

Analysis Of Owned Media Instagram Acquire.Id

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Abstract:

The objective of this study is to examine and comprehend the challenges faced by acquire.id in the execution of their digital marketing strategy using owned media. The research methodology employed in this study is a qualitative descriptive approach, which involves gathering data and information through observations and interviews pertaining to acquire.id's owned media. Additionally, a literature review is conducted, encompassing relevant books and previous studies. The anticipated outcomes of this research endeavor are to identify the issues associated with the implementation of digital marketing by acquire.id through their owned media and propose alternative solutions to address these challenges.

Keywords: Marketing, Digital Marketing, Marketing Strategies.

INTRODUCTION

Acquire.id, a company operating in the fashion industry with a focus on accessories, was founded in 2020. The company offers a variety of fashion accessories for both men and women, including necklaces, rings, bracelets, and earrings. Some of the products offered by Acquire.id are handmade and customized, while others are imported accessories. In addition to catering to individual customers, Acquire.id also caters to bulk orders, such as for wedding souvenirs.

When it comes to sales and marketing, Acquire.id places a significant emphasis on online channels and media, particularly through platforms like Shopee e-commerce and Instagram social media. These platforms serve as owned media, which are under the company's control. Additionally, Acquire.id benefits from earned media in the form of posts, reviews, and ratings from its customers. Marketing through owned media is considered crucial for Acquire.id, as it helps in product development, marketing strategies, and communication with its target audience.

Meanwhile, several previous studies have highlighted the crucial role of owned media in businesses and its impact on various aspects. A study conducted by Ariesandy and Zuliestiana [1] revealed that utilizing owned media, specifically Instagram, as a social media marketing tool can significantly influence consumer interest in purchasing fashion products, with an effect reaching up to 67.9 percent.

Utami and Saputri investigated the influence of owned media in social media marketing in the e-commerce setting. Their study revealed that owned media plays a crucial role in enhancing customer engagement and fostering brand loyalty [2]. In a similar vein, Zulfikar and Mikhriani explored the utilization of owned media, particularly on Instagram, in social media marketing. Their results highlighted the positive and substantial impact of social media marketing on building brand trust among consumers [3].

Hence, these aforementioned investigations collectively underscore the significant significance of owned media in the realm of digital marketing for various brands. It not only influences the interest of consumers in making purchases but also assumes a pivotal function in nurturing brand loyalty, fostering customer engagement, and instilling trust in the brand.

According to research conducted by Putri Lestari and Muchammad Saifuddin in 2020, the change in promotional strategies that used to be conventional to digital marketing promotions carried out by companies during the Covid19 pandemic is a positive thing. In this case, apart from providing benefits for consumers, it also provides benefits for the company. These benefits include practicality in marketing,

minimizing the company's operational expenses, especially in the expenses budgeted for the promotion process that should be, responding more quickly to everything related to consumers [4].

Social media platforms can also serve as a valuable tool for gathering insights into consumer purchasing preferences. Small and medium-sized enterprises (SMEs) commonly utilize social media to establish direct communication with consumers, offer promotional activities, promptly address consumer inquiries, and keep track of consumer demands [5].

In numerous prior investigations, it has been observed that social media presently serves as a means of communication with consumers. Moreover, social media, when utilized as owned media by companies or businesses, is deemed as an effective and efficient tool for conducting business promotions, understanding consumer purchasing preferences, and analyzing competition from other businesses.

Given the aforementioned factors concerning Acquire.id and the significance of owned media in the digital marketing realm, the problem statement for this investigation can be articulated as follows:

1. What methods does Acquire.id employ in managing their Instagram owned media for marketing purposes?
2. In what ways does Acquire.id's owned media on Instagram impact their sales and marketing efforts?
3. How does Acquire.id leverage its owned media to execute marketing strategies effectively?
4. To what extent does Acquire.id's owned media contribute to the overall business performance of the company?

RESEARCH METHOD

The research conducted in this study employs a descriptive qualitative approach. The collection of data and information involves observing the implementation of Acquire.id digital marketing, particularly through its Instagram platform, as well as conducting direct interviews with the owner of Acquire.id. The qualitative data obtained are then presented in a descriptive manner. Furthermore, additional data and information are gathered through literature reviews, which encompass various relevant books and previous studies pertaining to the subject matter of this research.

RESULTS AND DISCUSSIONS

1. Instagram's data engagement has been enhanced through the acquisition of Acquire.id.

Tabel 1. Acquire.id Instagram Engagement Data for the period January 2021 - January 2022

Date	Content	Likes	Comments	Date	Content	Likes	Comments
10 Jan 2021	Product promotion (photo).	116	-	3 Jul 2021	Product promotion (photo).	329	1
13 Jan 2021	Customer repost of a product promotion photograph.	217	-	11 Agu 2021	Random	20	-
16 Jan 2021	Product promotion (photo).	156	-	11 Agu 2021	Product promotion (photo).	91	-
16 Jan 2021	Product promotion (photo).	51	-	12 Agu 2021	Product promotion (photo).	114	1
18 Jan 2021	Product promotion (photo).	347	1	13 Agu 2021	Product promotion (photo).	101	1

23 Jan 2021	Product promotion (photo).	442	2	14 Agu 2021	Consumer repost.	72	-
23 Jan 2021	Product promotion (photo).	223	2	15 Agu 2021	Product promotion (photo).	93	3*
25 Jan 2021	Product promotion (photo).	167	1	17 Agu 2021	Product promotion (photo).	148	3
28 Jan 2021	Product promotion (photo).	676	3	18 Agu 2021	Product promotion (photo).	38	2
28 Jan 2021	Product promotion (photo).	111	1	18 Agu 2021	Random	5	-
1 Feb 2021	Product promotion (photo).	155	4	19 Agu 2021	Consumer repost.	117	1
2 Feb 2021	Consumer repost.	211	2	19 Agu 2021	Random	3	-
14 Apr 2021	Consumer repost.	489	4	19 Agu 2021	Random	5	-
21 Apr 2021	Product promotion (photo).	511	12*	23 Agu 2021	Product promotion (photo).	168	2
11 Jun 2021	Product promotion (photo).	180	1	24 Agu 2021	Product promotion (photo).	?	-
12 Jun 2021	Product promotion (photo).	163	1	26 Agu 2021	Product promotion (photo).	?	1
12 Jun 2021	Product promotion (photo).	100	-	11 Nov 2021	Product promotion (photo).	86	2
16 Jun 2021	Product promotion (photo).	242	-	10 Des 2021	Product promotion (photo).	?	-
24 Jun 2021	Product promotion (photo).	446	4*	11 Des 2021	Product promotion (photo).	?	1
27 Jun 2021	Product promotion (photo).	846	10*	15 Des 2021	Product promotion (photo).	?	1
28 Jun 2021	Product promotion (photo).	156	1	21 Jan 2022	Consumer repost.	?	-

2. Explanation of Acquire.id

Acquire.id, a fashion accessories brand, was founded in the beginning of 2020. The primary focus of Acquire.id lies in offering a wide range of fashion accessories for both men and women. These accessories include necklaces, rings, bracelets, and earrings that are designed to complement any occasion. The product portfolio of Acquire.id comprises of both handmade items crafted by their own employees and imported products sourced from overseas. As for the pricing, Acquire.id offers a diverse range of price points to cater to different customer preferences:

1. The prices of rings vary between Rp10,000 and Rp50,000, with an average price of Rp35,000.
2. Necklaces, on the other hand, have a price range of Rp23,000 to Rp80,000, with an average price of Rp40,000.
3. Bracelets are priced between Rp25,000 and Rp60,000.
4. Glasses fall within the price range of Rp49,000 to Rp69,000.
5. Additional accessories are priced at Rp25,000. These price ranges provide insight into the cost of these products.

Acquire.id caters to consumers of all levels, yet it endeavors to maintain its accessibility for those at lower levels.

3. Digital marketing media acquire.id

According to the findings from interviews conducted with the owner of Acquire.id, the digital marketing strategy of Acquire.id primarily revolves around utilizing Instagram accounts and Shopee e-commerce platform. These two platforms have proven to be highly effective in the current digital era, especially considering that the majority of their products are sold on both platforms. Initially, Acquire.id started using Instagram as their primary marketing tool to create brand awareness among consumers. Eventually, they began utilizing the advertising feature within the application to enhance engagement and expand their market reach. Acquire.id actively utilizes their Instagram account to uphold their brand image, execute promotional activities, foster consumer relationships, and facilitate communication with their target audience. On the other hand, Shopee e-commerce serves as an additional digital marketing channel for Acquire.id, alongside Instagram, and currently plays a central role in their sales strategy. The utilization of Shopee ads has proven to significantly impact the daily sales of Acquire.id products. Consequently, Acquire.id now places greater emphasis on maintaining sales stability through the Shopee platform.

4. Management of the Instagram account Acquire.id

During the initial stages of managing their Instagram account, the owner promoted their account Acquire.id by asking for assistance from their closest friends to follow the account. This method of promotion was carried out to build brand awareness and introduce the products within their community. Through this approach, the owner was able to gain around one hundred to two hundred Instagram followers, and the products began to be recognized by people outside their immediate circle of friends. In terms of content management on Instagram, the owner planned the content to be uploaded by scheduling posts using a feed planner application with a posting schedule of twice a week. Content planning was done to ensure that the content remains organized and maintains the aesthetic of the account page. At least two photos were uploaded within a week. To maintain and increase its engagement rate, the account was managed by reposting Instagram stories from customers daily. Once a week, the owner also held a "this or that" polling game through the Instagram story feature. Based on the A/B Testing conducted by the owner, promoting using the hard selling method was found to be the most effective way to increase sales compared to the soft selling method. The owner's approach to implementing hard selling involved uploading promotional content with clear product photos through stories and Instagram posts—specifically, product photos taken from a close distance. According to the owner, this method was acknowledged as effective in attracting purchase interest because consumers tend to be more impulsive when viewing appealing products at affordable prices.

5. Penggunaan Paid Media Bagi Acquire.id

In the realm of digital marketing practiced by Acquire.id, it is imperative for them to utilize not just one medium in their digital marketing communication. Therefore, Acquire.id cannot solely rely on their

owned media, but they also require other media, such as earned media and not to forget paid media as well. Acquire.id utilizes various paid media channels such as Instagram Ads, Key Opinion Leaders (KOL) or influencers, and Shopee Ads.

At the beginning of their business, Acquire.id implemented Instagram Ads and influencer endorsements. Acquire.id opted for micro-influencers or influencers with a follower count ranging from 10,000 to 100,000 for a duration of six months, resulting in an increase of approximately 1,200 followers on their Instagram account. Subsequently, in order to reach a wider target market, they decided to utilize Instagram Ads for a year. Both of these strategies proved to be highly beneficial for Acquire.id, as they successfully built brand awareness and even managed to amass a following of 10,000 followers, which continues to grow. However, it can be concluded that overall, Instagram Ads had the most significant impact on the growth of Acquire.id's Instagram account followers.

Furthermore, in order to boost sales, Acquire.id also utilizes paid media on the Shopee platform by using Shopee Ads. According to them, Shopee Ads has greatly contributed to the sales of Acquire.id, even though initially its performance was not good, but over time its performance has improved possibly due to the increase in their sales on Shopee. In fact, it is now known that if they do not use Shopee Ads, their sales will immediately decrease significantly.

From the various points mentioned above, it can be stated that Acquire.id cannot solely rely on one of its channels, such as its owned media on Instagram. Instead, they are heavily dependent on paid media on Instagram and Shopee, which greatly influence the increase in followers, engagement, and sales for Acquire.id. Acquire.id's owned media on Instagram is not only built organically but also heavily influenced by paid media that needs to be done through paid means (non-organic) by Acquire.id.

6. The Impact of Instagram's Owned Media, Acquire.id, on Sales

Acquire.id, a media company, possesses an owned media platform in the form of an Instagram account. This particular account has amassed a substantial following of 30.1 thousand followers. Utilizing this platform, Acquire.id curates engaging content in the form of stories and feed posts, enabling them to interact with their consumers effectively.

The Instagram owned media of Acquire.id can be considered to have a significant impact on the sales of Acquire.id. This is because the audience or target market of Acquire.id must first access the Acquire.id Instagram account in order to find the Shopee online store link from Acquire.id to make a purchase. Furthermore, the Instagram account Acquire.id is utilized to create various content that can convey information to consumers. Their content can be classified as promotional with hard selling, which involves creating content such as product photos on their Instagram feed and stories. Through these contents, consumers are attracted and directed to the Shopee platform to make purchases of Acquire.id products.

On the other hand, it can be said that the factors that significantly affect the sales of Acquire.id or support their sales growth are not from owned media, but from the paid media they utilize. While this is carried out on Instagram, they predominantly rely on paid media like Instagram Ads and influencer endorsements.

The owner also explained that if their engagement on Instagram is good, their sales will increase, but if their engagement is low, their sales will decrease. Their way of dealing with this is to resort to using Instagram Ads, which will then help boost engagement and sales of Acquire.id products. Acquire.id's utilization of owned media is actually quite in line with the theory by [6], which states that content created in owned media includes entertainment content and offers or promotions. Furthermore, based on their objectives, Acquire.id effectively utilizes their owned media on Instagram to engage consumers in their content and persuade them.

However, Acquire.id's owned media should be better utilized and managed. So far, their account has been inactive for quite some time. Acquire.id should address this issue because one of the aspects influenced by owned media is consumer loyalty [8]. Therefore, it may be crucial for Acquire.id to reactivate and manage their owned media effectively in order to successfully build and maintain loyalty among their consumers.

7. Kendala Acquire.id Dalam Pengelolaan Akun Instagram

Based on the interview results with the owner of Acquire.id, there are two main challenges in managing their Instagram account. Firstly, it is the consistency in the schedule of posting content and the selection of content ideas. In order for a company's content to attract more consumer attention, the company must be able to create engaging content or messages at the right time and place [6]. In this case, the owner stated that the limitation in content ideas, such as determining the appropriate content for their Instagram account, has hindered the posting schedule on the Acquire.id Instagram account. This has resulted in difficulties for Acquire.id in maintaining consistency in managing their Instagram account.

Secondly, the lack of human resources in creating content in the form of photos and videos of Acquire.id's products is the second challenge in managing their Instagram account. The majority of the content on the Acquire.id Instagram account consists of photos and videos of their products being used by several models. In this case, the owner stated that this content attracts more attention from buyers or consumers on Instagram. However, Acquire.id still struggles to create content in the form of photos and videos of their products due to limited human resources. Therefore, this also hinders Acquire.id in managing their Instagram account.

8. The Influence of Consumer Reviews on Acquire.id Sales.

Earned media refers to the dissemination of information by consumers to companies, which can take the form of opinions, experiences, insights, and perceptions shared through the internet and social media [6]. One form of earned media is consumer reviews, which can consist of comments and evaluations of products.

Acquire.id is a fashion accessory brand that sells its products through online transactions, specifically on Instagram and Shopee. On their Instagram and Shopee accounts, Acquire.id showcases their products through photos and videos in a catalog format, which means there is no direct interaction between consumers and the physical form of Acquire.id products. This situation highlights the significance of consumer reviews on Acquire.id's sales. In an interview, the owner stated that positive consumer reviews enhance consumer trust in purchasing Acquire.id products and make them recommended by Shopee, thereby increasing the ease of selling the products. On the other hand, negative consumer reviews make it difficult for consumers to access Acquire.id products because poorly reviewed products are rarely recommended, making them less appealing and resulting in lower sales compared to products with positive consumer reviews.

CONCLUSIONS

Based on this research, it can be concluded that:

1. Acquire.id faces several challenges in implementing digital marketing through owned media, such as consistency in content posting schedules, lack of ideas in content selection, and limited human resources in creating product photos and videos.
2. The research method used is qualitative descriptive method with data collection through observation, interviews, and literature study to understand the issues related to acquire.id's owned media.
3. The proposed alternative solutions include effective organic management of owned media, seeking more in-depth information about owned media, paid media, and earned media, as well as using the latest and more reliable theories to assess the object.

Thus, a deep understanding of the challenges faced by acquire.id in implementing digital marketing through owned media can provide a foundation for the development of more effective and sustainable strategies.

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