

## The Effectiveness of Promotion on Social Media Instagram Using Direct Rating Method (A Case Study at Mini Organic Mart Surabaya)



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**ABSTRACT:** Mini Organic Mart is a retail business that provides quality healthy and organic products. Mini Organic Mart has been promoting using social media, especially Instagram since 2016, but the way to attract consumer attention through social media is still low. Based on a preliminary survey, the average number of "likes" on popular photo reaches around 15 likes only. For business account, this number is relatively low. The aim of this research is to analyze the effectiveness of promotion conducted by Mini Organic Mart through its Instagram account. The analysis method used in this research is the Direct Rating Method. The primary data was obtained through the distribution of questionnaires via Instagram story, the sample was taken as many as 100 respondents through follower's @jualprodukorganik\_mom. The result of the research stated that the promotion carried out was very effective and the total direct rating score was 68.16 which was included in good promotion category.

**KEYWORDS:** Effectiveness, Instagram, promotion, direct rating method

### I. INTRODUCTION

Digitalization is a process of conversion from analog to digital form, as well as the integration of digital technology in various aspects of life. This phenomenon is growing rapidly, accompanied by advances in information and communication technology (ICT), as well as the internet, which allows real-time and easier access to information. The need to be globally connected drives digitalization in various sectors, from business to education. Companies can reach consumers around the world more quickly and effectively through digital platforms. Digitalization enables automation of various business and government processes, reduces operational costs, and increases productivity. Through social media, people can publish their activities without any geographical or time constraints. Furthermore, they can share messages in various formats such as text, news, images and videos (Dima et al., 2022).

In 2023, one of the most commonly used social media platforms in Indonesia is Instagram. With a large user base and a variety of features, Instagram attracts the attention of various groups, ranging from individuals, celebrities, to businesses. Instagram has become one of the tools used in promoting products, building brands, and interacting with consumers through the features provided by Instagram. The existence of these features provides huge benefits for businesses in conducting promotion and can increase the marketing of the products or services they offer, as well as interact with consumers and potential consumers directly (Astuti & Kaligis, 2021).

Based on a preliminary survey conducted by researcher, information was obtained that Mini Organic Mart (MOM) promotes and sells through social media and e-commers application. MOM uses Instagram as a tool to promote the products it offers. Promotion carried out through social media, especially on Instagram, which is carried out by MOM, is known to have problems, namely regarding low follower engagement. This is because of the large number of followers who follow MOM's instagram account but the interaction with uploading photo of product is very low. From promotional activities through Instagram, it has an impact on sales. The aim of this research is to analyze the effectiveness of promotion conducted by Mini Organic Mart through its Instagram account.

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## II. LITERATURE REVIEW

### A. Promotion

Promotion is an activity to introduce goodness, additional benefits and low prices to consumers or potential consumers. Promotion indirectly persuades and stimulates consumers or potential consumers to recognize, have interest, have interest and finally arrive at a decision to buy. Promotional activities are usually in the nature of upholding the name of the company and its business results (Wibowo, 2007). According to Rangkuti (2009), every company carrying out a promotional activity has a promotional goal, with the main objective of making a profit. The promotional objectives carried out by the company are:

1. Behavior modification, trying to change the behavior and opinions of individuals, from not accepting a product to being loyal to the product.
2. Inform, Provide information to the intended market about the company's marketing, regarding these products related to price, quality, buyer requirements, usefulness, features, and so on.
3. Persuade, the purpose of persuading to encourage buyers, to have a long-lasting influence on buyer behavior.
4. Reminding, maintaining the product brand in the hearts of the public and carried out during the maturity stage of the product life cycle. Companies try to pay attention to retaining buyers

### B. Social Media Instagram

Social media is an internet-based media that allows users to interact directly with other users. Through this media, users can share activities, knowledge, opinions or writings. Blogs, social networks and forums are the forms most often used by internet users in social media. Examples of media that have the most users are wordpress, blogspot, wikipedia and facebook. In its development, social media is also used as a means for disseminating information, advertisements, notifications, selling, promotions, and associations of fans of the same character or hobby. Internet and e-commerce have developed into a very promising new industry. Various advantages over conventional trade have made e-commerce a new form of business. The existence of social media has led to new developments in which users can be used as a place to buy and sell like a business (Sakti, 2014).

Social media is a medium used by consumers to share text, images, sound and video information with both other people and companies. Social media is an online media that operates with the help of web-based technology that makes changes in terms of communication that used to be one-way and turned into two-way or can be referred to as interactive dialog (Nabila *et al.*, 2020). Instagram is an application used to share photos and videos. Instagram itself is still part of Facebook which enables Facebook friends to follow the accounts we have in the Instagram social media account. The increasing popularity of Instagram as an application used to share photos has resulted in many users jumping into businesses such as social business accounts that also promote their products through isntagram (Nisrina, 2015). Instagram is one of the results of internet progress and is classified as one of the social media that is quite loved by today's people. This can be proven by the increase in Instagram users every year (Yusuf, 2017). Since its appearance in 2010, Instagram has often updated its existing features, so that the features are more complete and interesting. Here are the features that exist on Instagram: (1) follower and following (2) Uploading photos or videos with captions (Posting) (3) camera (4) arroba (5) hashtag (6) Filter (7) social networking (8) reels (9) live, instastory, closefriend and photo archive.

### C. Effectiveness of Social Media as a Promotional Media

Effectiveness is the final result of the success or failure of a previously planned strategy. Results that are closer to the desired target indicate a higher degree of effectiveness. Irfan (2014) stated that there are several criteria that can be used to measure the effectiveness of promotional media, namely persuasive messages and positive preferences from consumers who have made previous transactions. The effectiveness of promotional media can be measured through the AIDA model. Each stage of AIDA requires a different media strategy. In a market structure that tends to be monopolistic, one of the benefits of the internet is a means of promotion. The internet can be used for dialogue, discussion, and consultation with consumers online, so that consumers can be involved proactively and interactively in the design, development, marketing, and sale of products. In addition, the advantages of business strategies that can be obtained from the internet are interactive global communication, providing information according to consumer needs, increasing cooperation, making it possible to open new markets, products, or services, and integrating activities online (Sipayung, 2011). Sarwono and Prihartono (2012) added that every activity related to marketing a company's products or services to consumers via the internet is not only aimed at selling products or services online, but also to do branding online and build relationships with consumers online so that consumer loyalty is created for products or services offered by sellers who utilize the internet's capabilities in the form of wide audience reach. Integrating digital technology with word of mouth strategies can create a multiplication effect. Social media plays an important role in building digital word

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of mouth today and in the future. Social media is increasingly significant because in this era recommendations play an important role in driving consumer decision making (Tarigan, 2009).

### III. RESEARCH METHOD

The research was conducted at MOM (Mini Organic Mart) Surabaya, which is located at Ruko Hamilton DD10-R2 Mentari Beach, Kenjeran, Surabaya. MOM is a complete and quality organic product retail business in Surabaya. MOM has an advantage as a distributor of organic products compared to the other organic stores, namely 90% organic products from local producers and 10% organic products from non-local producers. MOM collaborates with producers of organic products who are members of KOI (Indonesian Organic Community). The research was conducted from March to May 2024. The selection of the location used a purposive method. The method for determining the sample uses a non-probability sampling method, the technique used is purposive sampling by taking 100 respondents from Instagram followers @jualprodukorganik\_mom.

Direct Rating Method (DRM) analysis is one of the analyzes in measuring the effectiveness of a promotional activity. In this analysis, the higher the value obtained from the promotion, the higher the probability that the promotion can be said to be effective (Durianto, 2003). The variable used in this analysis is AIDA. AIDA is an examination of the impact of communication on individuals after the message acquisition process which consists of four stages, namely Attention, Interest, Desire and Action. The four dimensions or variables are processed to analyze the effectiveness of promotion through DRM analysis using the calculation of the average score with the following formula (Durianto, 2003):

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

Information:

- x = Average of Bobot
- fi = Frequency
- wi = Weight

The position of the respondent's perception is determined by the range of the rating scale. The position of the respondent's perception is illustrated from a negative position to a positive position through the bobot formed from the Likert scale, which is from 1 to 5. The following is the formula for determining the scale range below:

$$Rs = \frac{R(\text{weight})}{M}$$

Information:

- R (weight) = largest bobot – smallest bobot
- M = Number of bobot categories

$$Rs = \frac{5 - 1}{5} = 0,8$$

The decision of criteria are presented in Table 1.

**Table 1. AIDA Decision Scale Range**

Scale Range	Decision of Criteria
1,00 < x ≤ 1,80	Very Ineffective
1,81 < x ≤ 2,60	Not Effective
2,61 < x ≤ 3,40	Fairly Effective
3,41 < x ≤ 4,20	Effective
4,21 < x ≤ 5,00	Very Effective

Source: Primary Data, 2024

The next step, the values obtained are converted to the direct rating table with the following formula below.

$$g \text{ direct rating} = \bar{x} \cdot \frac{20}{5}$$

Information:

- g direct rating = Score direct rating
- $\bar{x}$  = variable average

Next, add up all g direct rating values to get the total direct rating value, which will be used to see the promotion category.

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**Table 2. Direct Rating**

Scale Range	Promotion Categories
0 < g ≤ 20	Bad Promotion
20 < g ≤ 40	Less Promotion
40 < g ≤ 60	Average Promotion
60 < g ≤ 80	Good Promotion
80 < g ≤ 100	Excellent Promotion

Source: Durianto, 2003

## IV. RESEARCH RESULTS AND DISCUSSION

### Characteristics Respondent

The 100 respondent data collected for approximately 3 months through distributing questionnaires online through the Mini Organic Mart Instagram story and offline at the Mini Organic Mart store are presented in table 3.

**Table 3. Respondent Characteristics**

Profile	Amount (People)	Percentase (%)
<b>Gender</b>		
Female	89	89
Male	11	11
Total	100	100
<b>Age</b>		
15 – 20 years old	9	9
21 – 30 years old	23	23
31 – 35 years old	51	51
>35 years old	17	17
Total	100	100
<b>Job</b>		
Student/University	4	4
Employee	25	25
Entrepreneur	11	11
Civil Servant	56	56
Others	4	4
Total	100	100
<b>Domiscilie</b>		
Surabaya	78	78
Outside Surabaya	22	22
Total	100	100

Source: Primary Data, processed 2024

Based on table 3, respondents in this research were mostly female, with the total of 89 people, while male respondents totaled 11 people. Based on age, it can be seen that the average age of the majority of respondents is 31 - 35 years old, as many as 51 people, while the rest are at the age of 15 - 20 years as many as 9 people, 21 - 30 years old as many as 23 people and > 35 years old as many as 17 people. Furthermore, the characteristics of respondents according to occupation, in this study show that the majority of Mini Organic Mart consumers have jobs as public servants as many as 56 people, then followed by employees as many as 25 people, entrepreneurs as many as 11 people, students /university as many as 4 people, and respondents answered other jobs as many as 4 people. Based on their domicile, it is known that majority of respondents in this research are domiciled in Surabaya, with the total of 78 people, and 22 respondents are domiciled outside Surabaya. In conclusion, it shows that the majority of Mini Organic Mart consumers live in Surabaya City.

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## Effectiveness Promotion through Instagram

### a. Attention to the Promotion

Table 4. Calculation of DRM Sub Variable Attention

Information	P1	P2	P3	P4
Bobot STS	0	0	0	0
Bobot TS	0	0	0	0
Bobot N	12	24	12	12
Bobot S	288	252	260	276
Bobot SS	120	145	155	135
Average Score	4,2	4,21	4,27	4,23
$\bar{x}$ Attention	4,23			
Converted to Scale	$g = 4,23 \cdot 20/5$			
Table <i>Direct Rating</i>	= 16,92			

Source: Primary Data, 2024

Based on table 4, the "Attention" variable obtained an average score in each question item. In the first question item (P1) regarding the respondent's attention in seeing product photos used in promotion through Instagram social media, the average value of bobot is 4.2. The second question item (P2) regarding the respondent's attention in seeing the profile picture used in his Instagram social media account obtained the average value of bobot is 4.21. The third question item (P3) regarding the respondent's attention in seeing the location of the MOM offline store obtained the average value of bobot is 4.27. The fourth question item (P4) regarding the respondent's attention in seeing every information used in his promotion through Instagram social media obtained the average value of bobot is 4.23. Based on these results, the average score on the attention variable is 4.23 which is in the scale range of 4.21 - 5.00, which means it is included in the very effective category. This explains that the promotion carried out by Mini Organic Mart through an Instagram account is very effective which makes respondents or the general public able to pay attention to the promotions that are made.

### b. Interest to the Promotion

Table 5. Calculation of DRM Sub Variable Interest

Information	P1	P2	P3	P4
Bobot STS	0	0	0	0
Bobot TS	0	0	0	0
Bobot N	9	0	12	12
Bobot S	260	288	112	264
Bobot SS	160	140	340	150
Average Score	4,29	4,28	4,64	4,26
$\bar{x}$ Interest	4,37			
Converted to Scale	$g = 4,37 \cdot 20/5$			
Table <i>Direct Rating</i>	= 17,48			

Source: Primary Data, 2024

Based on table 5, the "Interest" variable obtained an average score in each question item. In the first question item (P1) regarding respondents' interest in finding more information about products uploaded for promotional materials through Instagram social media, the average value of bobot is 4.29. The second question item (P2) regarding respondents' interest in considering buying products promoted through their Instagram social media account obtained the average value of bobot is 4.28. The third question item (P3) regarding the respondent's interest in finding out more about the products offered that are suitable for him obtained the average value of bobot is 4.64. The fourth question item (P4) regarding the respondent's interest in trying the product offered obtained the average value of bobot is 4.26. Based on these results, the average score on the interest variable is 4.37 which is in the very effective category. This explains that the promotion carried out by Mini Organic Mart through an Instagram account can generate a sense of interest in respondents or the general public to get to know the products offered.

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**c. Desire to the Promotion**

**Table 6. Calculation of DRM Sub Variable Desire**

Information	P1	P2	P3	P4
Bobot STS	0	0	0	0
Bobot TS	0	0	0	0
Bobot N	12	18	15	15
Bobot S	292	264	292	268
Bobot SS	115	140	110	140
Average Score	4,19	4,22	4,17	4,23
$\bar{x}$ Desire	4,20			
Converted to Scale Table <i>Direct Rating</i>	$g = 4,20 \cdot 20/5$ $= 16,8$			

Source: Primary Data, 2024

Based on table 6, the “Desire” variable obtained an average score in each question item. The first question item (P1) regarding the respondent's desire to ask about product prices after seeing MOM's Instagram posts obtained the average value of bobot is 4.19. The second question item (P2) regarding the respondent's desire to ask about promos provided by MOM obtained the average value of bobot is 4.22. The third question item (P3) regarding the respondent's desire to ask about the product variants offered by MOM obtained the average value of bobot is 4.17. The fourth question item (P4) regarding the respondent's interest in asking how to order the products offered by MOM obtained an average value of bobot is 4.23. Based on these results, the average score on the desire variable is 4.20 which is in the effective category. It explains that the promotion carried out by Mini Organic Mart through the Instagram account has been able to generate desire or a sense of desire in respondents or the general public to have the products that are offered.

**d. Action to the Promotion**

**Table 7. Calculation of DRM Sub Variable Action**

Information	P1	P2
Bobot STS	0	0
Bobot TS	0	0
Bobot N	15	15
Bobot S	288	284
Bobot SS	115	130
Average Score	4,18	4,29
$\bar{x}$ Action	4,24	
Converted to Scale Table <i>Direct Rating</i>	$g = 4,24 \cdot 20/5$ $= 16,96$	

Source: Primary Data, 2024

Based on table 7, the “Action” variable obtained an average score in each question item. In the first question item (P1) regarding respondents' actions to buy products offered by MOM that match personal needs online / offline, the average value of bobot is 4.18. The second question item (P2) regarding respondents' actions to recommend and influence others to buy products at MOM obtained an average value of bobot is 4.29. Based on these results, the average score on the action variable is 4.24 which is in the very effective category. It explains that the promotion carried out by Mini Organic Mart through an Instagram account encourages action for respondents or the general public to buy and recommend the products offered to their friends and relatives.

**Table 8. Total Score with *Direct Rating Method***

Variable	<i>g Direct Rating</i>
Attention	16,92
Interest	17,48
Desire	16,8

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Action	16,96
Total Score	68,16

Source: Primary Data, 2024

Based on the data in table 8, the total of Direct Rating Method (DRM) score of 68.16 is in the good promotion scale range, which is within the 60 - 80 scale range. These results mean that the promotions implemented by Mini Organic Mart through Instagram social media are in the good category. The results of the analysis in this study are in line with research conducted by Nafiah (2018) which states that measuring effectiveness through social media, such as Facebook, Twitter and Instagram using direct rating method analysis explains that advertising carried out through social media is included in the good promotion category.

## V. CONCLUSIONS AND SUGGESTION

### Conclusion

In conclusion, the effectiveness of promotion through Instagram social media conducted by Mini Organic Mart obtained an average score value - the average score of each AIDA variable 4.20 - 4.50 with the meaning that the promotion carried out was included in the very effective category. And the direct rating score of all variables is 68.16, which means that the promotion that has been carried out is included in the good promotion category.

### Suggestion

Mini Organic Mart in conducting promotions through social media in the future to increase the effectiveness value and it is more recommended to create interesting content according to the average age of consumers, so that they can enjoy and be attract in buying MOM products.

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