

Implementing Creative Strategies In Instagram Ads To Increase Tourezia Brand Awareness Through Social Media Platforms (Instagram)

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Abstract

This research analyzes the application of creative strategies in Instagram Ads to increase Tourezia brand awareness on the Instagram social media platform. In conducting this research, the author conducted interviews and observations during his internship at Tourezia. The results show that currently Tourezia's brand awareness on Instagram is considered normal, with the company's main focus not being on the platform, but Instagram is considered as a form of existence. The problem of inorganic followers on Tourezia's Instagram is also a challenge in itself. However, Tourezia's products, especially in the Event Management and Tour Organizer categories, have succeeded in providing a clear picture of the services offered, influencing the level of awareness, and making people recognize the types of service products offered. Even though Tourezia is not focused on advertising on Instagram because its target market is B2B, not B2C, they still occasionally advertise on Instagram with the strategy of providing promotions or portfolio overviews to reach more people and increase awareness of Tourezia's existence.

Keywords: *Instagram Ads, Social Media Marketing Activities, Brand Awareness, Creative Strategies*

INTRODUCTION

In the increasingly developing digital era, social media has become a necessity in marketing strategies and building brand awareness. Instagram, as one of the highly popular platforms, offers a great opportunity to reach the target audience and strengthen brand awareness. In this context, the tour company Tourezia experiences problems in clearly

conveying the products they offer to potential consumers, which hinders their efforts in building and expanding the brand's reach in the market.

To overcome this problem, this research aims to apply creative strategies in Instagram advertising to increase Tourezia brand awareness. In this strategy, Instagram will be used as a forum for presenting clear and interesting information about the products and services offered by the company. By implementing creative strategies in Instagram advertising, it is hoped that Tourezia can reach a wider audience and build stronger brand awareness. By presenting interesting content, impressive visuals, and clear messages, companies hope to attract consumer interest in their products and communicate unique brand values.

This research will involve market analysis, research into consumer preferences and behavior, as well as an in-depth understanding of the products and services offered by Tourezia. In addition, this research will also explore Instagram advertising features that can be used to strengthen marketing campaigns and increase consumer engagement.

Thus, this research has significant relevance for Tourezia in overcoming the problem of lack of clarity in the products offered and increasing their brand awareness through creative strategies in Instagram advertising. It is hoped that the results of this research can provide practical guidance for companies in designing and implementing effective marketing campaigns on these social media platforms.

LITERATURE REVIEW

Social Media

Van Dijk in Nasrullah, (2015) states that social media is a media platform that focuses on the existence of users which facilitates their activities and collaboration. Therefore, social media can be described as an online platform that facilitates interaction between users while strengthening social networks.

Mieke and Young in (Nasrullah, 2015) interpret the word social media as a convergence between communication, where individuals share information, and public media which allows sharing to anyone without limiting specific recipients.

Instagram Social Media

The name Instagram comes from the meaning of the word "insta" which comes from the word "instant", like Polaroid cameras which in the past were known as "instant photos", Instagram can also display photos instantly. Meanwhile, the word "gram" comes from the word "telegram" where it works to send information to other people quickly. Therefore

Instagram originates from insta-telegram. Bambang's opinion (2012:53) in his book "Instagram Handbook" states that the indicators for Instagram social media are Hashtag, Geotag, Follow, Share, Like, Comments and mentions.

Instagram Advertising

Advertising is a marketing component that aims to introduce products to the public through specified media. Advertising is a method of communication that achieves results through an audience over a certain period of time, and advertising also includes various paid forms, including non-personal promotion of ideas, products, or services by known sponsors. Instagram advertising is a feature available in the Instagram application, this feature provides benefits for business people, so the use of this feature cannot be avoided, especially by brands that are already known in the community (Pessala, n.d, 2016) Instagram advertising has been used by several companies to display their ads through this feature. Instagram users can also participate in these advertisements by "liking" and commenting on the advertisements.

Brand Awareness

According to Duriyanto, et al (2017), the concept of Brand Awareness refers to the ability of potential buyers to recall a brand as part of a specific product category. The levels vary from the lowest to the highest. Aaker (2018) identified four levels of Brand Awareness, starting from the lowest to the highest. First, "Not Aware of Brand" is the lowest level, where consumers are not aware of the existence of the brand. Then, "Brand Recognition" signifies the minimum level of awareness, where consumers can recognize and recall the brand with help. "Brand Recall" is when a person can mention a brand without assistance, indicating a higher level of awareness. Meanwhile, "Top of Mind Awareness" signifies the very top position in the hierarchy, where a brand becomes the most dominant in a person's mind, trumping other brands in the same category.

Advertising Creative Strategy

The goal of an advertising strategy is to make advertising effective and attract the attention of the audience or potential customers. To achieve this, advertisements must display attractive creativity. The stages of creative strategy, as explained by Mufarrih (2015) in (Sandy & Murfianti, 2020), include several aspects as follows:

- 1) Problem: This stage involves identifying and exploring various existing problems, as well as determining the actions required in the context of advertising communications.

- 2) Audience Survey: Conducted to understand the audience's opinion about the product, consumer behavior, and audience response to the product.
- 3) Brand Position: Efforts to describe the brand's position regarding the impression desired by the audience through the advertisements created.
- 4) Communication Objective: Determine the expected response from the audience to the message conveyed about the brand or product being advertised.
- 5) Suggestion: Regarding the expected response from the public to the message you want to convey, with the aim of getting the target audience to respond to the message.
- 6) Media: Determine the social media chosen and used for promotion, and pay attention to the things that need to be considered when advertising on social media.
- 7) Creative Direction: Refers to the delivery style that will be used in an advertisement. A distinctive and unique messaging style is used to communicate with customers, with the hope of achieving a response that meets the target and even exceeds the set target.

RESEARCH METHOD

This research adopts a descriptive qualitative approach to explain the creative strategy in Instagram Ads to Increase Tourezia Brand Awareness through the Social Media Platform (Instagram) at PT. Tourezia Cakra Inspira. The research design becomes the structure that guides the research process, enabling the acquisition of the information necessary to design and answer the research questions posed. The location of this research was carried out at PT. Tourezia Cakra Inspira which is located on Jalan Masjid, Jl. Pogung Raya Jl. Pogung Dalangan No. 25A, Sinduadi, Kec. Mlati, Sleman Regency, Yogyakarta Special Region. The time for conducting research is adjusted to PT policy. Tourezia Cakra Inspira.

The object of this research is creative strategies in Instagram Ads to Increase Tourezia Brand Awareness through the Social Media Platform (Instagram) at PT. Tourezia Cakra Inspira. The population studied involved employees and staff of PT. Tourezia Cakra Inspira as a "social situation", according to Spradley's concept, which consists of places, actors and activities that interact synergistically. The research sources consisted of Digital Marketing Executives, CBOs, and Event and Production Officers.

Qualitative data is obtained through interviews and observations, and can take the form of information from the materials studied. The primary data source comes from interviews with PT. Tourezia Cakra Inspira, while secondary data sources were obtained from literature relevant to the research problem. Data collection techniques involve interviews with interview guides, recording, photography and documentation.

This research uses a qualitative descriptive approach, which produces data in the form of written or spoken words from observing the behavior of people and research objects. The data obtained was then analyzed creatively and inductively. The main instruments of this research are the researchers themselves, as well as interview guides, recording equipment and other documentation tools. The data analysis process is carried out continuously during data collection, with stages of data reduction, data presentation, and conclusion drawing which are continuously carried out until reaching a saturation point and strong conclusions.

RESULT

Company Profile

PT Tourezia Cakra Inspira, a startup company in the tourism sector, was founded in August 2015 under the name Hud Hud Tour, initially providing car rental services for families. This company is growing quickly, starting to add bus rental and tour organizer services in the 2017-2018 period. In 2019, Tourezia expanded its business by adding homestay reservation, event management and MICE (Meeting, Incentive, Convention and Exhibition) services. Since 2020, this company has changed its name to PT Tourezia Cakra Inspira, or better known as Tourezia, after receiving official recognition from the government to improve internal management and business continuity.

The company's vision is to become a one stop service provider of premium class tourism services, providing fun, encouraging and inspiring tour and event experiences for customers, and making Tourezia one of the 10 largest tour and event organizer companies in Indonesia by 2024 through a culture of service premium, technology and innovation.

The company's mission includes encouraging the development of the Indonesian tourism industry through innovation, technology and multi-sector collaboration, increasing welfare for the company's team and partners, supporting a sustainable and socially responsible tourism industry, as well as providing a better, prouder tour and event experience. , and inspire customers, while encouraging economic development and innovation in the tourism industry in Indonesia.



Figure 1. Company Logo

PT Tourezia Cakra Inspira offers a variety of products and services that can be tailored to consumer needs and demands, with a focus on custom-tailored services. Available products and services include:

- 1) Tour Organizer: Provides travel services which include accommodation, transportation, meals and other tourist activity equipment, tailored to event programs and consumer needs.
- 2) Event Management: Providing event management services starting from planning, organizing, implementing, to post-event control, including in the MICE (Meeting, Incentive, Conference and Exhibition) category.
- 3) Car & Bus Rent: Provides car and tourist bus rental services with the newest and best vehicles, complete with driver.
- 4) Homestay Management: Manage and provide homestays with premium standards, equipped with complete facilities according to guests' needs and desires.
- 5) Virtual Meeting: Provides daily, monthly and annual Zoom license rental services, as well as managing hybrid meetings and webinars with a capacity of up to 500 participants. This service also includes supporting facilities such as virtual background design, flyer design, recording, and others.
- 6) Tourism Consultant & Information: Provides tourist consultation services and information related to tourist attractions, culinary delights and accommodation that suit consumer needs.
- 7) Souvenirs & Merchandise: Provides various kinds of souvenirs and merchandise as keepsakes or souvenirs from tourist destinations.
- 8) Event Support: Providing event support facilities such as multimedia, audio visual, construction, decoration, venue reservations, talent management, and others.

With a wide range of flexible and customizable products and services, Tourezia aims to provide a unique and satisfying tourism experience for every consumer.

Tourezia's Brand Awareness Condition

The results of an interview with Mrs. Arifah, Tourezia's Digital Marketing Executive, revealed that currently Tourezia's brand awareness on the social media platform Instagram is still only normal. This is because the company focuses more efforts on company existence rather than increasing brand awareness on Instagram. The company's main attention is more focused on other strategies, while the obstacle faced is the significant number of inorganic followers. These inorganic followers are robot accounts that are inactive and become an obstacle in increasing the number of followers organically.

The products offered by Tourezia play an important role in increasing the level of brand awareness. The existence of the product is the main key in introducing the brand to the public. Several product criteria that are important in increasing brand awareness include product uniqueness, relevance to the target audience, and creative marketing. Tourezia products themselves act as a means to increase brand awareness, because these products are used as awareness content to be known by the wider community. To date, Tourezia products have influenced the level of awareness by clearly introducing the types of services offered to the public.



Figure 2. Company Products

Tourezia is currently focusing marketing efforts on its two main products, namely Event Management and Tour Organizer. These two products are very popular with consumers, especially companies because Tourezia targets the B2B market. This focus on main products is also reflected in the content uploaded on Tourezia's Instagram.

The importance of product clarity displayed on Instagram is influenced by patterns on the platform. Each pattern has its own characteristics, which can include package offers, soft selling approaches, and the use of supporting images. By understanding this Instagram pattern, Tourezia can optimize the uploaded content to ensure the audience can easily see and understand the products being offered.

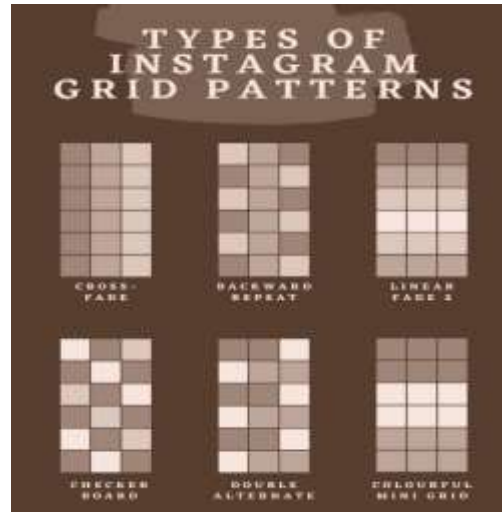


Figure 3. Instagram Pattern

From the illustration in Figure 3, it can be seen that Tourezia utilizes the Cross-Fade pattern on the Instagram platform. Using this pattern allows the audience to easily understand and find information related to the products offered. There are three boxes in the Instagram feed, where the first box on the left contains product packages from Tourezia. Then, in the middle box, there is a soft selling approach or support for the products offered. Meanwhile, in the rightmost box, there are images of the products being offered or perhaps testimonials from consumers. By utilizing this Cross-Fade pattern, Tourezia can effectively present product information to its audience.



Figure 4. Instagram Product Content

DISCUSSION

Implementation of Creative Advertising Strategies

Based on an interview with Mrs. Arifah, Tourezia's Digital Marketing Executive, it was stated that Tourezia adopted an advertising campaign approach that focused more on B2B (Business to Business) rather than B2C (Business to Consumer). Through the Instagram platform, Tourezia uses advertising strategies to provide product promotions and related portfolios to potential and existing clients. The goal is to expand audience reach and increase Tourezia brand awareness. In a B2B context, Tourezia focuses on obtaining business from other companies that may need the services they offer. The advertising strategies used include special offers such as discounts for large orders, as well as highlighting services such as Corporate Gatherings, Study Tours, and Capacity Building in their advertising content.



Figure 5. B2B Advertising Content

Tourezia has also developed an advertising strategy for B2C, which is aimed more at individual consumers or groups, as opposed to an approach for companies. Advertising strategies on Instagram for individual consumers or groups must be prepared briefly, concisely and clearly. One strategy that can be used is to display currently popular Tour packages so that they are relevant to consumer interests, as well as offering photo and video packages for personal documentation or uploading on social media, thereby increasing consumer engagement with the Tourezia brand.



Figure 6. B2C Advertising Content

By creating attractive visual content and clear messages, consumers can be interested in viewing the content. This interest is based on content that is interesting, relevant, different, and able to answer problems faced by consumers. Content that provides solutions to market problems has its own appeal. Educational content is also a favorite of Instagram users, because such content not only provides information about the products offered, but also provides other useful information. For example, Tourezia created content about "5 Popular Destinations in Bandung", which provides information about popular tourist attractions in Bandung, which can be a reference for Instagram users who are planning to vacation there. The following is an example of informative content about "Popular



Destinations in Bandung":

Figure 7. Educational Advertising Content

The effectiveness of Tourezia's Instagram ads depends on achieving the desired goals, such as increasing awareness and reach. Important criteria for a successful creative strategy include informative content and engaging visuals, tailored to the right target audience. Even though the ad is less effective in getting leads, the creative strategy has increased interaction and resulted in several leads contacting the sales admin.



Figure 8. Instagram Advertising Insight

From Figure 8 you can see the results containing Reach, Content Interactions, profile activity, Ad taps, Ad goals, and Impressions. Reach for this content was 4,349, which means 4,349 user accounts saw the advertising post, Content interactions were 21, which means there were 21 interactions carried out by Tourezia Instagram users or followers, such as liking the post, sharing the post, Profile Activity was 63, which means there were 63 accounts visited the Instagram profile, followed Tourezia's Instagram, 48 Ad taps, which means 48 people opened the ad content, 15 Ad goals, which means 15 people took action to contact admin sales regarding the ad content, and there were 6,328 impressions, which means There are 6,328 Instagram users who have consumed or viewed the advertising content.

Brand awareness can be increased through various marketing channels, both organic and inorganic. However, not all advertising strategies are effective for this purpose as their success depends on the nature of the product, marketing strategy and target market. Each product has unique characteristics so a strategy that is successful for one product may not

necessarily work for another. A deep understanding of the product, strategic planning and precise targeting are essential to achieve the desired results.

Apart from digital channels, offline marketing strategies such as brand activation are also important to strengthen brand impressions and increase brand awareness. Through direct interaction with potential consumers in activities such as meetings or gatherings, brand awareness can be increased significantly. A combination of online and offline advertising strategies can be an effective way to increase brand awareness.

CONCLUSION

Based on an analysis of the implementation of creative strategies in Instagram advertising to increase Tourezia's brand awareness, it is concluded that currently Tourezia's brand awareness on the Instagram platform is still considered standard because the company's main focus is not on the platform, but Instagram is considered a form of existence. The problem of followers obtained inorganically is also a challenge in itself. However, Tourezia products, especially in the Event Management and Tour Organizer categories, play a key role in increasing brand awareness by becoming awareness content material that helps the wider community to recognize it. Although Tourezia does not specifically focus on advertising on Instagram because its target market is B2B, they occasionally advertise on the platform with the aim of providing promotions or introducing portfolios, in order to increase awareness of the brand. Insight data from Tourezia shows that educational content with useful information and attractive visuals is successful in achieving high reach and engagement. Even though advertising strategies on Instagram are less effective in getting leads, implementing creative strategies is still successful in increasing awareness by increasing reach, interaction and several incoming leads. Apart from that, it is important to note that brand awareness can be increased through various marketing channels, both organic and inorganic, and offline strategies such as brand activation with gathering activities can also be effective in strengthening Tourezia's brand awareness.

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