


CONTENT ANALYSIS OF INSTAGRAM SOCIAL MEDIA ACCOUNTS @3SECOND LOCAL BRAND FASHION PRODUCTS

Aditya Rizka Ramadhanta¹⁾, Nur Maghfirah Aesthetika²⁾

¹⁾ Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia

²⁾ Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia

E-mail: fira@umsida.ac.id

Article Info	ABSTRACT
<p>Article history: Received Feb 11, 2024 Revised Feb 20, 2024 Accepted Mar 22, 2024</p> <p>Keywords: <i>Content; Instagram; Local Fashion</i></p>	<p>General Background: The rise of social media has fundamentally transformed consumer behavior, particularly in the fashion industry, where brands leverage platforms like Instagram to engage with consumers. Specific Background: Established in Indonesia in 2012, 3second has positioned itself as a prominent local brand within the casual wear segment, gaining traction through trendy designs and affordability. Knowledge Gap: Despite its growth, there is limited research analyzing the specific impact of 3second's social media strategy on consumer perceptions and engagement within the local market. Aims: This study aims to conduct a content analysis of the Instagram account @3second to explore the nature of consumer interactions and the brand's influence on consumer attitudes toward local fashion products. Results: The analysis reveals that content shared on the @3second Instagram account is generally well-received, generating positive feedback from consumers. Key factors contributing to this positive reception include trendy designs, perceived quality, and affordability. Novelty: This study contributes to the literature by providing empirical insights into how local fashion brands in Indonesia utilize social media to cultivate consumer loyalty and brand recognition. Implications: The findings underscore the importance of engaging with consumers through interactive content and prompt responses, suggesting that local brands can enhance their market presence by effectively leveraging social media platforms to align with consumer preferences and trends.</p> <p style="text-align: right;">This is an open-access article under the CC-BY 4.0 license.</p> <div style="text-align: right;">  </div>

Corresponding Author:

Aditya Rizka Ramadhanta¹⁾, Nur Maghfirah Aesthetika²⁾

¹⁾ Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia

²⁾ Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia

E-mail: fira@umsida.ac.id

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INTRODUCTION

Currently, social media is very beneficial for entrepreneurs to develop and run their businesses because social media has a significant influence on society. The existence

of social media indeed makes it very easy and quick for the public to obtain information through the internet. This factor is considered by entrepreneurs when choosing social media as a medium to advertise their products, because it is easy to use and allows for faster dissemination of information without being bound by time and place. Social media serves as an effective and efficient means for marketing. According to (Wulandari, 2017), Instagram is a content-sharing application that focuses on visuals. Instagram helps online businesses discover, connect, and interact with customers through features like photos and videos, as well as other business-related features. The report released by "Dana Rebecca Designs" shows that Instagram has a significant impact on consumers' decisions to purchase fashion items. The Indonesian fashion industry is also developing rapidly. This is evidenced by the numerous new local fashion brands that have emerged in society; however, not all of these brands can be accepted or survive in the community. In the current era of digitalization, local fashion product entrepreneurs must have the ability to adapt and develop appropriate digital marketing strategies. One of them is by using Instagram as a platform to market their products online. Social media does not merely function as a place for socializing, but will also contain various information and entertainment from around the world. Social media gives individuals and groups the opportunity to be both senders and receivers thanks to two-way communication. Additionally, social media provides users with the chance to combine ideas and create content that can be shared on their accounts. The presence of social media, which is very close to humans in the current internet era, is changing the meaning of famous people, impacting the way celebrities previously communicated through conventional media. Finally, consumers are more easily influenced or swayed by influencers on social media than by celebrities. This is because consumers who use social media feel closer and "more alike" with influencers who are not "celebrities" in conventional media.[3]

Almost all modern societies have and use social networks. This is due to easy internet access, which allows people to use social media as a place for communication, sales, and daily activities. It is recorded that the population of Indonesia is 274.9 million people, with 170 million active social media users, accounting for 60.8 percent. (Stephanie 2021). There is a positive influence and a significant difference between advertising on the Instagram social network and consumer purchase preferences. The Instagram social network enhances communication skills through photos and videos, and creatively packaged content is one of the most important factors in attracting consumer interest or attention. Social media facilitates consumer access to trends in the fashion industry and influences their perception of local brands. If local brands can meet high-quality standards and reflect the latest trends, consumers are likely to respond positively and share their experiences with others. Consumer perception of local fashion products plays a significant role in the development of the fashion industry in a country. Local fashion products are created by local designers and brands, and they often reflect the identity, cultural richness, and innovation of a region or country. However, even if these products have quality and uniqueness, consumer perception can affect their acceptance

and popularity. Social media is one of the online platforms where users can engage in various activities, such as communicating with each other, seeking information, or making new friends with all its features. Communication on social media has become very easy because it is no longer limited by distance, time, or space. Communication can be done anywhere, anytime, and even without face-to-face interaction, as long as the internet connection remains connected to the device used to access social media. According to (Misbahul Karim, 2022), clothing today not only fulfills the need for apparel but also appreciates the artistic works expressed in fashion itself. Nowadays, people wear various types of clothing for both formal and everyday use. In Indonesia, the development of the fashion industry is also quite good, so the competition among fashion industries in Indonesia is quite tight. Especially now, there are many local fashion brands that are on par with international fashion brands. Local fashion brands currently make extensive use of social media, with one of the most widely used advertising platforms being Instagram. They are competing to increase their number of followers on the Instagram platform so that more people can see and learn about the products they offer. Based on the observation of local fashion brands that are currently developing with a considerable number of followers, namely Erigo, a local fashion brand from Bandung, West Java, with 2.4 million followers on Instagram. Then comes Roughneck with 1.2 million followers. Next in line is a local fashion brand named 3second with the Instagram account its3second and 1.1 million followers on Instagram.[4]

Instagram also offers features such as Instagram Stories, IGTV, and shopping functions that allow brands to increase consumer traffic and facilitate the purchasing process directly on the Instagram platform, by asking for product prices through post comments, Instagram DM feature, and brands can even provide a WhatsApp number for further product inquiries. The 3second brand can use this feature to showcase their latest collection, provide product information, and direct users straight to their online store. Working with influencers can help the 3second brand gain more visibility, increase brand awareness, and expand their influence.

The Social Media Theory by Kaplan and Haenlein (2010) defines Social Media as a set of online applications that utilize the ideology and technology of Web 2.0, where users can create or modify the information of these applications. Some very popular social media platforms with millions of users in Indonesia include Facebook, Twitter, Instagram, YouTube, Blogs, and others. Social media allows users to communicate with millions of other users. The focus of this research is to analyze the content of the Instagram account @3second in shaping consumer perceptions of local fashion brand products. This research will collect and analyze data from posts, comments, and user interactions on the account through content analysis methods. This study aims to gain a better understanding of how customers evaluate and respond to this local fashion brand on social media. Additionally, this research will also investigate the factors that influence consumer perceptions of local fashion brands, such as product quality, consumer interaction with the brand, and brand reputation.

METHODS

This research uses qualitative methods with content analysis. This research analyzes the content of the Instagram account @3second, through fashion trend posts that can influence consumer perceptions of local fashion brands via the Instagram account @3second. The data used in this study consists of posts, comments, and user interactions related to the local fashion brand. After that, we downloaded posts from the Instagram account @3second over a certain period, from early March to July 2022.

Next, a thematic approach is used to analyze the data collected qualitatively. First, we conducted an initial reading of the data to understand the general themes and context that emerged in user comments and posts. Then, we used open coding analysis to identify specific categories and themes that appeared in the data. These categories and themes encompass elements such as product quality perception, responses to visual content, the 3second brand's interaction with consumers, and the brand image that is beginning to form from posts and comments.

RESULTS AND DISCUSSION

The 3Second product is the subject used in this research. A well-known clothing brand, especially among young people, this product is based in Bandung, West Java. The quality of the product inherent in 3Second products has been recognized by consumers. 3Second carries the concept of fashion and style, which means products made from high-quality materials, comfortable to wear, and with non-flamboyant colors. Play with many fonts in each product, its simple and unique design also adds a distinct appeal to this product. Affordability Some people consider the 3Second brand expensive because the price of a simple-designed t-shirt can reach a minimum of Rp 160,000. However, for its value, many people, especially young people, are willing to buy 3Second products. 3Second has successfully attracted customers' attention with its stylish and affordable items, focusing on casual wear and the latest trends. As a local brand operating in the digital era, 3second also uses Instagram as one of their main marketing strategies. Due to its popularity as a visual-focused social media platform, Instagram has become a very important platform for fashion brands like 3second. To promote their products to a larger audience and followers, they utilize Instagram features such as image and video posts. Additionally, comments, direct messages, and brand-related hashtags enable interaction with followers and other users. Instagram provides local fashion brands like 3second the opportunity to build customer trust, increase engagement, and change their perception of the brand. In utilizing the content of this Instagram account, 3second can actively interact with its followers and learn about customer preferences and needs by leveraging this social media platform. Additionally, through this social media platform, the brand can gather feedback from customers, deliver engaging and relevant content, and build direct relationships with customers through direct interactions. Analysis of the Instagram social media account @3second Local Fashion Brand products is influenced by several key factors. First, product quality is an important factor that consumers

consider when evaluating this brand. Several key points discussed in posts highlighting material quality, attractive designs, and product comfort received positive responses from users. Here we collect content from the Instagram account @3second over a specific and limited period, from March to July 2022.

Instagram Account Profile @3second In the profile, there are several things that need to be taken into account. According to Later and HubSpot (2018), what must be considered in the profile is that first, the brand should think of a familiar name so that it is easy to find. In the profile, the keywords that must be noted are the key phrases. The key phrases allow customers to understand the account owner as well as what the brand offers. Brands are required to include an email address or marketplace link so that consumers can easily find information about the product. According to (Nummila, 2015), profiles are also important to have hashtags or product hashtags. Instagram profiles should also include hashtags so that images can achieve maximum exposure in promoting products because through hashtags, products will receive consumer attention. Instagram profile @3second is an account dedicated to fashion and lifestyle for millennials. With over 1.1 million followers, 120+ Instagram posts, and several product purchase links to their marketplace, this account showcases inspiring content and keeps up with the latest trends in the fashion world. Profile photo featuring the distinctive "3second" logo and the insight story they created from their experience running a local fashion business to increase traffic from Indonesian consumers. Proven by the Instagram account @3second, which has a verified blue checkmark indicating that the account is trustworthy and one of the accounts inspiring current fashion trends, the large number of followers on the Instagram account @3second indicates that consumers like @3second products, and the information regarding the brand image values of @3second that are well-received by consumers.



Image 1. Number of followers of the Instagram account @3second

Here are the important points that can be discussed, including: A.) Product quality, B.) Brand interaction with consumers, C.) Brand image formed through posts and

comments.

A. Product Quality & Consumer Interaction @3second

Quality products are closely related to the character of potential buyers; the quality of an item allows it to attract and capture the attention of customers, thereby strengthening a strong business relationship. With good product quality, this will make consumers happy and trust a brand. Next, people will be more interested in an item because it aligns closely with the desires or wishes of the customer.[11]

The buyer's perception of an item can serve as a basis for deciding which item they want to take home. From a relatively high level of knowledge, customers care, evaluate, and accept the information they receive about the product. To give them a definite thought towards the customer, an industry requires attention to the quality of the goods it offers. Customers might not remember something they learned, but rather remember the explanation that helped reinforce their confidence in a particular item.[12]

@3second is known for offering high-quality products, which include the selection of quality materials, attractive designs, and meticulous details. This brand prioritizes quality at every stage of production to ensure that the resulting products meet high standards. The materials used are also carefully selected, prioritizing comfort and durability, so that consumers can experience good quality when wearing their products, and consumers are always interested in the new products launched by 3second. Here is a post uploaded in March 2022 by @3second that has already received many likes and comments from people who like the products of this brand, and they also used several artists/brand ambassadors to significantly increase traffic.



Image 2. March 2022 content post Quality of products from the @3second account and consumer responses



Image 3. March 2022 content post consumer response @second and one interaction from the brand

B. Brand Interaction with Consumers

According to (S. Galllaugher, & Ransbotham, 2008), brand interaction can be defined as the support provided to customers on social media as well as a space for discussion and exchange of ideas. Basic brand interaction on social media transforms communication between brands and customers. Social media encourages interaction, where increased interaction leads to higher subscription commitment, as shown by (C. Murdough, 2009), who found that encouraging continuous interaction between consumers and brands can deepen the brand-consumer relationship, helping marketers identify popular topics in consumer feedback and consumer perceptions to interact with online content.[8]

@3second takes a proactive approach to interacting with consumers through social media and online platforms. Brands make Instagram users and customers an important part of the brand community. They respond to questions, comments, and direct messages quickly and kindly. The brand also values consumer feedback and strives to continuously improve the consumer experience. One way the brand @3second interacts with consumers is through the comment feature on Instagram. This brand uses user feedback as a means to provide feedback, offer additional information, or assist consumers.

In addition, @3second also encourages consumers to engage with the content they share on Instagram. This brand often invites consumers to share photos of themselves using @3second products with the brand's hashtag or by tagging the brand's account. The brand then shares some of these consumer photos on its account, bringing recognition and creating a closer relationship with consumers. Here is a post from the @3second account

interacting with consumers through post comments, and the brand interacts with consumer posts that tag the @3second account.

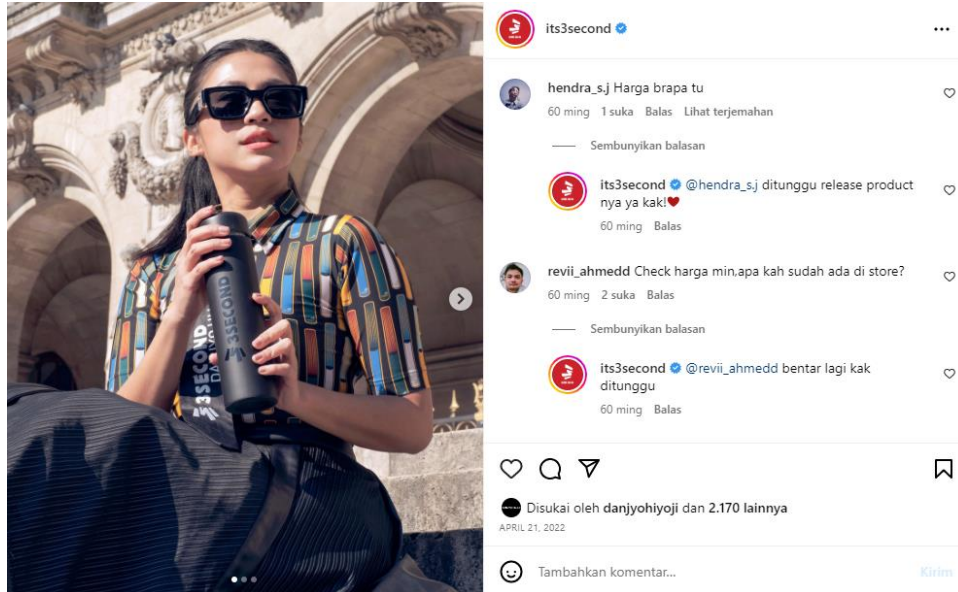


Image 4. April 2022 content post by the @3second account responding to consumer comments



Image 5. A post by the account @audhyjulian that was responded to and liked by the account @3second

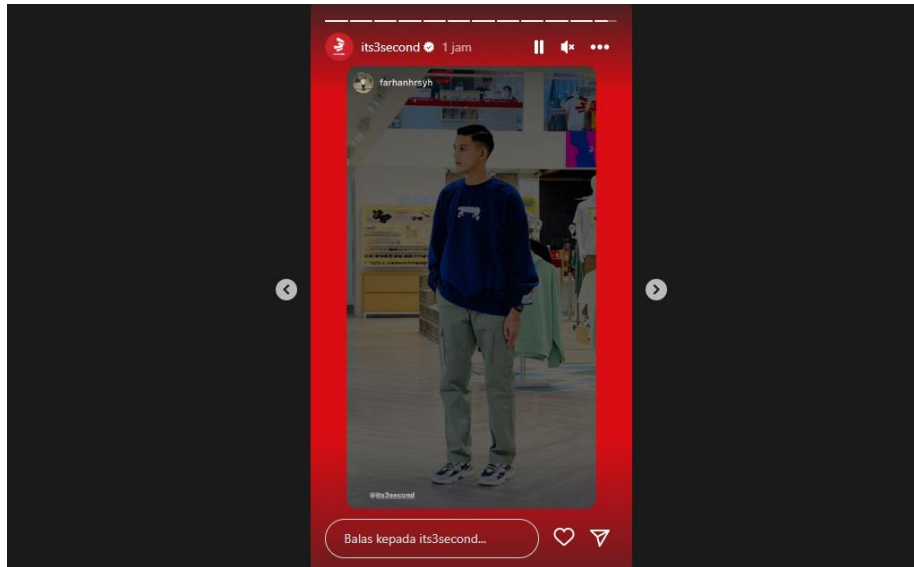


Image 6. A story from the @3second account reposting a story from the @farhanhrsyh account

C. Brand Image Formed Through Posts and Comments

According to (Tjiptono, 2012), brand image is the perception that exists in the minds of individuals or society when recalling a brand from a specific product. Recognize that brand forms include logos, names, terms, or product designs. The stronger the public's memory of the brand, the better the brand image will be. According to (Knapp, 2000), brand image has become a necessity for a brand and must be possessed between businesses, services, or products and their consumers. According to (Ghodeswar, 2008), when a brand can reach consumers on an emotional and psychological level, it will be etched in the consumers' minds, and then consumers will compare it with the offerings provided by competitors. On the other hand, a good brand will bring satisfaction to consumers and create an impression of good quality, which ultimately results in repeat purchases. Brand image becomes the top priority for consumers as a reference before deciding to purchase a product. Therefore, the brand must be able to create an attractive brand image that also highlights the product's advantages and possesses unique characteristics for consumers. The relationship between branding formed through posts and comments in the context of the title is very important to understand. Posts and comments shared by the local fashion brand @3second on Instagram have a significant impact on shaping the brand image in the eyes of consumers. The posts shared by @3second on Instagram reflect the brand's identity and showcase their products in various interesting contexts. The post can be in the form of product photos, lifestyle, or fashion that is relevant to its target market. In this case, consistently high-quality posts help create a positive, stylish, and up-to-date brand image in the eyes of consumers.



Figure 7. July 2022 post from the @3second account with consumer comments



Image 8. July 2022 post from the @3second account with consumer comments, indicating that brand image has been established.

In addition, comments that appear under brand posts can also affect the brand's image. The brand's response to user feedback, whether it be questions, praise, or some input, reflects the brand's attitude towards consumers. Friendly and responsive responses can help enhance the brand image as a brand that cares for and values its consumers. Conversely, negative or unresponsive feedback can damage the brand image and reduce consumer trust. The results obtained from several posts on the Instagram account @3second show that there are many positive comments regarding fashion trends, so the brand image of @3second is always well-formed by Indonesian consumers.

CONCLUSION

The analysis of the Instagram social media account @3second as a tool to build consumer awareness of local fashion brand products has been thoroughly researched. The results of this study show that the content analysis of the @3second account is well-liked by consumers. First, through engaging posts and relevant content, the Instagram account @3second can effectively convey the brand message to consumers. The posts showcase @3second brand products in various interesting contexts, such as desired lifestyles and the latest fashion trends. This helps create the perception that this brand is trendy, stylish, and relevant to the needs and desires of consumers.

In addition, the quick and friendly interactions between the brand @3second and consumers through comments under the posts also show a lot of positive aspects from the consumers. Responding to consumer feedback quickly, helpfully, and valuing consumer input reflects a caring attitude towards consumers and prioritizes brand satisfaction. This interaction creates a positive relationship between the brand and consumers, thereby strengthening consumers' perception of the @3second brand as a trustworthy brand that provides a positive experience.

This finding highlights the importance of using the Instagram social media account @3second to build consumer awareness of local fashion brands. By leveraging social media platforms, the brand @3second can reach a wider audience, increase brand awareness, and build strong relationships with consumers. This can enhance consumer preferences, influence purchasing decisions, and build consumer brand loyalty. These findings provide important insights for other local fashion brands that want to use social media, particularly Instagram, as a strategic tool to foster positive consumer perceptions. Monitoring relevant content, responsive interactions, and brand consistency.

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