



## UTILIZATION OF INSTAGRAM SHOPPING FEATURES AS A MEDIA FOR MARKETING COMMUNICATION FOR ONLINE STORES CARL AND CLAIRE

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### Abstract

The extraordinary growth and development of online business has led to intense business competition. Instagram is one of the social media that is here to offer solutions for business owners and their potential customers by issuing special shopping features. One of the online stores that utilizes the Instagram Shopping feature as a marketing communication media is Carl & Claire. In this study, researcher tried to discover the use of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store and also discover the advantages and disadvantages using the 4P marketing mix concept. The 4 concepts included in the 4P marketing mix are: Product, Price, Place, and Promotion. The research method used by the researcher in this study is a qualitative descriptive research method. The data in this study were obtained from primary data and secondary data. The data collection technique that the researcher used was observation, documentation, and interviews with 2 informants, namely Mrs. Nouva Puspita as the CEO & Founder of Carl & Claire and Ms. Kezia Marika Puteri as the Junior Brand Manager of Carl & Claire.

### Keywords:

Instagram Shopping Feature, Social Media, Marketing Communication

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## INTRODUCTION

Communication is very important and fundamental in human life. Communication is not only an important factor for a better social life, but also one of the main human factors related to economic activity, namely doing business. In a business, communication is an important factor in the success of achieving business goals. One of the activities that most require the communication process is marketing activities.

In this digital era, technology is developing very rapidly. The development of this technology affects many aspects of the world, including communication, namely the emergence of the term "new media". Social media is a new type of media that is often used by the general public. Social media is a place where everyone can communicate, exchange, and express their opinions regardless of distance, space and time.

Of the many examples of social media that have developed in the community, Instagram is one of the most popular examples society today, including in Indonesia. Instagram itself is an application to share photos possible users to take photos, apply digital filters, and share them on various social networking services, including Instagram's own (Frommer, [www.INSIDERBUSINESS.COM](http://www.INSIDERBUSINESS.COM) accessed on August 14, 2021).

Until now, Instagram continues to add and update its features, one of which is Instagram Shopping. The new feature released by Instagram is Instagram Shopping. Instagram shopping features can be obtained by updating the app Instagram on Playstore for Android and Apple Store for iOS. This feature allows users to get information about products offered by business accounts. Feature this can be found in the Instagram feed of business or creator accounts with the bag icon.

In the midst of rampant business competition in Nowadays, business people need to be more creative in communicating and marketing their products to consumers, especially online. One of them is by using the Instagram Shopping feature as implemented by the online store Carl & Claire. Carl & Claire is a brand that has successfully sold and marketed its products locally made perfume. Carl & Claire usually upload product photos and provide information about the products they sell on their Instagram account.

Business expansion on Instagram by utilizing the Instagram Shopping feature has attracted researchers to explore more about the use of Instagram Shopping as a curious communication medium. Researchers also see the Instagram Shopping feature as one of the features that have not been widely used and utilized by other businesses in their marketing communications. So in this study, the researcher took the title "Utilizing Instagram Shopping Features as a Marketing Communication Media for Carl & Claire's Online Stores".

The purpose of this study is to determine the use of the Instagram Shopping feature as an online store marketing communication medium Carl & Claire and to find out the advantages and disadvantages of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store. Meanwhile, the benefit of this research is to make an academic contribution in the study of communication science, to become one of the references to increase knowledge for those who read it, especially knowledge from the communication discipline. Practically, this research is useful to provide readers with wider knowledge about the use of the Instagram Shopping feature. This research is also expected to be able to provide insight and input for social media users in conducting marketing communications.

## LITERATURE REVIEW

### Marketing Communication

Marketing communications are all elements in marketing that give meaning and communicate value to consumers and stakeholders of a company (Machfoedz, 2010:16). Marketing communication is a term used to describe the flow of information about products from marketers to consumers. Marketers use various means, such as advertising, direct marketing, publicity, sales promotion and direct selling, to provide information that they expect to influence consumer buying behavior or decisions.

Instead, consumers use it in the buying process to gather information about product features and benefits. This stimulates interest in making advertising as clear as possible; because if the advertising carried out by marketers is ambiguous and confusing, then consumer perceptions can be wrong.

### Marketing Mix 4P

The communication process carried out in marketing activities is called marketing communication. To market a product or service effectively, we need an easy and flexible approach commonly referred to as the marketing mix. Marketing mix is a marketing strategy that is formed with the aim of generating mutually beneficial exchanges for the target market. Initially, the marketing mix consisted of only 4 concepts, namely product, price, place, and promotion (4P). However, the concept continues to grow for the service marketing mix until now there are 7 concepts known as the 7P service marketing mix. However, for companies that offer products without services, the marketing mix used is still a marketing mix 4Ps. The concept of the 4P marketing mix according to Kotler and Armstrong (2014:76) is as follows:

- a. Product is a combination of goods and services offered by the company to the target market.
- b. Price (price) is the amount of money that must be paid by a consumer to get a product.
- c. Place (place) includes the company's activities that make the product available to consumers target consumers.
- d. Promotion (promotion) refers to activities that communicate the benefits of the product and persuade target consumers to willing to buy it.

### Online Media

The development of communication and information technology that is increasingly rapidly making many changes that occur. Sending information can now be done instantly, without limits of space and time. The process that used to be very long, with a period of days or weeks, can now be done in seconds. The term 'new media' has been used since The 1960s included a growing set of communication technologies and diverse.

The internet, which is now starting to become a primary part of human life, can no longer be separated from daily activities. Online media is very closely related to the internet, because the internet is the main parent of the spread of internet-based information this online. According to Greenlaw and Hepp (2002: 98), the internet is a global information system that is logically connected by a globally unique address based on the Internet Protocol (IP), supports communication using TCP/IP, provides, uses, and makes it accessible. accessible both in general and in particular.

Romli (2012:34) explains, media online is divided into two meanings, namely in general and specifically:

- a. Understanding online media in general, namely all types or formats of media that can only be accessed via the internet containing text, photos, videos, and sound. In this general sense, online media can also be interpreted as a means of online communication, such as e-mail, mailing lists (mailing lists), websites, blogs, Whatsapp, and social media fall into the category of online media.
- b. The definition of online media in particular is related to the notion of media in the context of mass communication. Media is an abbreviation of mass communication media in the scientific field of mass communication which has certain characteristics, such as publicity and periodicity.

### Social Media

Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Andreas Kaplan and Michael Haenlein (2010: 59) define social media as "a group of Internet-based

applications that build on the ideological and technological foundations of Web 2.0, and which enable the creation and exchange of user-generated content.

### **Instagram**

Instagram is a smartphone application that functions as a medium for sharing photos and videos in a social network. Almost the same as other social media, Instagram has the concept of interaction between users by following fellow users, adding comments to photos and videos, liking, and sending posts. Instagram can provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better (Atmoko, 2012:10).

### **Feature**

Features are a competitive means of differentiating a company's product from competitors' products. Being the first producer to introduce valuable new features is one of the most effective ways to compete (Kotler and Armstrong 2006:273). Features are characteristics or features that objects may or may not have. Various similar products can be seen differently by consumers from the comparison of the features in them, namely the comparison of completeness of features, sophistication of features or features that are highlighted from one feature in a product compared to other products.

### **Instagram Shopping Features**

The Instagram Shopping feature is a series of new features released by Instagram since early October 2020. The Instagram Shopping feature allows Instagram users to view products displayed in photos or videos in the application, be it Feeds or Instagram Stories such as shop windows, and get product details. By having an Instagram for Business account, business people can not only upload product photos but also allow consumers to directly buy products from applications or online store websites using Facebook Pay. However, the direct purchase function is not evenly available in all countries such as Indonesia.

## **RESEARCH METHODS**

The research subject in this qualitative research is the Instagram Shopping feature which is used as a marketing communication medium for Carl & Claire's online store. The Instagram Shopping feature is a feature set that the Instagram app released in October 2020 and has been used as a marketing communication medium by the online store Carl & Claire since the beginning of 2021, to be exact month January. In qualitative research, resource persons are referred to as informants, namely people who provide information about the data the researcher wants related to the research being carried out. This information can be in the form of research background situations and conditions (Moleong 2013:132).

Researchers selected several informants, namely Nouva Puspita who served as Founder & CEO of Carl & Claire and Priscila Kezia Mariska Puteri who served as Junior Brand Manager of Carl & Claire. The reason for choosing the two informants is that the informant is a business owner/works in the communication section of the online store, the informant uses Instagram media and has an account on Instagram that is registered as an Instagram Shop, and the informant uses the Instagram Shopping feature as a marketing communication medium for his online store.

### **Research Design**

The type of research in this study is a qualitative research with a descriptive approach, namely research that focuses on general principles that form the basis for the manifestation of a symptom of human life, or also a pattern analyzed from socio-cultural indications through the culture of the community in order to get a representation of the ongoing examples. .

According to John W. Creswell in the book *Research Design*, qualitative research is a method to describe, understand, and develop meaning by several individuals or groups whose sources are

social or humanitarian problems. Qualitative research efforts in the process involve efforts such as asking questions and procedures, collecting data from specific participants, themes from specific to general which are analyzed inductively and interpreting the meaning of the data. This research has a flexible structure or framework in its final report. Participants in this study must apply an inductive model of perspective, focusing on individual meanings and translating the complexity of a problem. (Creswell 2013:4)

In the preparation of this thesis, the researchers used the types and approaches of research qualitative descriptive with the aim of making a systematic description, picture or painting, factual, accurate regarding the factors, properties and relationships between the investigated phenomena (Nazir, 2003:54).

### Data Type

According to Lofland and Lofland (in Moleong, 2013:157), the data sources in qualitative research are words and actions, the rest is additional data such as documents and others. Data in This study was obtained from primary data and secondary data, as follows:

#### 1. Primary Data

According to Krisyantono (2006:43), primary data is data obtained through observation activities to find informants appropriate to the research topic and able to answer the research questions required for further discussion. In this study, the informants according to the research topic were Nouva Puspita and Priscilla Kezia Mariska Puteri.

#### 2. Secondary Data

Secondary data is data obtained indirectly, but rather through an intermediary. Data collection With this technique, it is done by means of a literature study, namely by searching for or view from websites, scientific journals or books related to research and also documentation in the form of screenshots of Carl & Claire's online shop profile pictures, pictures of Carl Claire's offline stores, Carl & Claire products, and pictures of the use of the Instagram Shopping feature used by Carl & Claire in the form of product labels and product details/descriptions.

### Data Collection Technique

Data collection techniques are techniques or methods that researchers can use in collecting data (Kriyantono, 2006:91). Collecting data in qualitative research is not an easy thing. This because the researcher is an instrument major role in data collection (Danim 2002:151). The data collection techniques:

#### 1. Observation

Observation is a form of data collection that requires observations from researchers on the research object being studied. Observation can be interpreted as an activity to observe directly without the help of a mediator. The observations that the researchers made were to find research objects that match the existing research subjects, especially with regard to Instagram features. Observations were also made to find online stores that really use the Instagram Shopping feature as a medium of marketing communication to potential consumers.

#### 2. Interview

Interviews in general are the process of obtaining information for research objectives by means of question and answer while face to face between the interviewer and the informant. The interviewer is a person who uses the interview method as well as acts as a 'leader' in the interview process. Informants are people who interviewed, asked for information by interviewer. Informants are people who are expected to control and understand data, information or facts of an object of research.

The interviews that the researchers conducted were semi-structured interviews so that the main points of the problem are focused. Silaen and Widiyono (2013:19) states that semi-structured interviews are interviews that are arranged in a coherent manner in the form of question item. Some of these questions serve as a guide researchers, so that the information does not deviate from the problem. During interview In progress, the researcher uses the text, then the researcher develops questions to obtain information depth.

The profiles of the two informants that the researchers interviewed:

- a. Mrs. Nouva Puspita in office as Founder & CEO of Carl & Claire for 2 years. Nouva Puspita who is usually familiar with nicknamed Nouva/Ms. Nouva, founded Carl & Claire in 2019. Shee is now 29 years old and domiciled in Jakarta.
- b. Priscilla Kezia Mariska Puteri who served as Junior Brand Manager Carl & Claire. Priscilla Kezia Mariska Puteri who is usually familiar with call Kezia, aged 23 year. She has worked at Carl & Claire for a year and a half, starting in 2020.

### 3. Documentation

Documentation is a complement to the interview method in qualitative research. According to Mahmud (2011: 183) documentation is a data collection technique that is not directly aimed at the research subject but through documents. This technique usually used to collect data in the form of secondary data. In this study, the documentation used is a screenshot of Carl & Claire's online store profile page, as well as pictures of the use of the Instagram Shopping feature used by Carl & Claire.

## Data Analysis Technique

The data analysis technique in this study uses the Miles & Huberman model. This model is used to classify data from observations and interviews in stages so that a conclusion is obtained. Miles & Huberman (in Sugiyono, 2011:247), divides data analysis into three stages, namely:

### 1. Data Reduction (Data Reduction)

Data reduction is the process of selecting, focusing, simplifying and processing data obtained from notes or transcripts in the field. Data must be processed so that it can focus on the problem under study. Data reduction activities in this study aim to select data that are considered important, summarize and focus on the important things and discard unnecessary ones to look for themes and patterns so that the data will provide a clearer picture and make it easier for researchers to collect data. next and look for it when needed. Data reduction in this study was carried out continuously during this research.

### 2. Presentation of Data (Data Display)

The presentation of the data in this study is done in the form of graphs or diagrams, with the presentation of the data the researcher can create a systematic relationship pattern from the existing data. The purpose of presenting data is to organize and summarize information that makes it easier for researchers to describe an event / occurrence for drawing conclusions.

### 3. Drawing Conclusions and Verification (Conclusion drawing/verification)

The initial conclusion that stated is still temporary and will change if strong evidence is found to support the next stage. However, if the conclusions raised at an early stage, supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

## Data Validity

Researchers checked the validity of the data by triangulation. According to Sugiyono (2011:327), triangulation technique is defined as a technique of collecting data that combines various data collection techniques and sources. With the researcher collecting data using

triangulation, the researcher collects data which at the same time tests the credibility of the data. The researcher uses source triangulation, where the researcher tests the credibility of the data by checking the data that has been obtained from several sources. So that the data that has been analyzed by the researcher produces a conclusion.

## RESULTS AND DISCUSSION

### Utilization of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store.

Each element of marketing and communication has its own role. each in communication strategy marketing. As is well known, the development of the internet has entered the various aspects of our life, wrong only world of marketing. In improving its marketing communications, Carl & Claire's online store seeks various strategies that can support its business, one of which is by utilizing the Instagram Shopping feature.

To answer the analysis of the first and second problem formulations research related to the use of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store as well as the advantages and disadvantages of these features, researchers conducted interviews with parties directly related to the research as well as additional data in the form of documentation that could assist the authors in research.

From the results of interviews that have been conducted with two informants, the features Instagram Shopping is useful as a marketing communication medium for Carl & Claire's online store. The use of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store can be described as follows:

a. Delivering information about the product.

In communication activities marketing, requires the existence of a marketing mix. In the 4P marketing mix, the first concept is the product. Kotler and Armstrong (2014:76) define a product as a combination of goods and services offered by the company to the target market.

In addition to the product, price is the main factor determining the company's position in competition and must be decided according to the target market, product mix, service and competition. Kotler and Armstrong (2014:76) define price as the amount of money a consumer has to pay to get a product.

According to the informant, one of the most useful Instagram Shopping features as a marketing communication medium for Carl & Claire's online store is the product label feature. Product labels are one of the features of the combined Instagram Shopping feature that can make it easier for potential consumers to learn more about the products they see, either in Feeds or Instagram Stories. By clicking on this label, potential customers will be directed directly to the product detail page.

After the potential customer enters the Product Details page, one of the Carl & Claire products, potential customers can directly read various information about the product such as specific product pictures, product description, product fragrance impression, product durability, product notes, and product price.

Product label feature that directs potential customers to the page This product details allow the shop Carl & Claire online to communicate product details as well as prices to potential customers with easy, without having to write product details separately one by one in the caption photo.

b. Increase traffic to the website.

Place is associated as a place, or according to Kotler and Arsmstrong (2014:76) which includes: company activities that make products available to consumers who aimed at. Technological developments and Information allows the concept of place, which was previously limited to space, can now be present online. In Carl & Claire's online store, a place that is included in the place concept is the Carl & Claire website.

In Instagram Shopping feature used by Carl & Claire as a marketing communication medium for online stores-it, when a potential consumer opens a one of the product detail pages on Carl & Claire's Instagram shop, there is a "view on website" option right below the product photo which will direct potential consumers to the [www.carlandclaire.com](http://www.carlandclaire.com) website, namely the concept of place in the marketing mix.

On the Carl & Claire website, potential customers can not only get various information about the store, but also make orders and make payments. The increase in the number of visitors to the [www.carlandclaire.com](http://www.carlandclaire.com) website from the Instagram Shopping feature amounted to 1,000-2,000 visitors per month.

c. Bringing traffic to messages.

In the Instagram Shopping feature that Carl & Claire uses as an online marketing communication medium, if a potential customer opens one of the product detail pages on Carl & Claire's Instagram Store, in addition to the "view on website" option, potential consumers can also find the "message carlandclaire" option. When potential consumers click "message carlandclaire", it will display "message carlandclaire", product photo links opened by potential customers, as well as message boxes for potential consumers to fill with messages to be conveyed to Carl & Claire.

d. Delivering information about promotions.

Promotion refers to activities that communicates the benefits product and persuade target consumers to be willing to buy it (Kotler and Armstrong 2014:76). In the Instagram Shopping feature that Carl & Claire uses as an online marketing communication medium, shop/shop owners can update price details on products, and if the store is holding a promotion for certain products, the store can list the new price (after promotion) and cross out the old price (before promotion). Thus, Carl & Claire's online store can communicate its product promotions so that potential customers can be aware of any price cuts.

e. Gain product exposure by combining product label features with Instagram Feeds and Reels feature.

In the Instagram Shopping feature that Carl & Claire uses as an online marketing communication medium, shop/shop owners can combine the Instagram Shopping feature, namely the product label feature, with other Instagram features such as Instagram Feeds and Reels. Thus, Reels Instagram viewers can be exposed to Carl & Claire products and can directly visit Carl & Claire's online store by clicking on the product label. Viewers obtained by Carl & Claire numbered from 1,000 to 4,000 viewers per Reels.

**The advantages and disadvantages of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store.**

From the results of interviews that have been conducted with two informants, the Instagram feature Shopping as a marketing communication medium Carl & Claire's online store has the following advantages:

The direct "Shop" button to the Instagram Shopping page has a very strategic location in the Instagram application, which is right between each user's profile and Reels. This very strategic location makes it easy for potential consumers who are followers and non-followers of Carl's online store & Claire thus exposed to Carl & Claire's shops and products. While the lack of features Instagram Shopping as a marketing communication medium for Carl & Claire's online store is as follows:

There are several features that are not yet available in countries other than the United States, such as the in-app payment feature. This feature is not yet available because the transaction method is only available via Facebook Pay. This causes potential consumers to have to go through a long process from the Instagram application, the Instagram Shopping feature, visiting the website, creating an account, checking out, then paying.

## CONCLUSIONS

From the results of research on "Utilizing Instagram Shopping Features as a Marketing Communication Media for Carl's Online Store" & Claire". It can be concluded that Features Instagram Shopping is useful for Carl & Claire's online store marketing communication media. Of the combined features included in the Instagram Shopping feature, the feature that Carl & Claire uses the most is the product label feature. The product label feature directs potential consumers directly to the product detail page, making it useful for Carl & Claire's online store marketing communications in conveying information about products such as descriptions, product durability, and prices.

The Instagram Shopping feature is also useful in increasing traffic to the website [www.carlandclaire.com](http://www.carlandclaire.com) as many as 1,000 to 2,000 visitors per month through the "view on website" feature and bring messages to Carl & Claire's Instagram shop through the "message carl and claire" feature.

The Instagram Shopping feature is also useful in conveying information about promotions with price tags, as well as getting product exposure by combining the product label feature with the Instagram Feeds feature and reels. It can be concluded that the Instagram features Shopping used by Carl & Claire's online store is useful for communication with potential consumers regarding 4 concepts of the marketing mix, namely the concept of product, price, place, and promotion.

Regarding the advantages and disadvantages, features Instagram Shopping as a marketing communication medium for Carl & Claire's online store has the advantage that the location of the "Shop" button is very strategic in the Instagram application, making it easier for potential consumers who are followers of Carl & Claire's online store to explore Carl & Claire products and allow non-followers to be exposed to Carl & Claire stores and products. While the shortcomings of the Instagram Shopping feature as a marketing communication medium Carl & Claire's online store is the unavailability of some Instagram Shopping features such as the in-app payment feature, thus making the transaction process that consumers have to go through longer.

Based on the results of research and observations that researchers have obtained while conducting research, the researchers propose the following suggestions:

This research is expected to be a new reference for future research. For students who wish to conduct research on similar topics, future research is expected to be able to use newer research theories or concepts. Subsequent research can also be carried out using quantitative methods, and also using more than one online store.

Utilization of Instagram Shopping features as a marketing communication medium for Carl & Claire's online store is right. However, it is unfortunate that the frequency of use of the Instagram Shopping feature used is not comparable to the frequency of use of other Instagram features so that the utilization of the Instagram Shopping feature as a marketing communication medium for Carl & Claire's online store has not been maximized. If desired, Carl & Claire can use all Instagram Shopping features other than those already used, such as the collections feature.

Suggestions for shop owners who use the Instagram Shopping feature as a marketing communication medium for their online store, they should always update product details and actively use Instagram Shopping features. Researchers often find that there are several online shops on Instagram that are late in updating product prices and are not consistent in using Instagram Shopping features so that it appears that the Instagram Shopping store page is not maintained. This can affect the perception of potential consumers who want to make transactions with the store.

Researchers also want to convey suggestions to the application developers Instagram, so that all the features in the combined Instagram Shopping feature can be used on Instagram Indonesia, including in-app payment features. Researchers believe that with the availability of the payment feature in the application will make it easier for two parties, namely shop owners and prospective buyers.

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