

UTILIZING SOCIAL MEDIA INSTAGRAM AS A SOCIAL MARKETING TOOL

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ABSTRAK

The development of the times greatly affects life, with the emergence of information technology being able to help in facilitating human access. With the presence of this technology comes one of its products, namely social media, which in it is able to give us who are far away can still reach it, as for example through Instagram. In the Instagram application, various features are provided starting from direct messages, feeds, reels, stories and so on so that we need to use and utilize them as well as possible. The purpose of this research is to find out how the use of Instagram social media can be a tool to influence people with social marketing by looking at the strategies it applies. The research method carried out by collecting this data uses Systematic Literature Review (SLR), which identifies, assesses, and interprets all research evidence. As for the results of the findings obtained, each community, organization, or individual has a way to market social issues to the public with strategies that attract attention, but there is one of the many literature studies found problems where there is still a lack of utilizing the feasibility of finding a social marketing strategy to stay alive and be recognized by the community to increase interest and interest in the @earthhourjogja account so that it needs to be improved and paid attention to in the future both for the group or can be input for those of us who may in the future establish an activity.

Keywords: Technology, Instagram, Systematic Literature Review (SLR).

Overall, the body of the text is between 5000-10000 words including the bibliography. Article typing uses Microsoft Word software with 1 line spacing, Times New Romans/TNR font size 11pt. Using A4 size, left and right margins 2.54 cm (default A4).

INTRODUCTION

The phenomenon of the emergence of information technology has been used and utilized with a specific purpose to produce data or information that is relevant, fast, clear and accurate, although sometimes many often abuse it so that various problems arise, but again how an individual is able to use it in a wise way will definitely not be trapped. The role of the presence of information technology in the current era which continues to grow every day, social media has emerged as one of the important roles in accessing various information and data in it. Information technology is a technology related to the management of data into information and the process of distributing that data or information within the limits of space and time.

Social media is a platform used to exchange information online. According to Ardiansah and Maharani in Ila Rosmilawati et al (2024), social media is a means or forum that can be used to facilitate interaction between fellow users and has the nature of two-way communication. Social media is also often used to build a person's self-image or profile, and can also be utilized by companies as a marketing medium. Social media has become a global phenomenon capable of influencing various aspects of modern society, including communication, social interaction, and marketing. Instagram, as one of the most popular social media platforms today, offers great potential as a tool for social marketing strategies in accordance with the quote revealed earlier. Along with the times, the utilization of Instagram as a social media marketing tool is an interesting research subject to be explored further.

Along with current developments, research by Smith (2017) shows that Instagram is becoming one of the most effective platforms for achieving social marketing goals, especially in terms of user engagement and visual influence. The success of a social marketing campaign through Instagram depends not only on the size of followers or the number of likes, but also on its ability to drive traffic,

increase interaction, and expand audience reach. An effective strategy utilizes Instagram's unique features such as Stories, IG TV, and shopping features, in accordance with research by Mangold and Faulds (2009) that emphasizes the importance of interactivity and the use of visual content in digital marketing strategies.

There are many groups, communities, organizations that use the utilization of the Instagram social media platform as a tool to convey social issues which are able to influence the public. This systematic literature study aims to identify and evaluate strategies for utilizing Instagram social media as a tool for social marketing. Using the SLR method, this study collects and evaluates findings from previous studies, providing a comprehensive overview of how Instagram can be used as an effective social marketing platform. This approach also enables the identification of areas of knowledge that still need to be further researched in the context of social marketing strategies using the Instagram platform.

RESEARCH METHODS

The implementation carried out in collecting this data uses a Systematic Literature Review (SLR) which is defined as the process of identifying, assessing, and interpreting all available research evidence with the aim of providing answers to specific research questions Kitchenham and Charters in Luluk and Iskandar (2020). This literature review has been conducted as a systematic literature review based on the original guidelines proposed by Kitchenham and Charters (2007). The data collection methodology used in this study involved, in particular, the identification, assessment, interpretation and search of literature from various reliable sources, including conducting a review of recognized local, national and international publications related to the methodology used. The research was conducted methodically by following each step of the standard process. Previous research used in this study amounted to 7 journal articles published from 2023-2024. Then the author collects data sourced from 7 articles obtained from several journal websites such as Crossef and Google Scholar using the Publish or Perish application with the keywords Social Marketing, Instagram, and a combination of similar keywords.

The stages carried out in this study determine the components of one problem formulation, namely 1) How is the social marketing strategy carried out to influence the community;. In this research, the author collects data by looking for literature reviews that can help in supporting the research conducted by using theories derived from several sources such as books, journal articles, and similar research that can be a reference in solving the research problems carried out.

RESULTS AND DISCUSSION

Result

In today's digital era, Instagram is a very effective platform to convey a social message and influence the wider community. The utilization of Instagram social media has been widely used as an effective social marketing media. Therefore, researchers conducted a literature review related to the use of Instagram social media as social media marketing by identifying, evaluating, and interpreting some previous research evidence presented in Table 1.

Table 1. Indexed Journal Publications

Year	Journal Name	Number of Articles	Publication Type
2023	Journal of Communication Science: Bina Nusantara University Informatics	1	Sinta 5
2023	Journal Garba Journal Digital Reference	1	Garuda
2023	Journal of Islamic Studies: Institut Agama Islam Al-Zaytun Indonesia	1	-
2024	Community Journal: Communication Without Borders	1	Garuda

2024	Journal of Connection: Communication Science Tarumanegara University	1	Sinta 4
2024	Muqoddimah Scientific Journal: Journal of Social Science, Politics and Humanities	1	Sinta 4
2024	Kaganga Komunika; Journal of Cummunication Science	1	Sinta 5

Discussion

Based on the explanation of the search results conducted and written in the table, it shows that there are various approaches and strategies that are effective in utilizing Instagram as a social marketing media, each of which has a unique character with different focuses and methods according to the objectives and target audience.

Table 2: Authors, Methods, and Findings

Authors	Type of Research	Research Result
Arum Dara Efda, Ilham Setyawan, & Feri Johansah	Qualitative-Descriptive	The results found that the Instagram account @pandemictalks utilizes fresh information through three features including Reel, Stories, Feeds. From the diversity of cues, the information presented uses two approaches, namely the type and form approach and the improvisational approach by presenting content such as photos, videos and illustrations. While from the utilization of language variations, the @pademictalks account presents entertainment content with meme images, categorizing information using hastags.
Ricky Riziq & Aning Sofyan	Qualitative-Descriptive	The results showed that the West Java Provincial KPU has been quite optimal in using Instagram to share electoral information in accordance with the SOME theory by Luttrell. However, the use of social media tools needs to be applied so that management is more structured. At the share stage, the determination of Instagram as a media for electoral information is optimal. At the optimize stage, the use of hashtags and following trends is quite optimal. The manage stage is also quite optimal, but it will be better with social media tools. At the engage stage, the West Java Provincial KPU is not yet optimal because it does not have brand influencers..
Annisa Firdhaus, Alfi Satria, & Sobirin	Qualitative	The results showed that the effectiveness of the campaign carried out by Rachel Venny was proven effective because a percentage of 83.63% of the number of donors was obtained after seeing the post, and this is a very high percentage.
Ardy Septi, Rahmat Wisudawanto, & Sofia Ningsih Rahayu Putri	Qualitative-Interactive	The results showed that the public relations of BNNK Surakarta implemented 4 public relations roles, namely communicator, relationship, back up management, and corporate image.
Michael Michael dan Farid Rusdi	Qualitative-Descriptive	The results of this study show that the Narasi.tv Instagram account uses four pillars of strategy to reach generation Z consisting of communication, collaboration, education, and entertainment. Of these four pillars, the most prominent is entertainment by using jokes that concern Gen Z and make interaction with the target audience easier.

Nadia Nareswari, Andika Putri & Noveri Faikar Urfan	Qualitative-Luttrell The Circular Model of SoMe	The results showed that the Instagram account @earthhourjogja which focuses on environmental awareness, the strategy carried out to attract audiences through online campaigns. There the content delivered regarding information that simultaneously educates the public about the importance of environmental awareness is carried out more quickly and widely. Then from the implementation in utilizing Instagram social media must pay attention to four stages including share, optimize, manage and engage. As for the results of the process of these four stages, this account is still not optimized in using the terms that must be understood to manage an Instagram account and means that more serious attention is still needed.
Agustinus, Kharisa Rizky & Alfiana	Qualitative- Descriptive	The results showed that the @runtocare Instagram account had a huge influence on people in need, because the issue of social campaigns was able to produce extraordinary impacts, especially on children. The campaign strategy that is presented is able to attract attention by using the hashtag #Runtocre2023 #DesaAnakSOS #TogetherForChildrens #LarikuUntukMimpiinya, so that in this way the runners play an important role in spreading the campaign to create awareness and invite people to join and complete their mission.

It was found that the Instagram account @pandemictalks uses three main features to disseminate health information: Reels, Feeds, and Stories. Instagram feeds are used to periodically disseminate key health information, covering various health topics other than Covid-19, such as monkey pox, acute renal failure, diabetes, stunting, dengue fever, measles, and reproductive health. The use of these Feeds capitalizes on the immediacy of information so that people can receive updates quickly and usefully. Instagram Stories are used to affirm content that has been shared on Feeds and reach active followers within 24 hours. Meanwhile, Instagram Reels disseminates health information through videos (content) containing the opinions of health workers or experts, with the added feature of adding music according to the content to increase appeal to followers. However, the spread of information through Reels is not as fast as Feeds and Stories.

Other research by Ricky Riziq and Aning Sofyan (2023) using The Circular Model of Some, Regina Lutter (2015) in which there are four methods, namely: 1) Share, 2) Optimize, 3) Manage, and 4) Engage, concluded that the management of the West Java Provincial KPU's Instagram social media as an election education media, is as follows, the West Java Provincial KPU's Instagram social media manager has implemented three main stages: share, optimize, and manage. In the share stage, they have participated by choosing Instagram as an information media, connect by creating content that allows two-way communication, and build trust through informative and valid content. At the optimize stage, they listen and learn by using hashtags and following trends, and create humanist and educative content even though they do not have brand influencers. At the manage stage, the West Java Provincial KPU is appropriate in quick response and real-time interaction but still conducts media monitoring manually. At the engage stage, they do not yet have brand influencers and need research to understand the audience better. West Java Provincial KPU chose Instagram because of the large number of users, allowing them to reach a wider community and increase knowledge about elections.

Social marketing through Instagram is not limited to certain groups such as communities, institutions, or agencies, but can also be done by individuals. Individuals have an important role in social marketing on Instagram. For example, influencers can influence the behavior and opinions of thousands or even millions of their followers through inspirational and informative content. Activists use Instagram to voice important issues, call their followers to action, and rally support.

Research conducted by Annisa Firdhaus, Alfi Satria, and Sobirin in 2023 examined the communication strategy of Rachel Vennya's Instagram account in a social campaign to increase donation interest among millennials. The results showed that the campaign strategy carried out through Instagram social media proved effective. Rachel Vennya uses various methods such as uploading photo

and video posts, taking concrete actions, and providing updates on the distribution of donation funds to designated places. This strategy succeeded in attracting public sympathy and enthusiasm to participate in donations and spread the information to a wider audience. The effectiveness of this campaign was proven by 83.63% of donors being influenced after seeing the post. These results indicate that Instagram is a highly effective medium for social campaigns and encouraging donation participation, especially among millennials.

Research by Ardy Septi, Rahmat Wisudawanto, and Sofia Ningsih Rahayu Putri (2024) on the role of public relations of BNNK Surakarta in preventing drug abuse through Instagram shows how the use of social media as a social marketing tool can be successful. BNNK Surakarta's PR implemented four PR roles, namely communicator, relationship, back up management, and corporate image, all of which supported the effectiveness of their campaign. As a communicator, they effectively deliver information and education to the public about drugs. Their relationship role can be seen from their active cooperation with external parties and involving the community in the production of Instagram content, which helps in increasing interaction and the number of viewers. Despite facing challenges in back-up management due to limited publication time, they maintain a positive corporate image through planned publication strategies and press releases. By utilizing Instagram to post information and education, they were able to reach a wider audience, raise awareness, and build strong relationships with the community. This strategy reflects how Instagram can be used as a marketing platform that not only promotes products or services, but also spreads important information and builds a positive image of the organization. BNNK Surakarta's success in using Instagram for this social campaign underscores the great potential of social media in supporting broader marketing and communication objectives.

Instagram plays a crucial role in social marketing to generation Z. The results of research by Michael Michael and Farid Rusdi (2024) show that the Narasi.tv Instagram account uses four pillars of strategy: communication, collaboration, education, and entertainment, to reach generation Z. Instagram Narasi.tv has developed an effective communication style to reach generation Z. They use concise, creative, and authentic communication by utilizing attractive visual elements such as images, graphics, and short videos. They use concise, creative and authentic communication by utilizing engaging visual elements such as images, graphics and short videos. This approach minimizes the use of formal or rigid language, creating a more familiar and relevant communication atmosphere for a digitally connected audience. Narasi.tv's Instagram also actively collaborates with various other Instagram accounts, including influencers, organizations, communities and brands to expand the reach of its content. These collaborations aim to increase the exposure of their content on the Instagram platform and strengthen engagement with audiences, particularly the digitally active generation Z. The educational content published by the Narasi.tv Instagram account covers topics such as youth, freedom of speech, and education about the Indonesian nation. The delivery of this education can take a variety of formats according to need, with themes as diverse as daily life, history, and insight, tailored to invite discussion and provide a deeper understanding to the audience. The Narasi.tv Instagram account often creates entertainment content that focuses on the concerns of young people, especially Generation Z, such as highlighting the concerns of 20-year-olds. The aim of this kind of content is to entertain followers while drawing their attention to relevant issues. Narasi.tv uses a unique approach by utilizing memes to build interaction with Generation Z.

Research conducted by Nadia Nareswari, Andika Putri & Noveri Faikar Urfan (2024) on the role of the Earth Hour Jogja community to foster environmental awareness online. In addition to carrying out its routine activities offline in the Yogyakarta City area, an online campaign was also carried out. Given the increasingly sophisticated times and the rapid advancement of technology and information, the community campaigns for socio-environmental issues using social media platforms, which will help in becoming a bridge to the community. Through Instagram @earthhourjogja easily disseminates various information and also educates at the same time. Where the utilization is not only done individually but also in collaboration with certain parties. The content presented is indeed very meaningful because the impact is very positive and able to educate, but unfortunately those who manage the account are still unclear and less structured considering the absence of a definite team, but over time it has begun to be initiated by volunteers so that the uploaded content is more organized. In utilizing a social media, special provisions are needed for how a community carries out a stage of managing Instagram. The stages include; 1) Share, aims to reach a wider audience. Participants from Earth Hour

Jogja as a tool in helping to disseminate information in the form of photo or video content, the goal is to be easily recognized and known by the public, so as to find the target audience and foster environmental awareness can be done by collaborating with similar communities. 2) Optimize, an interesting idea is needed to be shared by paying attention to what information will be conveyed, for example uploading content about a day without plastic bags with complementary spices using captions and hastags that attract attention, 3) Manage, where managers can organize social media in such a way as to reactivate their accounts. Understand current issues that can be raised as trending content ideas creatively and innovatively to include the substance of environmental awareness through live Instagram, then be more active in responding to audiences for example through direct messages, box questions, comment columns and others. 4) Engage, a community will live if it can collaborate with each other, for example establishing a relationship by creating a similar content about environmental awareness, by looking for influencers to increase the number of followers to be more widely known.

Meanwhile, research conducted by Agustinus, Kharisa Rizky & Alfiana (2024) regarding the @runtocare Instagram social campaign with a crowdfunding strategy. This non-profit organization, although it raises the theme of a group of runners, has a tremendous impact. Where collaborative efforts and dedication can produce influence on children in Indonesia. Starting from a journey made with passion and determination, this campaign has provided a memorable record. The results of the collection of donations reached a very high figure of Rp. 1,712,666,685, this is not just a number but proof of effort and care and support from various parties. One of the strategies promoted in this campaign is only capitalizing on content supported by interesting captions and hashtags, namely #Runtocare2023 #DesaAnakSOS #TogetherForChildrens #LarikuUntukMimpiinya, so that it has created a high awareness to invite the public to participate and join the noble mission. This is considered as the main pillar in bridging the runners, on the other hand, cooperation is also carried out with sponsors to support the sustainability of the event and proof of the commitment of Run To Care. This means that the strategy is able to achieve a strong commitment to the future of children, as a form of a real example of kindness and concern for others in community life.

CONCLUSIONS

Based on the research results that have been discussed, it appears that various approaches and strategies are effectively used in utilizing Instagram as a social marketing medium. Each study shows different approaches according to their goals and target audience. For example, the @pandemictalks account uses Feeds to disseminate health information on a regular basis, while Stories are used for real-time interaction, and Reels to deliver information in an engaging video format. Other research shows that the West Java KPU's management of Instagram social media utilizes the Share, Optimize, and Manage stages to increase public participation and awareness of elections. Rachel Venny and Narasi.tv have also successfully utilized Instagram for social and educational campaigns, showing that the platform is effective in building engagement and garnering support from their followers. The strategy of using entertainment and educational content that appeals to Generation Z, as done by Narasi.tv, shows that Instagram can be a powerful tool to deliver relevant messages and build meaningful interactions with audiences. In addition, the use of individual influencers and activists on Instagram also plays an important role in influencing their followers' opinions and behavior towards important issues. Being part of an environmental community such as @earthhourjogja needs to take advantage of the stages in managing Instagram social media, so it is necessary to pay attention to the following, for example with steps such as share, optimize, manage, and engage if you do not use these methods, it is possible that a community or group will be abandoned or simply forgotten from life by someone. As a company engaged in the non-profit sector, a strong strategy is needed in giving confidence to the community, as well as the method used by @runtocare by convincing the public with the hashtag #Runtocare2023 #DesaAnakSOS #TogetherForChildrens #LarikuUntukMimpinya, has a unique characteristic so that it is able to influence the public to care about others, especially children, so that they want to set aside some of their possessions. In conclusion, Instagram is not only a marketing tool for communities and institutions, but can also be utilized by individuals to create a significant impact in today's digital society.

REFERENCES

All references referred to in the manuscript text must be registered in the Bibliography, and vice versa. The bibliography must contain reference literature originating from primary sources (scientific journals and amounting to a minimum of 80% of the entire bibliography) published in the last 10 (ten) years. Each manuscript contains at least 10 (ten) references and the writing is sorted alphabetically. References or citations are written in the description/text. References are written in APA (American Psychological Association 7th edition) format. It is recommended to use a bibliography management application, for example Mendeley, Zotero, and Endnote. Creswell, J. (2015). *Educational Research, Planing, Conducting, and Evaluating Qualitative and Quantitative* (5th ed.). Pearson Education.

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