

During the observation, the marketing communication strategy of the fashion thrift sellers was considered quite effective, because the strategy that was built by means of sellers and prospective buyers interacting actively in providing a detailed picture of the product, was attractive to new followers as potential buyers who had the possibility to shop, even some His old followers have become subscribed consumers.

This condition has an impact not only on profits for Thrift Shops alone, but also on communication with new people to the opportunity to share with fellow thrift fashion sellers, the main key that must be ensured is comfort, satisfaction for consumers.

The thing that is an important note in thrift fashion marketing communication activities, sellers are still focused on selling goods based on brands, information about products is also limited to still good, still okay or very good. Likewise, the size only includes the size based on the size listed on the label, even though not all consumers understand that different countries have different fashion size references.

It's a good idea, the seller as a communicator can also convey specific information about the quality of the goods, the possibility of defects that can still be tolerated, the size, maybe even where the goods were imported from. This is to minimize disappointment from consumers when they receive the goods they buy, because some consumers are usually more focused on displaying photos or videos without knowing the details of the condition of the goods.

CLOSING

The conclusions from the results of this study show that if the sellers of branded fashion are suitable for use or known as fashion thrift, they start to use social media, in this case Instagram in their marketing communications.

Instagram was chosen as a marketing communication medium due to the availability of supporting features in displaying product information in the form of images and videos, accompanied by captions to clarify product details. Availability of instastory for product update information, as well as insta live to make offers and sales virtually. This clearly supports Thrift Shop actors in conducting marketing communications to their followers as consumers.

So far, Thrift Shop has received a good response from its followers, it can be seen from the increasing number of existing followers, where these followers become subscribers and new consumers for thrift fashion hunters.

Constructive suggestions from researchers for Thrift Shop actors, it is better to provide information about the quality class of goods, the possibility of defects that can still be tolerated, the size maybe even where the goods are imported, the goal is that consumers are not only focused on the brand and appearance of the goods in the market. only photos or videos, but also details on the specific product conditions.

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