

## Using Instagram as a Promotional Media to Build Brand Awareness in Mushroom Kaliraya MSMEs

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### Abstract

**Research aim:** The aim of this research is to determine the use of Instagram as a strategy in building brand awareness of Mushroom Kaliraya MSMEs.

**Design/Method/Approach:** This research uses a qualitative approach with qualitative approach analysis techniques carried out using a reduction process. Data collection techniques in this research were carried out by means of interviews, observation and documentation.

**Research Finding:** That by implementing promotions using Instagram carried out by UMKM Mushroom Kaliraya, they have utilized the features on Instagram such as photo and video features, comments for interaction, captions for messages, and location, hashtags to help disseminate information and also increase feedback, as well as involves four elements of the marketing mix (product, price, place, promotion) which are factors in influencing brand awareness so that it gives a good impression in the minds of consumers which is formed as a local brand that is easily accessible.

**Research limitation:** Lack of observation means not being able to gather information about promotional strategies. This limits the research's ability to provide in-depth insights. In further research, it is hoped that new problems can be discovered.

**Keywords:** Instagram, Promotion, Brand Awareness, Kaliraya Mushroom MSMEs

## 1. Introduction

The development of information and communication technology has been very rapid since the emergence of the internet, especially social media. Social media is the latest development of new internet-based web technologies, which makes it easier for everyone to communicate, participate, share and form a network online, so they can disseminate their own content. One of the best social media Many people know about Instagram. Instagram has experienced very rapid development in additional features such as the Instagram Creator or Business account models.

Brand awareness is consumers' desire to recall or recognize that a brand is part of a particular product category [1]. Brand awareness is the buyer's ability to identify (know or remember) a brand in sufficient detail to make a purchase [2]. Brand awareness can be strengthened by exploiting the smart potential of Instagram. Instagram is a social media that is used by its users as social media with the function of sharing information in the form of images, photos, videos and captions [3]. The increasing popularity of Instagram as

application used For share Photo make Lots users who jump in to online business too promote its products via Instagram. Promotion is a tool to achieve goals, this activity is to create profitable exchanges through communication, so that consumer desires can be fulfilled. Digital promotional activities are a marketing tool or effort to encourage potential buyers to buy more and more often [4].

Difference study previous and written articles lies in focus and depth analysis. In the article previously entitled "Using Instagram as Marketing Media in building Brand Awareness at the Lyradyba Store in Banda Aceh City" [5] presents observation general about utilization Instagram features can influence brand awareness so give good impression in mind consumer. Whereas articles written give novelty in depth aspects promotion. This article more deepen effective promotion such as an engaging content strategy, that is promotional video content, flyers, photos which product aim For interesting consumers and build brand awareness. In other words, articles This can give more understanding Specific in optimizing Instagram as means promotion For build brand awareness.

Based on description above, goal from writing article This is For know utilization Instagram as promotional media For increasing brand awareness of Mushroom Kaliraya MSMEs.

### **1.1. Statement of Problem**

Based on background behind the description before, then can is known that problems that occur is not enough maximize the Instagram platform as a promotional medium For building brand awareness for Kaliraya Mushroom MSMEs.

### **1.2. Research Objectives**

Based on description background behind that, then objective study This is know use of Instagram for promotional media in building brand awareness for Kaliraya Mushroom MSMEs.

## **2. Method**

The approach used in this research is a qualitative approach with descriptive research using interview techniques as well as documentation in the form of recording sound and observation. This observation was carried out at the Kaliraya Mushroom UMKM which is located on Jl. Raya Menangpati , Suko, Menang , Kec. Pagu. Kediri.

## **3. Results and Discussion**

With more and more development of the internet, makes it easier for users to add information. That matter be a great opportunity for the MSME owners can use it as choice of promotional media. It can be utilized with the dissemination of information through various media on the internet. As is done by Kaliraya Mushroom UMKM which carries out online promotions. Through Instagram social media to build brand awareness.

### **Instagram is a good platform for promotional media**

Social media has a number possible features perpetrator business And organization to do branding to products and the service to the public, and consumers can obtain various information and knowledge about the product from the features And brand existing social media services share photos and videos uploaded to social media. So Now anybody Can jump in and publish something on social media and the internet. Writer telling you MSME owners think the Instagram platform is good as promotional media For build brand awareness.

Instagram platform is an effective platform For disseminate interesting content \_ through features on Instagram such as Instagram story feature, Highlights feature, feature upload photos and videos and the cost is free. Interview regarding choosing Instagram as a good platform for promotional media, according to MSME owners, the Instagram platform is a good platform, though there are other platforms like shopee and tiktok will but permanent MSME owners focused to Instagram as the main media For do promotion.

Utilizing Instagram as a marketing medium for building *awareness* shows that by using Instagram nowadays people prefer things through visuals, because promotions via Instagram are more attractive with the availability of features. In this way, Mushroom Kaliraya UMKM uses Instagram to build interaction with consumers as a supporting factor in the branding process. Through Instagram media, dissemination of information about products can be done more easily and quickly with various forms of content, both in the form of photos and videos. In this research, the perception is to build awareness and remember the action of doing business through Instagram marketing media.

#### **Reach candidate consumers on Instagram**

Interview result with MSME owners said that Instagram can reach candidate consumer. With utilize the features available on Instagram such as Instagram stories, Instagram feeds and IGTV to maximize the dissemination of information which is defined as the measure by which two or more people can communicate with each other through the communication channels provided regarding a particular message. The flexibility that Instagram provides is also a benefit consideration big For take advantage of this platform as promotional media. Remember that Instagram can accessed whenever and anywhere. Currently Instagram doesn't either only accessed by children young but from diverse age. Instagram makes it easier for customers to get information latest about the products offered as well as makes it easier For order desired product with utilise feature *Direct Messages*.

#### **Internal constraints using the Instagram platform as a promotional medium**

Interview with MSME owners said that the obstacles they faced in use Instagram as a promotional medium that is No exists time MSME owners for managing Instagram p This because MSME owners are busy with his job. This matter making it difficult to set aside enough time to actively manage your Instagram account. Apart from because No exists time, obstacles faced by MSME owners, namely limited internal skills editing promotional videos. Inability to manage Instagram well can lead to decreased presence consumer. This can hinder the growth of MSME businesses that want to use Instagram as a platform to share ideas, experiences or products.

Right solution For overcome constraint in using the Instagram platform as a promotional medium is determined timetable routine special For manage Instagram account. Before determining a routine schedule, the first step that needs to be taken is to identify the purpose of the Instagram account. Is the goal to promote a product, build a personal brand, or increase sales? By knowing clear goals, we can adjust the type of content, posting frequency, and appropriate posting times. Second step that is identify target consumers. Know who the target consumers are is an important step in determining an effective routine schedule. Next step that is determine posting frequency. Posting frequency is a critical factor in maintaining consistency and presence on the platform. Posting too often or too infrequently can affect follower interaction and engagement. By understanding consumer behavior patterns and the purpose of the account, we must determine posting frequency that can be maintained

consistently. Fourth step is choose the right posting time. Posting time has a significant impact on the number of impressions and interactions. Studies show that certain times of the day are more effective than others. For example, on weekends or during lunch breaks. Based on consumer characteristics and dominant time zone, choose a posting time that can achieve the best reach. The final step that is with use tool scheduling like Hootsuite or Buffer. With this tool, you can plan posts within a specified time without needing to be online directly. This helps maintain consistency and optimize available time.

### **Instagram used can helps awareness of consumer**

Interview conducted writer with MSME owners said in use Instagram Already build awareness consumer Because with use Instagram as a promotional medium product so that more known by the public, especially their followers themselves and When consumers know A brand through uploaded content, then tend do purchase to the brand they are know than those who don't. Additionally, in create content - content For posted with products released MSME owners are also looking innovation latest with organized concept so that interesting interest consumer in product the with do innovation This give positive impact towards awareness of Kaliraya Mushroom MSMEs. One of strength Instagram's main focus lies in its focus on visual content. Consumer often more respond pictures and videos than text normal . With utilise image and video posting feature, company can serve product or service they in a way interesting and creative. Images quality high and interesting videos can build image strong and enhancing brand Power pull product . Apart from that, Instagram also provides a platform that allows this MSME actors interact direct with the consumer. Through comments, messages live, and live streaming features, the company can answer question, provide information additional, or even stage session ask answer. Interaction direct This help build more relationship strong between brands and consumers, improve trust, and so on significant increase consumer awareness. As for with create unique and relevant hashtags with brand or products, MSMEs can make engaged online community in conversation around product they. Instagram users can with easy find content related with the hashtag, which is effective increase visibility brands and products.

No just a social media platform Ordinary, Instagram is powerful tool in building consumer awareness. With powerful visualization, interaction directly, and using hashtags, MSMEs can reach more audience broad and building close relationship with the consumer. Therefore that, Instagram doesn't only become tool effective marketing, but also becoming key For build image strong and enhancing brand awareness consumer in an increasingly world connected digitally.

### **Product, price, place and promotion Can be a factor influence brand awareness**

Interview result with MSME owners said that four element from mix marketing namely product, price, place, and promotion greatly influence brand awareness. Consumers often interact with admins via Instagram social media which can increase *brand awareness* itself, Brand awareness is a process where consumers begin to realize the existence of a product but do not have much information about the product, therefore perpetrator MSMEs must market their products so that these products can be recognized by potential consumers through a marketing *mix*. First *the product*. From the research results, researchers concluded that Kaliraya Mushroom MSMEs In terms of products, it creates a contemporary impression. The uniqueness lies in the chips the mushroom has it Lots flavor variants. In marketing its products, Kaliraya Mushroom MSMEs use Instagram Stories, and share photos and videos on their Instagram page. Second *price*, One consideration for consumers when buying a product

is the price. Therefore, pricing is set for Kaliraya Mushroom MSMEs that the product is in accordance with the quality will certainly have a good impact on the success of promotional activities which is conducted. Based on research, the author concludes the prices offered by Kaliraya Mushroom MSMEs is appropriate and affordable for its target market, namely young people to adults. Third *place*, From the research results, it is known that there are two places for Kaliraya Mushroom MSMEs namely Online Place (Instagram Account) and Offline Place to be precise is on Jalan Raya Menangpati, Suko, Menang, Kec.Pagu Kediri Regency, where the concepts of these two places can also provide a good image for Mushroom Kaliraya MSMEs. The latter that is *promotion*. Activities carried out by Kaliraya Mushroom MSMEs in his Instagram account includes four elements of *the promotional mix*. This promotion in the form of advertising is carried out by MSME owners by posting photos and videos on their Instagram page.

Research result This strengthens the research conducted by Salma Yumna (2023) with the title "Using Instagram as Marketing Media in Building Brand Awareness in Lyradyba Stores in Banda Aceh City", this research showed that the results of Lyradyba's *marketing activities succeeded in making good use of existing features*. on Instagram, such as the Instagram Story feature, Highlights feature, photo or video upload feature, *caption* and *hashtag features* via posts containing uploads, whether discounts and *give aways* on products offered in building *brand awareness* and involving all elements of the marketing mix or *marketing mix* namely *product, price, place* and *promotion*, so as to reach the *top of mind* in disseminating information and also increasing *feedback* to consumers.

#### 4. Conclusion

Based on research conducted can concluded that utilization Instagram as promotional media For building brand awareness for Mushroom Kaliraya MSMEs so can be pulled conclusion that with implementation promotion use Instagram carried out by UMKM Mushroom Kaliraya have utilized the features on Instagram such as photo and video features, comments for interaction, captions for messages, and location, hashtags to help disseminate information and also increase feedback, and involve four elements of the marketing mix (*product, price, place, promotion*) which are factors in influencing *brand awareness* so that it gives a good impression in the minds of consumers which is formed as a local brand that is easily accessible.

Contributions made to Kaliraya Mushroom MSMEs that is with give socialization like guide regarding effective strategies in promote products on Instagram. Additionally, provide instruction method make good and interesting content so that the content promotions carried out at Kaliraya Mushroom MSMEs own Visual appeal and strong message. So that MSME owners can do promotion with form video content, pamphlets and photos product.

Research result This there is limitations study that is lack of observation deep, so in study This Possible No capable dig into details of effective promotional strategies. This matter limit ability study For give deep view about how about Kaliraya Mushroom MSMEs in a way special interact with Instagram in an effort to build brand awareness. Study furthermore expected can find problem new and expand more variables Far Again.

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