

INSTAGRAM MEDIA CONTENT ANALYSIS @BICKLEYFLORIST FLOWER BOUQUET BUSINESS AS PROMOTIONAL MEDIA

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Article Info	ABSTRACT
Article history: Received May 21, 2024 Revised Jul 16, 2024 Accepted Aug 20, 2024 Keywords: <i>Marketing Strategy, Instagram, Social Media</i>	General Background: In the digital age, social media platforms, particularly Instagram, have become essential tools for businesses to enhance their marketing efforts and engage with consumers. Specific Background: This research focuses on the Instagram account @bickleiyflorist, aiming to analyze how its content aligns with the principles of Social Media Marketing (SMM) to promote its flower bouquet business. Knowledge Gap: While numerous studies address social media marketing strategies, there is a lack of detailed analyses regarding specific content dimensions and promotional tactics utilized by individual accounts within niche markets such as floristry. Aims: The primary aim of this study is to investigate the social media content of @bickleiyflorist and its effectiveness in engaging audiences and driving sales. Results: Through descriptive qualitative research, data was collected from Instagram posts between January and July 2024. The findings reveal that @bickleiyflorist's content reflects five key dimensions of SMM: Entertainment, Interaction, Trendness, Customization, and Word of Mouth communication. Additionally, the account employs various promotional strategies, including visually appealing photos and videos, informative captions, and relevant hashtags to enhance content discoverability. Novelty: This research provides a focused analysis of how a specific Instagram account in the floristry sector leverages social media marketing dimensions and promotional strategies, offering insights that can be applied to similar businesses. Implications: The findings demonstrate that @bickleiyflorist effectively uses Instagram as a promotional platform, highlighting the importance of engaging and informative content paired with strategic marketing tactics to capture audience attention and boost sales. This study contributes to the broader understanding of effective social media practices in niche markets. This is an open-access article under the CC-BY 4.0 license. 

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INTRODUCTION

In the current digital era, the continuous advancement of technology, information, and communication is increasing the number of internet users every year, especially in Indonesia. Since 2010, the use of the social media platform Instagram was launched for iOS in October 2010 by Kevin Systrom and Mike Krieger. Instagram quickly gained popularity, with one million registered users in two months, 10 million in one year, and 10 billion by June 2018 [1]. Until January 2024.

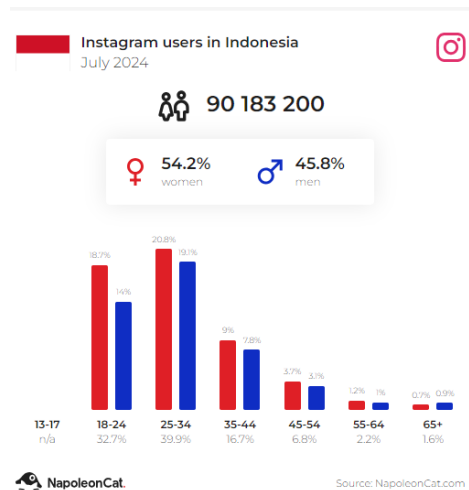


Figure 1. Survey of the number of Instagram users in July 2024

The survey mentioned that there are 90,183,200 million Instagram users in Indonesia, which is equivalent to 31.9% of the total population. The majority of them are women - 54.2% [2]. The large number of Instagram social media users makes Indonesia a potential market for online business activities.

With the continuously increasing number of users, Instagram has become a significant opportunity for business actors to conduct promotional activities, including entrepreneurs who want to promote their products. Many businesspeople utilize Instagram for business, making it very easy to find online stores on Instagram. This encourages economic actors to optimize their Instagram accounts as advertising media that can reach potential consumers wherever they are [3]. Digital marketing is very beneficial for entrepreneurs who want to start a business to promote their products. Digital marketing is a marketing strategy that uses digital media and platforms to achieve business goals. Neil Patel: One of the digital marketing experts, Neil Patel, defines digital marketing as [4] "The process of promoting your brand using all available digital channels, to reach the right audience, in the right place, and at the right time." Digital marketing has a significant impact on small and medium-sized enterprises (SMEs) selling flower bouquets, which can increase sales. The ease of use and low cost, with an emphasis on visual forms or images, the presence of hashtag features that facilitate engagement, and the rapid increase in users make Instagram a viable marketing strategy for business

operators, such as those in the flower bouquet craft industry. The flower bouquet business is a venture full of creativity and innovation that provides flower arrangements in various forms to customers. Giving a bouquet of flowers is to express your love and attention to the person you love without words. A bouquet of flowers is usually given as a gift for graduations, birthdays, anniversaries, and other celebrations [5].

Bickley Florist is the most complete and fastest flower shop located at Ruko, Jl. Taman Tiara Regency No.5, Pucang, Sidoarjo, East Java. Bickley Florist, a flower shop that offers a variety of floral arrangements including felt and artificial flower bouquets, flower boards, standing flowers, balloon flowers, money bouquets, birthday cakes, and more. Bickley Florist has been established since 2017. Initially, Bickley Florist only accepted orders for regular flower bouquets, but then it developed and saw the potential and creativity to arrange various types of bouquets, becoming the most complete and fastest store in the Sidoarjo area.

Although it has not opened a branch on social media accounts, Bickley Florist has 23.6k followers on Instagram and has posted 856 posts since 2017. Followers on my Instagram @bickleyflorist will continue to increase every day. With the large number of followers on the Instagram account @bickleyflorist, it makes it easier for the owner to market and promote all the products available at Bickley Florist.

Bucket efforts also have a significant impact in the business industry. Marketing development can be assessed through interactions with the brand, loyalty levels, future leadership potential, sales results, and the quality of customer service. Social media is used to assist in the marketing process and serves as a means of communication between sellers and consumers [6]. In conducting marketing, a strategy is needed to support marketing activities. Marketing strategy is an important component in developing targeted marketing communication. Targeted marketing communication determines the methods to achieve the marketing objectives that must be met and serves as a guideline for the execution of tasks by those responsible for marketing communication. Therefore, communication through marketing strategy is created to identify and segment the target market so that the marketing developed for each selected market segment will meet the needs of consumers in each target group.

This research uses the theory of Social Media Marketing (SMM), which is a marketing process conducted through social media. The researcher also identifies several key dimensions that can be used to analyze how a brand or business utilizes social media to achieve marketing goals. In social media marketing (SMM), there are various forms of functional roles that can implement effective marketing activities. Kim and Ko (2012) [7] classified social media marketing into 5 aspects: entertainment, interaction, trendiness, customization, and word of mouth communication. Research on social media marketing has been extensively conducted, resulting in the following indicators:

1. Entertainment

Definition: How engaging and entertaining the bouquet content shared by the owner of the Instagram account @bickleyflorist is on social media.

2. Interaction

Definition: The level of engagement between the brand and its audience through social media. For example, there is interaction between Instagram users and the admin of @bickleyflorist in the comment feature.

3. Trendness (Ketrendan)

The ability of a business brand to follow trends that are currently popular on social media. Like using relevant hashtags for product posts, or creating content that is relevant to current issues.

4. Customization (Customisasi)

This aspect emphasizes the brand's ability to provide a personalized experience to each user. Through customization features, the brand can offer content that is relevant to individual interests and preferences.

5. Word of mouth (Communication from mouth to mouth)

This aspect refers to how effectively Instagram social media facilitates the dissemination of information about a business brand from one user to another. Like positive reviews from satisfied consumers regarding the received product.

From the existing definition, it can be concluded that social media marketing is a very efficient modern marketing tool because companies do not need to spend a lot of money, and the advertisements presented can be seen by many consumers worldwide. Kim and Ko's theory provides a comprehensive framework for understanding and evaluating the effectiveness of social media marketing strategies. By understanding these five aspects, users can develop more effective campaigns and achieve their business goals.

The first research on Instagram content analysis was conducted by [8] in 2021 with the title "Analysis of Instagram Content Design as a Promotion Strategy for @sayurboxbali." The method used to write this article was qualitative description, where the author collected information about the Instagram content of @sayurboxbali, analyzed the content, and described it based on design theory and its relationship with advertising strategy. Research results show @sayurboxbali. Their advertising strategy uses diverse and informative Instagram content so that it is not monotonous and can pique the audience's interest. In addition, the content not only contains information about the products being sold but also information about the benefits of fruits and vegetables, so it serves not only as promotion but also as an educational tool for the community.

The second research on digital utilization conducted by Vinny Indah Puspita in 2020 titled "Analysis of Utilization Strategies for Buket Toko Cinta Snick Banjarmasin Business." The type of this research is descriptive qualitative research, which uses primary and secondary data sources. Data collection techniques were carried out using

field observation methods, interview methods, and documentation methods. The results of the research indicate that flower bouquet sales increased along with the rising interaction and participation of customers through social media campaigns, and Toko Bunga Seruni gained more followers and actively engaged with the local community. This case study was published in a research journal, and additional information was obtained from sources on social media utilization strategies.

The third research on strategy analysis conducted by Gitai Aitiko in 2016 titled "Analysis of Tourism Promotion Strategies Through Social Media by the Indonesian Ministry of Tourism (descriptive study on the Instagram account @indtravel)" uses utilization communication according to Maichfoedz (2010:10), which consists of monitoring, responding, research, campaign versus ongoing strategy, integration, and call to action. (CTA). Based on the research results, it shows that the tourism promotion strategy of Indonesia through Instagram, designed by the Indonesian Ministry of Tourism, has proven to be effective. The structured steps in this strategy have helped the Ministry of Tourism achieve its goal of promoting the beauty of Indonesia and exceeding tourists' expectations.

The fourth research was conducted by Tini Suhairtini [11], the research was conducted in 2022 with the title "Ainailisis Straitegi Pemaisairain Untuk Meningkatkan Penjualain Paidai Raihaiyu Florist Jaikairtai" Type of research used in this research is descriptive research (exploratory) with the use of caucus study method, the type of data used is quailitaitive data and quaintitaitive data, the source of the research data is primary and secondary data sources, the number of sources involved is 5 people. The research results show that Raihaiyu Florist has a strategy to increase sales, increase customer satisfaction and trust, and maintain the sustainability of the company in a competitive market.

The fifth research on the utilization of social media marketing was conducted by Yeri Tri Kurniainto in 2020 with the title "Utilization of Instagram Social Media as a Promotion Media for Beverage Utilization in Banjarmasin (Study on the Instagram Account @tempatbiasa.kopi)". The research method uses a descriptive approach with a qualitative research type. Data were collected through observation, interviews, and documentation with four informants. The research results show that the use of Instagram social media as a promotional medium for beverages in the city of Banjarmasin has had a positive impact on the promotional activities of @tempatbiasa.kopi.

Looking at previous research, this study is interesting because it offers a variety of products, providing flower bouquets made from felt & artificial materials, flower boards, standing flowers, balloon flowers, birthday bouquets, and more. In addition, we also accept cash on delivery (COD) orders, which not all bouquet shops can accommodate. Interaction with consumers through Instagram content that presents creative and innovative themes is important to keep up with the times. Bickley Florist also has a physical store to enhance consumer trust, and the interactions are visible directly through the social media @bickleyflorist.

The online communication strategy on Instagram is carried out by providing attractive images and detailed explanations about the products, accompanied by photos (captions) such as the bouquet name and contact information to inform customers who want to order or contact the flower shop @Bickleyflorist. The presence of a price catalog also helps increase customer interest in store sales.

METHODS

In this study, a descriptive qualitative research type is used, which aims to explore or capture the social situation being researched thoroughly, broadly, and deeply. The subject of this research is the Instagram account @bickleyflorist, while the object of the research is the content uploaded on that Instagram account, including images, captions, hashtags, and comments related to the promotion of flower bouquets. The data collection technique was carried out through observation of Instagram posts from @bickleyflorist during the period from January 2024 to July 2024. Data is analyzed through several stages, namely: data reduction, data collection, and drawing conclusions.

Data reduction is the result of observation and data sorting, where data is grouped according to the research objectives. Data collection is carried out through data that has been reduced and systematically sorted, then presented in a descriptive format. Drawing conclusions is the process of gaining clarity regarding the utilization being studied, so that the research questions can be answered and the researcher can find and obtain answers from the entire research conducted.

RESULTS AND DISCUSSION

Instagram is currently the most popular social media platform among the public, especially for entrepreneurs in the sales field such as crafts. One of the accounts that has started trying to promote its products is @Bickleyflorist. Based on observations of the Instagram account, various activities relevant to social media marketing were found.

The results of this study can be explained through the five dimensions of social media marketing applied by the account @Bickleyflorist.

Entertainment

Engaging and entertaining content presented by the account owner @Bickleyflorist can create interest among customers. Researchers found that this account successfully built relationships with customers through entertaining content, which encouraged interaction and increased interest in trying the product. Information about flower bouquets is also presented in feed and reels content, aimed at creating customer loyalty. Reels and content in the feed uploaded by this account are enjoyed and positively responded to by the audience, showing consistency in promoting the product.

Interaction (Interaksi)

The interaction between brands and audiences on social media allows for better relationships to be established. For example, the interaction between Instagram users and the admin @Bickleyflorist in the comments feature. The account owner strives to build a good relationship through constantly updated content. This interactive activity is also useful for customers to obtain information about the product. Researchers found that the interaction between the owner of the @Bickleyflorist account and Instagram users is evident from the activity on content posts. The account owner uses innovative captions to communicate and interact with customers.

Trendiness (Ketrendan)

The ability of a business brand to follow trends that are currently popular on social media is very important. For example, using relevant hashtags in product posts to reach a wider audience. Instagram user @Bickleyflorist uses the hashtag #bickleyflorist to reach people beyond their followers. When users use that hashtag, @Bickleyflorist's content has the potential to be seen by people interested in related topics.

Customization (Kustomisasi)

This aspect emphasizes the brand's ability to provide a personalized experience for each user. Through customization features, brands can present content that is relevant to individual interests and preferences. The owner of the @Bickleyflorist account also offers custom bouquet services, allowing the admin to respond to customers quickly. Information about flower bouquets is also presented in Instagram highlights to create customer loyalty.

Word of Mouth (Communication from mouth to mouth)

This aspect refers to the effectiveness of Instagram social media in facilitating the dissemination of information about brands from one user to another. For example, positive reviews from consumers who are satisfied with the product. Customers who purchase bouquets from the @Bickleyflorist account often upload testimonials, which provide recommendations and encourage their friends to try the product. This communication is more trusted by potential buyers compared to direct advertisements.

This research shows that Instagram has features that support various aspects of marketing, including a focus on visual content and interaction. Instagram is used by many entrepreneurs to promote products and increase brand awareness, with 54% of entrepreneurs relying on Instagram for promotion.

CONCLUSION

Based on the research results regarding "Content Analysis of Instagram Media @bickleyflorist Flower Bouquet Business as a Promotional Media," five dimensions of

social media marketing were found to be applied by the account @bickleyflorist. The dimensions include entertainment, interaction, trendiness, customization, and word of mouth communication. (komunikasi dari mulut ke mulut).

In these five dimensions, all aspects are met, indicating that the Instagram account @bickleyflorist effectively utilizes social media to interact with users. This can be concluded from the various Instagram features used as promotional media for the store @bickleyflorist.

The purpose of using Instagram as a promotional medium by the account @bickleyflorist reflects the utilization of existing features to effectively promote products. Marketing and increasing product sales do not require large expenses; simply marketing and promoting through content on Instagram social media, the costs incurred become more affordable by utilizing digital platforms. However, the impact obtained by entrepreneurs can be much greater and broader.

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