

## Analysis of Brand Image Strategies on Instagram in Reaching the Market: Case Study on Sambal Cak Man

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### INFO ARTIKEL

**Artikel History:**

Diterima 25 Mei 2024

Revisi 20 Juni 2024

Disetujui 26 Juli 2024

Publish 2 Agustus 2024

**Keyword:**

Brand Image, Digital Marketing

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### ABSTRACT

*This research is aimed at analyzing the effectiveness of brand image strategies on the Instagram platform in reaching a wider market for Sambal Cak Man products. The method used in this research is descriptive qualitative. In this study, researchers carried out data collection steps using in-depth interviews, observation and documentation. The results of this research show that the brand image strategy on the Instagram platform is effective in expanding the Sambal Cak Man market as proven by the number of orders from outside the region to outside the province after using Instagram as a marketing medium.*

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Al-Idarah : Jurnal Manajemen dan Bisnis Islam

## INTRODUCTION

The current marketing system and technological developments have facilitated sellers and buyers in making transactions easier, especially in terms of building brand image and product promotion (Alwan and Alshurideh, 2022). Indonesia, digital marketing has become a trend for business people, both large and medium scale businesses and MSMEs. Consumer behavior in Indonesia also tends to move from offline purchases to online purchases. This momentum is a great opportunity for business actors, especially MSMEs, to expand market share and build brand images more effectively (Aditya and Yuniardi, 2023).

The use of digital marketing allows sellers to carry out promotions and a series of other business activities 24 hours a day. This is not only a benefit but also a challenge for business actors. Wide market coverage also expands competition between businesses, thereby requiring business actors to have special strategies in using social media. One strategy that can be strengthened by business actors is improving brand image. By building a brand image through social media, business actors can build a brand image so that their products gain confidence and trust from consumers (Sawlani, 2021).

Currently business actors in Indonesia are dominated by MSMEs. MSMEs have the ability to increase economic growth and absorb the workforce. One of the priority sectors

in economic development is the sector food and beverage. MSMEs in the culinary sector are mushrooming in Indonesia and have a competitive market. Sambal Cak Man is one of the MSMEs that provides ready-to-eat food products. In its marketing, Sambal Cak Man has used the Instagram platform to help expand market coverage. The marketing strategies that have been implemented by Sambal Cak Man include promotions on social media, educational content related to products, and direct sales at offline events. In this research the researcher focuses on analyzing the brand image building strategy by Sambal Cak Man on platform Instagram.

## **LITERATURE REVIEW**

### **Brand Image**

Kotler defines brand image as a consumer's belief in a brand (Kotler and Keller, n.d.). Brand image is also a requirement for a strong brand and image is a perception that is relatively consistent in the long term. Brand image is influenced by several components, including: product image, user image, corporate image. Brand image is the goodness of a brand, the brand itself is the identity of the product. In brand image there are several things that explain the brand as a product, the brand as an organization, the brand as a symbol (Sawhani, 2021).

### **Digital Marketing**

Each type of marketing has its own characteristics and can be effective depending on the type of business, target audience, and marketing goals to be achieved. A combination of several marketing strategies is often necessary to achieve optimal results. Entering the digital era, marketing in traditional forms is not enough to meet the needs of MSME marketing targets. With a medium marketing scale, MSMEs need wider marketing exposure. This can be realized with a digital marketing system (Az-zahra, 2021).

Digital marketing refers to the strategy of promoting a company's products or services through digital technologies that can be accessed online, such as mobile phones, image advertising, and platform digital like Google and Facebook. Additionally, digital marketing involves building a brand image through various web media, such as blogs, websites, emails, Adwords and social media. It is important to note that digital marketing is not just limited to internet marketing strategies, but rather includes broad aspects involving digital rights as a whole (Az-zahra, *et. al.*, 2023).

According to Kotler, digital marketing is a series of marketing activities carried out electronically by connecting sellers with consumers using interactive technology such as websites, social media, information tools such as radio and television, cellular communications and so on (Kotler, *et. al.*, 2019).

Various studies and studies argue that digital marketing is more effective in the IoT era (Internet of Things). Digital marketing is also said to be the most attractive marketing medium for business people. The reasons why digital marketing is more effective than other types of marketing are (Chaffey and Chadwick, 2019):

1. Reach a wider audience

Digital marketing can reach a wider audience than traditional marketing, such as print marketing, radio marketing and television marketing. This is because digital marketing can take advantage of the internet, which has global reach. By using various digital marketing channels, such as websites, social media and search engines, businesses can reach a wider audience from various circles and regions.

2. Cost Effectiveness

Digital marketing is generally more cost-effective than traditional marketing. This is because digital marketing does not require large production and distribution costs. For example, businesses can create their own digital marketing content, such as blogs or videos, without needing to hire professionals. Apart from that, businesses can also target digital advertising more specifically, thereby saving costs. In some platform Social media also has special features that can support marketing optimization.

3. Easier to measure

Digital marketing is easier to measure than traditional marketing. This is because digital marketing has various analytical data that can be used to measure the effectiveness of marketing campaigns. For example, businesses can use analytics data to find out the number of website visitors, the number of ad clicks, and the number of sales generated from digital marketing campaigns. With this analytical data, businesses can make adjustments to digital marketing campaigns to make them more effective.

4. More interactive

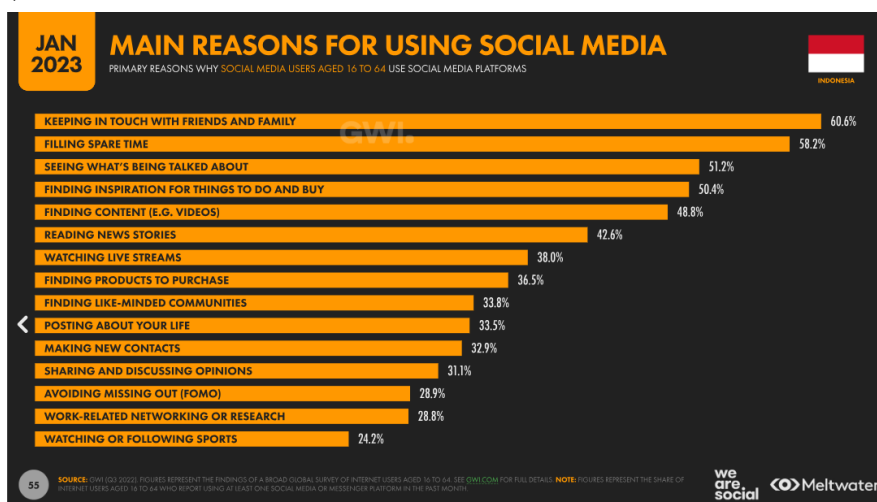
Digital marketing is more interactive than traditional marketing. This is because digital marketing allows businesses to interact directly with customers. For example,

businesses can use social media to communicate with customers, or use email marketing to send product or service information to customers. Direct interaction with customers can help businesses to build better relationships with customers.

## Instagram Social Media Content

Term platform Social media is very widely used by people. Term platform In KBBI it is defined as a program, while the term social media can be defined as a media network that focuses on the existence of users and facilitates them in their activities. So it can be said that social media is a virtual medium that strengthens relationships between its users (Puspitarini and Nuraeni, 2019).

The use of social media in society is very complex. Basically, social media can be used to carry out all forms of two-way activities, whether in written, visual or audio-visual form (Puntoadi, 2011). urrently, the use of social media has shifted the use of conventional media such as newspapers, magazines and cable television services (Hasan, 2021). The very wide reach of using social media can be a golden opportunity for MSMEs to maximize marketing reach to increase sales results and increase awareness of their products (Fantini, *et. al.*, 2021).



Using social media for business is an opportunity with extraordinary prospects. Social media provides various benefits for business development, including increasing product popularity, promotional effectiveness, reaching a wider target market, as well as increasing customer satisfaction and making transactions easier (Ardiansah and Maharani, 2020). Ata states that in February 2022, 50% of social media users will use it to search for something they need and then buy and use it. It can be seen from the data below that the

main reasons for using social media are socializing (58%), spending free time (57.5%), seeing information that is currently being discussed (50.1%), looking for something to do or buy (50%), searching for specific content (48.8%), reading news (44.9%), and shopping (36.2%).

Instagram is one of them platform share photos and videos that allow users to download the media. Instagram was released in 2010 and reaches billions of users worldwide. In Indonesia alone, Instagram users reached 99.15 million users in February 2022. Instagram also provides advertising features and can reach almost 50% of all Instagram users (Kemp, 2022). Instagram is able to reach the market of young people of productive age who are the target market for the majority of MSMEs today, and one of its superior features is that it can integrate with Facebook, Twitter and several other social accounts (Ardiansah and Maharani, 2021).

### **Sambal Cak Man**

This culinary business started with requests from people close to him to buy the owner's cooking in the form of chili sauce. These closest people are friends, relatives and neighbors of the business owner. They came to the owner's house several times and were often served chili sauce to eat together.

Initially, chili products were only known to a limited number of people, ordering was also a system pre order or pre-order, order first and then it will be made. By using ordinary plastic packaging and just binding it, and not setting a price.

After some time, a close friend of the owner who lives in Surabaya and works as an entrepreneur suggested selling and producing this chili product officially. However, at that time the owner still had no skills at all in marketing.

In 2021, when the owner moved his domicile from Bangil to Jember and needed work, the owner decided to start this chili sauce business. Starting from making permits for the business, namely NIB (Business Identification Number), SIUP (Trading Business License), then NPWP (Taxpayer Identification Number), and then taking care of PIRT certification.

After the permits were taken care of, the owner began to develop the business by improving packaging, attending packaging and marketing training, and learning how to market his products. In this period of time, chili products have started to receive a lot of

orders from new customers. Then penetrate the world of digital marketing through platform Instagram in late 2021.

Currently, the marketing carried out has produced many results, both through uploads on MSME accounts and through collaboration with celebgrams that focus on the food sector. In one month the average order reaches 100 (one hundred) bottles of chili sauce with 10 variants owned by Sambal Cak Man. However, of the 10 variants, the ones with the highest market share are the Baby Squid, Sea Fish, Chicken and Squid variants.

Sambal Cak Man has experienced ups and downs in production and orders during its 5 years of operation. During that period the owner learned many things. When using offline marketing such as participating in bazaars, there are not enough interested buyers. This then causes promotional costs to increase.

“Lima tahun ini banyak cobaan pastinya ya mbak. Namanya juga usaha tidak bisa terus dipaksa bagus hasilnya. Tapi alhamdulillah sudah sangat berkembang.”

“Ketika masih sering ikut bazaar begitu, kita menyediakan tester mbak untuk calon pembeli. Tapi memang yang goal tidak banyak hanya beberapa botol saja tiap kali bazaar. Setiap bazaar itu cukup banyak biaya yang harus dikeluarkan. Semisal tiap varian harus menyiapkan minimal 1 botol tester, biaya tenant, dan waktu yang panjang. Sehingga mengganggu juga pada proses produksi. Karena saat ini proses produksi kami lakukan sendiri tanpa ada karyawan, ini cukup mengganggu kelancaran produksi. Sehingga hasil dan biaya selisihnya jauh”

Meanwhile, in online marketing the costs incurred are relatively cheaper. Sambal Cak Man only needs to prepare product samples for several photos or content. There are also quite a lot of potential buyers caught. The video reels uploaded by the @sambalcakman account have been viewed by 1,279 people and liked by 106 people. With just 1 video you can reach thousands of people, and without spending money on testers and time to maintain tenants like when marketing at a bazaar.

## **RESEARCH METHOD**

The research method used in this research is a qualitative analysis method with a narrative approach. Qualitative research was taken because the research object is very closely related to people's daily lives in the form of marketing and buying and selling activities. According to Lexy J. Moleong, qualitative research does not use calculations or statistics in data processing but instead uses words and language to describe things experienced by research subjects in the form of behavior, words, actions, decision making,

ways of thinking, and so on (Moleong, n.d.). In application, according to Kholis Amrullah, the characteristics of qualitative research are (Amrullah, 2022):

1. Having a natural setting as a source of research data and researchers as key instruments in research. It takes quite a long time because you have to interact directly with the social dynamics of the society or community that is the object of research.
2. Research using qualitative methods is descriptive because it will report research results using narratives, words, images, quotes, interview transcriptions, observation results, and other documentation by describing them.
3. In this research, the process is more important than the results, so researchers must be able to pay attention to every detail and explore the activities that occur at the research object.
4. This research tends to be more inductive and not to look for evidence and examine theories. However, we focus more on looking for uniqueness and then making it into something new in the research report.
5. Meaning is the most important thing that can be of value, therefore researchers must be able to understand the perspective of the research object and understand that each individual has diverse perceptions.

In qualitative research with a narrative approach, a researcher must be able to find relationships between events into a single unit so that the meaning of all existing events can be understood. In this approach, researchers collect many types of data through interviews, documents, photos and other qualitative sources to gain views on something that is used as the object of research. Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that it can be easily understood, and the findings can be communicated to others. The data analysis process begins before the researcher enters the field. Analysis carried out on the results of preliminary studies or secondary data will be used to determine the focus of the research. In this research, secondary data was obtained from various sources such as journals, books and articles. After that, the data will be reduced and then presented in a report. Presentation of data can be in the form of short descriptions, charts or relationships between categories (Moleong, n.d.).

Miles and Huberman describe the data analysis process as an integrated process with data collection. Data reduction is needed to sort the data that has been collected into

certain categories and then draw conclusions from the analysis that has been carried out. The conclusions that have been drawn are then verified by the informant for their validity (Miles and Huberman, 1994).

### 1. Data Reduction

Data reduction referred to in qualitative research is the process of sorting data, focusing data with reference to research limitations, summarizing and transcribing data in written or other forms. Data reduction does not always mean quantifying data, qualitative data can be reduced and changed in many ways, such as drawing conclusions or paraphrasing.

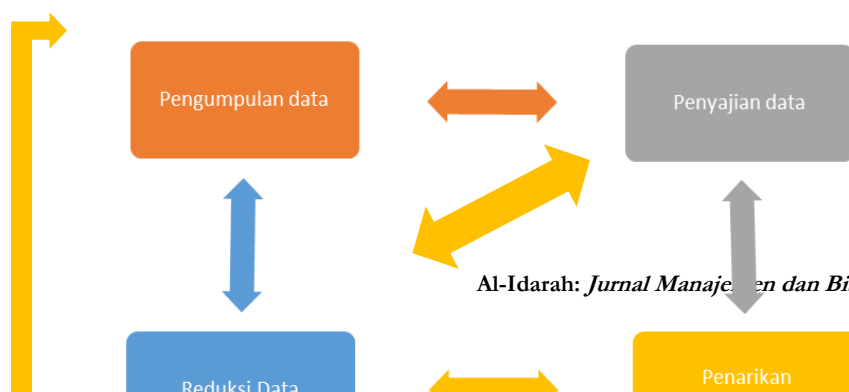
Data reduction selects data findings that fall within the scope of the research. So that data that is not related to research can be discarded. So it can be said that this process aims to classify the data needed in research (Lasiyono and Sulistiyawan, 2024).

### 2. Data Presentation

Data presentation is an important element in data analysis. The presentation is expected to be organized and have gone through a reduction process. At this stage the researcher collects information organized by categories according to research needs. There are various forms of data presentation that can be presented by researchers in the form of pictures, words, graphs and tables. Data presentation aims to combine the information that has been obtained so that it can describe the conditions that occur in the field (Lasiyono and Sulistiyawan, 2024).

### 3. Drawing conclusions/verification

Miles and Huberman describe this phase as “half of a Gemini configuration” or in other words, still half way to the end of the research process. Because after drawing conclusions, the researcher still has to confirm the conclusions drawn to the informant (Miles and Huberman, 1994). And during the analysis process, all data that has been collected must continue to be reviewed carefully by exchanging ideas with fellow researchers to develop perspectives on the research subject (Lasiyono and Sulistiyawan, 2024).





Gambar 1. Langkah-langkah Analisis Data Kualitatif Miles dan Huberman

## RESULT AND DISCUSSION

Currently, Instagram is the most popular marketing application among online entrepreneurs. This is because Instagram users come from older age groups financial independent so it becomes the main target market. When using Instagram, MSMEs can use the features of a professional Instagram account with seller criteria, optimize their profile and bio, and create interesting content. These three things have been found on @sambalcakman's profile. Professional accounts have special features that regular accounts don't have, namely the analysis feature. In this analysis feature, you can see in real time the segmentation of the audience who is interested in the account's uploads. This analysis includes domicile (city and country), age range, and gender. However, Instagram also has shortcomings, Instagram tends to suggest users view content that is currently viral. This will make it difficult for MSMEs if they are unable to follow trends. Online sales hard selling on Instagram it's actually not interesting, this is the opposite of WhatsApp. Instagram users tend to like educational content, contemporary content such as challenge nor video remake. In recent years the reels feature on Instagram has become more popular and tends to reach a larger audience (Alam, *et. al.*, 2023).

In marketing MSME products, MSME players need to build awareness of their brand. Brand awareness can be built through social media. In building brand awareness, platform Instagram will be very precise in meeting this target. Instagram is platform with a very attractive visual appearance, making it easy to display the brand and educate customers regarding MSME products.

Apart from that, perpetrators must also clarify what products they are selling, this is to avoid buying cats in sacks or purchasing products whose specifications are not clear. Currently, detailed product introductions can also be done via Instagram by uploading

posters or images showing product details. The sale of unclear products is prohibited in Islam. Because this can reduce consumer confidence in the product (Nurhafiz, 2015).

## CONCLUSION

In marketing on platform Instagram, Sambal Cak Man presents more educational content related to the products being sold. This content aims to build buyer confidence in purchasing Sambal Cak Man products. So it can be said that the brand image strategy built through the Instagram platform by Sambal Cak Man has been effective in expanding the market and reach of its products.

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