

Instagram Marketing Strategy Improvement Design of Vrans Studio Detailing Using Benchmarking and Analytic Hierarchy Process Methods

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Abstract

Vrans Studio Bandung (VSD) is one of the automotive detailing companies in Bandung which started in 2017. Initially 2017, the business focused on detailing the car with only a few customers per day. Now, apart from detailing, VSD also offers washing, repainting, repairing, and coating for parts and whole of cars, motorcycles, and bicycles. Currently, the VSD business can wash 70 vehicles per month. Seeing the sale, the owner aims to expand the market, especially the Bandung city area. However, in meeting its objectives, the owner has constraints, namely limited costs, labor, and marketing which is currently done only by marketing products on Instagram, conducting sales promotions, word of mouth and the use of WhatsApp. With these obstacles, VSD business owners cannot achieve their goals. Therefore, this Final Project uses the benchmarking method through checklist observations to identify gaps and find best practices from competitors' performance in Instagram marketing communications.

Keywords: Marketing Communications, Instagram dan VSD

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INTRODUCTION

Indonesia is one of the most active countries on social media, according to research by the Indonesian Internet Service Providers Association or APJII, nearly 197 million, or 74 percent, of Indonesia's population, have used the internet this year, up 8.9 percent from last year, due to the pandemic. Covid-19 accelerates the use of online learning among students and people in remote areas. Vrans Studio Bandung (VSD) is one of the automotive detailing companies in Bandung which started in 2017. In the early 2017, the business started by detailing the car with only a few customers per day. Now, apart from detailing, VSD also offers washing, repainting, repairing, and coating for parts and whole of cars, motorcycles, and bicycles. In marketing the services, VSD employs social media such as Instagram and Whatsapp, with currently use more in their Instagram. VSD has an Instagram with the name "vsdautodetailing" with 889 followers, 1409 following, 417 posting, and 10 highlights. This account is an Instagram account officially created by VSD, with the aim of engaging people on Instagram to see and use their services. Currently, the VSD business can wash 70 vehicles per month. Seeing the sale, the owner aims to expand the market, especially the Bandung city area. However, in meeting its objectives, the owner has constraints, namely limited costs, labour, and marketing which is currently done only by marketing products on Instagram, conducting sales promotions, word of mouth and the use of WhatsApp. With these obstacles, VSD business owners cannot achieve their goals. This can be seen in VSD sales from service data,

which still look volatile because sales of the products produced depend on the marketing process carried out. Figure 1.2 is the result of the sale of VSD services.

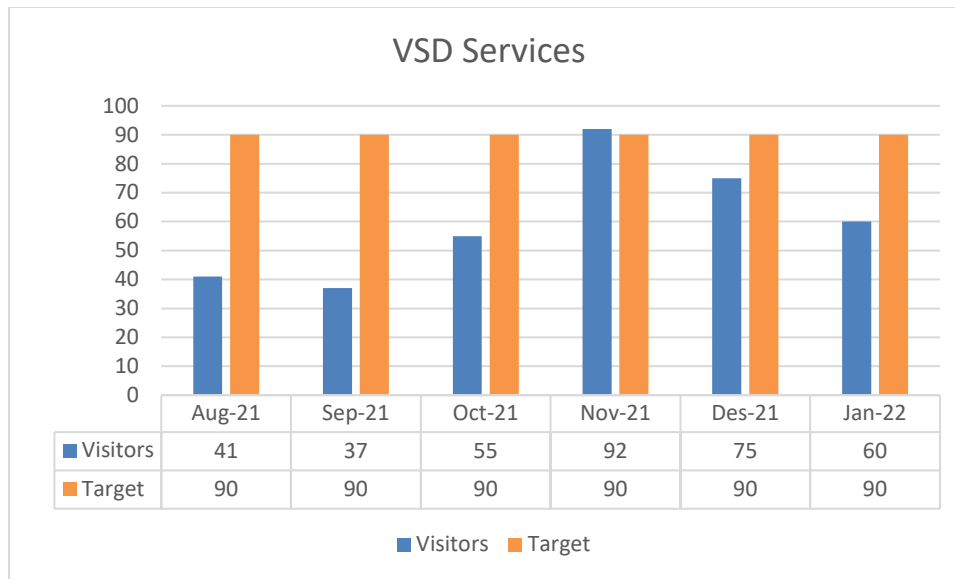


Figure 1 Service Data of VSD

Based on Figure 1, VSD visitors from August 2021 to October 2021 experienced fluctuations. There are services that do not reach the target in several months during this period. In the span of a period of 6 months, only 1 month of service reached the target, namely in November 2021. There was no achievement of the target, and the difference was the initiation to find out the cause of this. The absence of the target visitor is influenced by several factors so that further observations need to be made using a fishbone diagram. The following is a fishbone diagram to find out the root cause of the low number of VSD visitors.

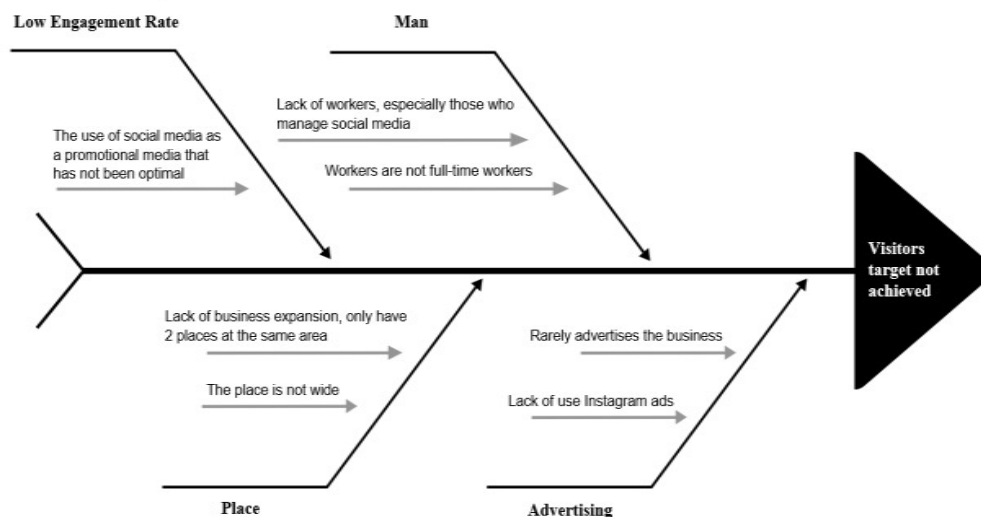


Figure 2 Fishbone Diagram

In Figure 2, the fishbone diagram shows some of the root causes based on interviews with VSD owners accompanied by customer reviews from Instagram. These four root causes affect the low number of VSD visitors. There are four root problems affecting VSD on visitor's target not achieved, which are: Low Engagement Rate, Man, Place, and Advertising. According to the root problems, the writer will be focusing on one root problem which is engagement rate. The engagement rate of VSD's Instagram is very low. It is only 0,32%. Low engagement rate can affect the VSD's Instagram being not followed, liked, commented, and

viewed by the people. This is happening now on Instagram VSD and causing the sales target of visitors to decrease. So that with the root cause of the fishbone diagram, further review is needed on the best way to fix the problems that exist in the VSD.

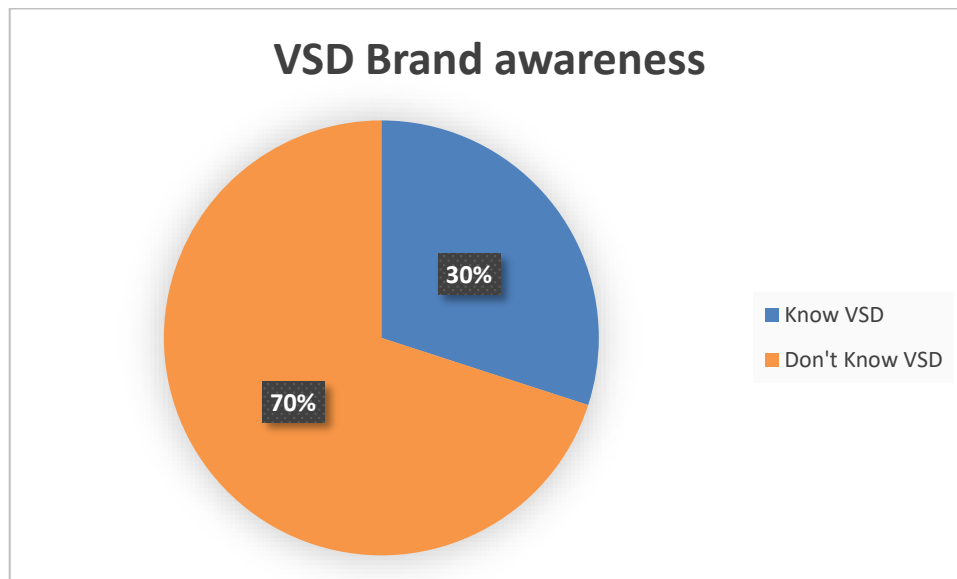


Figure 3 Brand Awareness of VSD

Based on Figure 3, the low number of respondents who know VSD reaches 30% when compared to the high number of respondents who do not know VSD. So, it is proven that VSD has not succeeded in doing brand recognition effectively. Meanwhile, if the company uses a well-managed Instagram, it will affect the effectiveness of brand awareness. As the main marketing platform, Instagram VSD has a big enough role to increase brand awareness. The low level of VSD brand awareness can be influenced by inappropriate social media management. To prove this, a preliminary survey was conducted using third parties, namely the analytical media socialblade.com and keywordtool.io to find out the engagement rate and Instagram analytics history on VSD Instagram.

The low value of brand awareness and effectiveness of Instagram management can be caused by influence or pressure from competitors. Therefore, observations were made to compare the quality of Instagram VSD against local wash and detailing business actors. The following is a comparison of the quality of Instagram VSD with SA Carwash, Speed Place, and Wash Inc. The selection of three competitors is determined based on local brands that have best practices in using Instagram as a focused marketing medium.

RESEARCH METHODOLOGY

In research methodology, there is a systematic problem solving which shows the technical steps used to conduct research. The stages which will be carried out in this Final Project are the data collection stage, the integrated system design stage, the validation, and evaluation stage of design results, the conclusion, and suggestions stage.

RESULT AND DISCUSSION

The design of this final project is in the form of a proposal for improving Instagram marketing communication media. Design specifications and design standards from the design results are Instagram success metrics whose values are obtained from Instagram marketing communication criteria and sub-criteria. The parameters set as design standards are

parameters based on previous research and analytical media that have been tested with Instagram practices as Instagram marketing communication media.

Table 1 Priority Level Recapitulation and Rank

Criteria	PriorityVector	Ranking
Feeds	0,37	1
Caption	0,21	4
Profile	0,18	3
Story	0,13	2
Reels	0,10	5

Table 1 summarizes the results of processing the AHP questionnaire to rank the importance of the criteria that need to be done first, namely as follows: Feeds, Profile, Story, Caption, and Reels. The priority vector and the order of priority ranking of each Instagram feature are obtained according to the perception of active Instagram users.

Table 2 Priority Vector Recapitulation of Sub Criteria Feeds

Sub Criteria (Feeds)	Priority Vector	Rank
Frequency Upload Content	0.45	1.00
Varied Feed Content	0.24	2.00
Aesthetic Content Quality	0.17	3.00
Upload Content at The Right Time	0.14	4.00

Table 2 summarizes the results of processing the AHP questionnaire to sort the sub-criteria possessed by the feeds criteria, namely as follows: (1) Frequency Upload Content; (2) Varied Feed Content; (3) Aesthetic Content Quality; and (4) Uploading at The Right Time. The frequency of uploading content on feeds is the most prioritized sub- criteria to be done first, both uploading images and videos with consideration of how often to upload in one week to increase engagement.

Table 3 Priority Vector Recapitulation of Sub Criteria Story

Sub Criteria (Story)	PriorityVector	Rank
Update Routine Stories	0.40	1.00
Repost Customer Review	0.28	2.00
Using Features of Story to Persuade	0.19	3.00
Varied of Content Stories	0.13	4.00

Table 3 summarizes the results of processing the AHP questionnaire to sort the sub-criteria possessed by the story criteria, namely as follows: (1) Upload Routine Stories; (2) Repost Customer Review; (3) Using Features of Story to Persuade; and (4) Varied of Content Stories. The story routine update is the most prioritized sub-criteria to be done first because it can add engagement between Instagram account users to other accounts.

Table 4 Priority Vector Recapitulation of Sub Criteria Profile

Sub Criteria (Profile)	PriorityVector	Rank
Have A Complete Profile Account	0.46	1.00
Interesting Highlight	0.34	2.00
Provide Additional Information Reliable	0.20	3.00

Table 4 summarizes the results of processing the AHP questionnaire to sort the sub-criteria owned by the profile criteria, as follows: (1) Has A Complete Profile; (2) Provide Additional Information; and (3) Interesting Highlights. A complete profile is the most prioritized sub- criteria to be done first by conveying all the information on the Instagram account from name to highlights.

Table 5 Priority Vector Recapitulation of Sub Criteria Caption

Sub Criteria (Caption)	PriorityVector	Rank
Use Relevant Hashtags on Each Uploaded Content	0.42	1.00
The Use of The Ideal Arrangement of Captions	0.32	2.00
Use of Informative Captions	0.26	3.00

Table 5 summarizes the results of processing the AHP questionnaire to sort the sub-criteria possessed by the caption criteria, namely as follows: (1) Use of informative captions; (2) The use of the ideal arrangement of captions; and (3) Use of relevant hashtags in uploaded content. The use of relevant hashtags in uploaded content is selected as a priority sub- criterion to be worked on first with caption contents that provide similarities between captions and images, or videos uploaded on Instagram.

Table 6 Priority Vector Recapitulation of Sub Criteria Reels

Sub Criteria (Reels)	PriorityVector	Rank
Uploading Reels Routinely	0.50	1.00
Varied of Content Reels	0.24	3.00
Uploading Interesting Video	0.26	2.00

Table 6 summarizes the results of processing the AHP questionnaire to sort the sub-criteria owned by the reels criteria, as follows: (1) Uploading Reels Routinely; (2) Varied of Content Reels upload content; and (3) Uploading interesting Videos. Uploading reels routinely with a regular schedule can allow the upload of the Instagram account to appear on other users.

Table 7 Questionnaire Value on Instagram Criteria

Criteria	Feeds	Story	Profile	Caption	Reels	Priority Vector	Principle of Eigen Vector
Feeds	0.38	0.60	0.32	0.24	0.32	0.37	2.11
Story	0.10	0.16	0.38	0.24	0.18	0.21	1.18

Profile	0.18	0.06	0.15	0.31	0.21	0.18	0.96
Caption	0.20	0.08	0.06	0.13	0.18	0.13	0.67
Reels	0.13	0.10	0.08	0.08	0.11	0.10	0.54

Based on Table 7, the priority vector value is obtained from the average value of the normalization test of each Instagram criterion, the matrix vector value is obtained from the MMULT value which is the multiplication of the pairwise comparison matrix of Instagram criteria and priority vector, and the consistency value obtained from the division of matrix values. vectors and priority vectors.

Table 8 Consistency Test

λ maks	5.40
CI	0.10
RI	1.12
CR	0.09

Based on Table 12, the maximum value or maximum eigenvalue obtained from the average consistency value, the consistency index (CI) value is 0.10 obtained from the formula $\lambda_{\max} - n / n - 1$. The value of n is five based on the number of elements compared. Then, the random index (RI) value is 1.12 based on the value of n which is equal to 5. Finally, the consistency ratio (CR) value was obtained from the distribution of the consistency index (CI) and random index (RI) values. The CR value obtained from the Instagram marketing communication criteria questionnaire, which is 0.09, is said to be consistent and can be continued to the next stage because the value is less than 0.1.

The consistent testing of the results of the sub- criteria part of the questionnaire on each criterion is summarized in Table 13. The results of the processing showed the maximum eigenvalues, consistency index (CI) values, random index (RI) values, and consistency ratio (CR) values for each of the criteria for feeds, captions, stories, profiles, and reels. The following is the consistency ratio (CR) sub- criteria of each Instagram criterion:

- Sub-criteria data processing from the feeds criteria, has a CR of 0.05.
- Sub-criteria data processing from the caption criteria, has a CR of 0.03.
- Sub-criteria data processing from the story criteria, has a CR of 0.09.
- Sub-criteria data processing from the profile criteria, has a CR of 0.01.
- Sub-criteria data processing from the reels criteria, has a CR of 0.01.

The Consistency Ratio (CR) sub-criteria value of each criterion is said to be consistent because the value is less than 0.1 and can be continued to the next stage. The priority ranking recapitulation table, the ranking results for Instagram importance criteria are as follows: 1) Feeds; 2) Stories; 3) Profile; 4) Description; and 5) Scrolls. As well as the best practice results from selected benchmark partners in accordance with the respective ranking criteria, as follows: 1) SA Carwash; 2) Wash Inc; 3) Wash Inc; 4) SA Car Wash; and 5) SA Carwash.

Verification

Verification of the design results contains verification of the results of the design made, namely the proposed improvement of Instagram marketing communications on VSD.

Verification of the design results is carried out by examining the design results for errors or errors that are carried out systematically. The verification process can be carried out by examining the results of the design according to the reference to the design specifications and design standards. The following is the verification result of the proposed improvement of Instagram VSD marketing communications with design specifications and design standards. The results of the design (future performance) of the Instagram sub-criteria that have gaps in the VSD, and the selected benchmark partners are verified according to the design specifications and design standards. The results of the verification prove that all proposed improvements to Instagram marketing communications on VSDs are verified and in accordance with design specifications and design standards. The results of the verification can then be validated, evaluated, and analysed the design results.

Validation

The validation of the design results carried out contains a description of the feedback from the VSD related to the design results after processing data and formulating an integrated system design for Instagram marketing communication improvements. The results of the design include criteria for feeds with sub- criteria for varied feeds content; upload in a timely manner, aesthetic content quality; and varied feeds content, story criteria with varied content story sub criteria; and use of story features to persuade, profile criteria with sub- criteria for varied story content and use features in stories to create invitation messages, profile criteria with interesting highlight sub-criteria; and provide additional reliable information, criteria for reels with sub- criteria for uploading reels routinely; and varied of content reels. In addition, the results of the design contain integrated system designs such as man, tools, methods, and information. The results of the design need to be validated to determine the ability of stakeholders to reduce the gap between VSD capabilities and the performance targets to be achieved.

Evaluation

The results of the designs made are evaluated so that the results of the design can minimize the performance gap of the VSD by elaborating the advantages and disadvantages if the results of the design are implemented. The results of the design include criteria for feeds with sub-criteria for varied feeds content; upload in a timely manner, aesthetic content quality; and varied feeds content, story criteria with varied content story sub criteria; and use of story features to persuade, profile criteria with sub-criteria for varied story content and use features in stories to create invitation messages, profile criteria with interesting highlight sub-criteria; and provide additional reliable information, criteria for reels with sub-criteria for uploading reels routinely; and varied of content reels. In addition, the results of the design contain integrated system designs such as man, tools, methods, and information. Therefore, identification of advantages and disadvantages is carried out with reference to the integrated system design carried out on the presented design results.

CONCLUSION

Based on the results of the design and analysis carried out, this Final Project has the aim of making suggestions for improving the Instagram VSD media that can minimize problems with VSD related to brand awareness which is still low. Observations were also made to find best practices for the performance of Instagram benchmark partners for each Instagram criteria to identify gaps between them. In the end, recommendations for improvement were obtained for Instagram VSD management. The following are the conclusions of the integrated system design in this year's final project:

1. Criteria and sub-criteria that need to be considered when making Instagram an online marketing communication media are:
 - a. The criteria for feeds are ranked first with the priority order of sub-criteria, namely (1) frequency upload content, (2) varied feed content, (3) aesthetic content quality, and (4) upload content at the right time (golden/tick time).
 - b. The story criteria are ranked second with the priority arrangement of the sub-criteria, namely (1) updating routine stories, (2) reposting customer reviews, (3) using features of story to persuade, and (4) varied content stories.
 - c. The profile criteria are ranked third with the priority arrangement of the sub-criteria, namely (1) having a complete profile, (2) providing additional reliable information and (3) interesting highlights.
 - d. The caption criteria are ranked fourth with a priority arrangement of sub- criteria, namely (1) use relevant hashtags on each uploaded content, (2) the use of the ideal arrangement of captions, and (3) use of informative captions.
 - e. The criteria for reels are ranked fifth with a priority arrangement of sub- criteria, namely (1) Uploading reels routinely, (2) Varied content reels, and (3) Uploading interesting videos.
2. The selected benchmark partners from each of the criteria obtained from the observations are:
 - a. The benchmark partner selected forthe feeds criteria is SA Carwash.
 - b. The benchmark partner selected forthe story criteria is Wash Inc.
 - c. The benchmark partner selected onthe profile criteria is Wash Inc
 - d. The benchmark partner selected forthe caption criteria is SA Carwash.
 - e. The benchmark partner selected onthe reels criteria is SA Carwash.
3. The gaps in VSD with the selected benchmark partners are:
 - a. The feeds criteria have three gaps that exist in VSD with selected benchmark partners, namely varied feeds content, uploading at the right time (golden/tick time), and aesthetic content quality.
 - b. The story criteria have two gaps in VSD with selected benchmark partners, namely varied content stories and use of feature stories to persuade.
 - c. The profile criteria have two gaps in the VSD with the selected benchmark partners, namely interesting highlights and providing additional reliable information.
 - d. The reels criteria have two gaps in VSD with selected benchmark partners, namely uploading reels routinely and varied content reels.
4. The proposed recommendation for improving the VSD Instagram marketing communication media after benchmarking and adjusting to the capabilities of the VSD are:
 - a. The priority order on the feeds criteria is the content of the feeds which varies to provide eight types of upload variations, uploads at 10.00 –
 - b. 13.00 WIB or 16.00 – 18.00 WIB which is tick/golden time and implements the aesthetics of the content as much as five parameters.
 - c. The order of priority on the story criteria is varied story content by presenting six types of content variations and using features in stories to create invitation messages in the form of using six types of features in stories.
 - d. The order of priority on the profile criteria is to have attractive highlights by using a consistent design on the cover highlights and providing additional

reliable information as many as five features.

- e. The order of priority on the reels criteria is to upload reels with a frequent frequency of five times a month and varied upload content by presenting six variations of reel content.

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