

The Effect Of Hooman.id Product On Instagram Product Sales Promotion On Purchase Decisions Among The Indonesian Chihuahua Community

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Abstract

Communication is an activity carried out by two or more people, usually the things to do when communicating are exchanging ideas, gaining knowledge and getting information. Now communication is not just to get information, now with communication you can do business with someone such as doing marketing communications to promote the products offered. In conveying a message about a product there must be a trust that must be given to consumers.

Keywords:

Sales Promotion, Purchase Decision, Hooman.id

INTRODUCTION

Communication is a bridge that can connect one person to another and with communication we can convey messages properly and correctly. Communication is a symbolic process where people can regulate their environment, (1) can build relationships with fellow human beings, (2) through information exchange activities, (3) to be able to evoke attitudes and behavior of others, and (4) have efforts to change attitudes and behavior levels (Cangara 2002:19). Communication also plays a big role in life, such as, we can establish relationships with other people to build relationships in business.

Economic developments are increasingly developing, there are many economic activities carried out by the community, such as opening small or large businesses both offline and online. In economic activities there are promotional activities, promotion is an activity that has elements of a marketing mix that has the main focus on informing, persuading, and as a reminder for consumers about the company's brands and products (Tjiptono 2015: 387).

To promote sales, it is also diverse and unique, such as holding a buy one get one free promotion, buying more will get other products, cashback promos that can attract consumers' attention to doing charity activities. To be able to do promotions, it is not easy to consider many things in it.



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In promotional activities not only provide free prices to consumers, but in promotional activities there is an activity carried out by the company without being known or realized by consumers, namely so that the products offered can be widely known and the products are easy to find not only that in product promotion also so that the company that carries out the promotion can be known by the wider community.

The media used for sales promotions are also varied, such as placing advertisements on television, newspapers, magazines, OOH, and radio. Promotional running ads can also be done by utilizing social media such as Facebook, Instagram and Twitter. The thing to do to find out which social media is widely used is to conduct a survey or observation of the potential target market and then do promotions with social media.

Instagram is a group of applications based on the internet and web 2.0 technology that allows the exchange and creation of user-generated content (Kaplan & Haelein 2001: 26). At the beginning of the presence of Instagram, we thought that we could only post photos and videos, but nowadays we can use Instagram not only to post photos and videos. We can use Instagram as a place to do business and promote products, such as a local brand with an Instagram account @hooman.id, the researcher argues that hooman.id can take advantage of Instagram's presence well, namely by doing business and doing sales promotions, not just doing business. business and product promotion only, but Hooman.id also makes donations and conducts campaigns to prevent violence against animals, such as the unfortunate case that befell Canon.

A local brand with the name hooman.id, Hooman.id is a local brand that sells various products such as t-shirts, bags and many more, if we buy one of these products we have saved an animal, later hooman.id will focus the sales proceeds to be donated to shelters.

It can be said that if Hooman.id uses CSR as a strategy to promote its products so that many buy and can lead to purchasing decisions of prospective consumers, the definition of CSR according to Kotler and Nancy is an attitude and commitment of a company (organization) in order to improve community welfare which is channeled through business practices and contribution of company resources.

Hooman.id carries out various sales promotions such as giving discounts, free shipping, giving gifts to customers, giving promo prices at certain times (on August 17) and making donations. By buying a product from Hooman.id, it means that we have saved one animal, this is one of Hooman.id's strategies to promote its products so that many people buy their products.

Hooman.id's goal in carrying out such a strategy is to prevent violence against animals and want the welfare of animals, later the proceeds from product sales will be donated.

Hooman.id's way of doing sales promotions is by utilizing social media Instagram, Hooman.id has made good use of Instagram's presence where they create interesting Instagram stories and feeds so that many people visit their Instagram accounts to make purchasing decisions.

To promote its products, Hooman.id does not run it alone. Hooman.id invites influencers, because they have a strong influence, and have a large number of followers from various ages, genders, professions, education and many more. It is hoped that the involvement of influencers can influence Hooman.id's sales promotions and can lead to purchasing decisions. Purchasing decisions are decisions that come from consumers where in purchasing decisions there are several things that influence it such as economy, technology, politics, culture, and 7P (physical evidence, product, price, place, promotion, people, and process) so that this can form a consumer attitude to be able to process all information and be able to draw conclusions to make purchasing decisions for a product to be purchased, Alma (2011).

It is also hoped that the presence of hooman.id can be effective in preventing violence in animals and can improve purchasing decisions, so that the proceeds from product sales will later be donated to shelters and can help animal welfare.

LITERATURE REVIEW
Communication

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Communication is a process carried out by one person or more than one person where these people exchange information with one another and in this activity there is a deep understanding, D. Lawrence Kincaid (1981).

Understanding communication in terminology, communication is a process to connect or deliver a statement or information from one person to another as a consequence of a social interaction in society.

Harlow D. Laswell (in Uchana, 1993: 301), in the communication process can answer the question who says what, in which channel to whom and with what effect". Here is what it means:

Who (what) is who is the communicator.

Say what (what is said) is the content of the message that must be carried out.

In which channel (channel used) is a media channel used for the communication process.

To whom (to whom) is the communicant.

With what effect (effect that arises) is arising after the message is delivered which causes an action.

Marketing Communication

In running the hooman.id business, apart from using marketing communications in marketing their products on Instagram. Marketing communication is an activity in marketing and uses communication techniques in it and has the aim of providing information to the public with the company's main goal, namely an increase in income due to the use of services or purchasing products offered (Kennedy and Soemanarga, 2006).

Kotler and Armstrong, 2008: 116, revealed that there are five tools that can be used to conduct sales promotions, which consist of:

a. Advertising (advertising)

Is a form of presentation that is not done by people and in the form of promotion of ideas, goods or services by a designated sponsor.

b. Sales promotion

An activity carried out with the main goal of increasing purchases or increasing sales of a product or service.

c. Public Relations

Maintaining good and harmonious relationship with the community to get the desired publicity, this is done to maintain the company's image and one way to deal with rumors, incidents and unexpected news.

Public relations itself has the main goal of promoting and maintaining the company's image.

d. Personal selling

It is a way to increase sales and can directly establish relationships or interactions with consumers, in personal selling, product presentations are also carried out and answer directly if consumers have questions and receive messages.

e. Direct marketing

By using mail, telephone and non-personal contact tools to communicate and get answers or responses directly from potential customers.

Sales Promotion

Sales promotion is a marketing communication activity carried out to persuade or influence directly by using various incentives so that the desire to buy the products offered arises. Sales promotions have several objectives, such as attracting new customers, persuading buyers, encouraging buyers to buy and using the products offered to carry out more promotions compared to competitors. is to position the product, a company can be said to be successful if the product being promoted can become a brand of mine by consumers.

The model used for sales promotion is to use AIDA (Attention, Interest, Desire, Action), in this model it is expected to attract attention, increase buying interest, arouse until an action occurs.





To carry out sales promotions, various ways are carried out by the company so that the products sold or offered can reach consumers. As one of the ways that many companies do is to change product promotions into digital marketing, many companies use social media as a medium to carry out sales promotions by creating interesting content with sales promotion elements that can attract consumers to buy products, it is believed by the existence of digital marketing can increase the desire to buy among consumers and can easily introduce products to consumers.

Morissan (2012:25) said that sales promotion can be divided into two parts, which consist of:

a. Sales promotion oriented to consumers (consumer-oriented sales promotion).

A form of promotion that is sent to end users of goods or services in which there are coupons, product samples, discounts, raffle prizes, contests and much more. This activity can attract the attention of consumers and will create a sense of wanting to buy and own the products offered, this promotion can be done to boost the company's sales for a short period of time.

b. Trade-oriented sales promotion aimed at marketing intermediaries.

The purpose of the parties who become marketing intermediaries are retailers, wholesalers to distributors, to carry out sales promotions by involving marketing intermediaries.) . competition in sales and trade shows, all of which are done to provide supplies and promote products.

The main means used to conduct sales promotion according to Kotler and Armstrong (2008: 206) are as follows:

a. Price pack (price reduction deal)

Provide discounts for consumers where consumers can save on prices to buy products, usually the price is listed on the product packaging, low-priced packaging is packaging that can be sold at low prices.

b. Prizes (contest, sweepstakes, games)

This section is the part that can attract the attention of consumers to buy the products offered, usually consumers are required to follow the procedure to get the prize. Like buying certain products, you will get prizes and much more.

c. Cross promotion

Promoting products that are not competitors.

d. Displays and demonstrations

Demonstrating or displaying a point of sale or a purchase.

e. Price reduction

There are discounts given to consumers and become a consumer magnet.

Product

Products are goods or objects offered by the company to the public in the hope that people will buy and use the product. In the product there is a "trust" because the public has trusted the product and the company has given trust through the products purchased by the public.

The definition of a product according to Kotler and Armstrong (2008:266) is something that is offered to prospective buyers so that potential buyers feel interested and want to have it to satisfy and fulfill their needs.

Components that complete a product, consisting of packaging, brand, color, price, and quality.

Buying Decision

Purchasing decisions are decisions that come from consumers where in purchasing decisions there are several things that influence it such as economy, technology, politics, culture, and 7P (physical, evidence, product, price, place, promotion, people, and process) so that this can form a consumer attitude to be able to process all information and be able to draw conclusions to make purchasing decisions for a product to be purchased, Alma (2011).

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To decide on a purchase, consumers usually go through several stages first, namely (Kotler, 2016):

a. **Problem Recognition:** the buying process begins when the buyer becomes aware of a problem or need that is triggered by internal or external stimuli. With internal stimulation, one of a person's normal needs-hunger, thirst, sex-rises to a maximum level and becomes a pleasure; or needs may arise as a result of external stimuli. A person might admire a neighbor's new car or see a television commercial for a vacation to Hawaii, which sparks thoughts about a possible purchase.

b. **Information Search:** as it turns out, consumers often seek a limited amount of information. We can distinguish between two levels of engagement with search. The lower search state is called **keen attention**. At this level a person simply becomes more receptive to information about a product. At the next level, one can enter an active information search, looking for reading material, calling friends, doing online activities, and visiting stores to learn about the product.

c. **Evaluation of Alternatives:** Some basic concepts that will help us understand the evaluation process: First, consumers are trying to satisfy a need. Second, consumers seek certain benefits from product solutions. Third, consumers see each product as a group of attributes with varying abilities to deliver the benefits necessary to satisfy this need.

d. **Purchase Decision:** in the evaluation stage, consumers form preferences between brands in a choice set. Consumers may also form an intention to buy the most preferred brand. In carrying out the purchase intent, consumers can form five sub-decisions on brand (brand A), dealer (channel 2), quantity (one computer), time (weekend) and payment method (credit card).

e. **Post-purchase Behavior:** after purchase, consumers may experience conflict due to seeing certain worrying features or hearing favorable things about other brands and being wary of information that supports their decision.

The following are some consumer behaviors that can be influenced by:

a. **cultural factors;** consists of three factors, namely: 1. culture, is the most basic determinant of desire and behavior, 2. sub-culture, in which sub-culture has a smaller sub-culture so that it can provide many characteristics of socialization for its members, 3. Social class, often occurs in relatively homogeneous and permanent societies and has a hierarchical structure and its members share the same values, interests, and behavior.

b. **social factors;** 1. Reference groups, namely groups that can be persuasive directly and indirectly through a person's attitude, 2. family, 3. Roles and status, roles are actions taken by someone who is expected to produce a status.

c. **Personal factors,** in personal factors consist of age and stages in the life cycle ; which includes work to the economic environment; lifestyle and personality and self-concept.

d. **Psychological factors,** consisting of five factors, namely: the existence of motivation, perception, learning, beliefs and attitudes.

Consumers are divided into 3 types of purchases according to Schiffman and Kanuk (2004:513), which consist of:

1. **Trial Purchases**

Consumers who buy a product for the first time do not immediately buy it with a large size but buy it with a small size, this goal is carried out by consumers to find out and evaluate whether the experimental product has the quality possessed by the product. In situations like this, manufacturers can provide free trials for consumers who will try their products for the first time, consumers can get discounts on products for first-time purchases.

2. **Repeat Purchases**

A brand or brand that launches a new product and consumers buy the latest product, the main reason why consumers return to buy the product is because consumers feel a sense of satisfaction after buying and using it. From these repeat purchases, it will bring consumers to

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become loyal to the product, it can be said that this is the main goal so that producers can maintain the stability of their target market.

3. Long Term Commitment Purchase

Before the consumer decides to make the product he buys a long term commitment purchase, the consumer evaluates the product until it

In trying to compare with other similar products, if the consumer has a little sense of confidence, the consumer will try to buy it again and if the consumer feels very confident, then the consumer decides and makes the product a long term commitment purchase and uses the product for a longer period of time. long.

Community

Community is an association of individuals from various populations and interact with each other to influence or be persuasive between individuals. Simply put, a community is a group of individuals who have the same hobbies or interests and have the same goals.

According to Jasmadi (2008: 15) the community has four main characteristics, which consist of:

- a. Have members in the community.
- b. Members of the community can influence each other for other community members.
- c. Have integration and meet the needs of members.
- d. There is an emotional bond between community members.

Instagram

Instagram was founded by Kevin Systrom in early 2010 to be precise in January, Instagram is a social media that

Focus on posting photos and videos. And now Instagram has grown rapidly along with the rapid development of the times and technology, now Instagram is equipped with advanced features such as the Instagram story feature where users can post within 24 hours, there are filters that make it easy to take photos or video and much more.

Now Instagram is not only a social media for its own sake, Instagram can now be used for business purposes and interests to spread goodness. Instagram is an application that uses an internet web 2.0 base that allows the exchange and creation of user-generated content (Kaplan & Haelein, 2001: 26).

RESEARCH METHODS

The object of this research is the promotion of sales of Hooman.id products on Instagram for 1 year. For 1 year to be exact in 2021, Hooman.id has done a lot of sales promotions through the Instagram page. Such as giving discounts through e-commers, participating in events at ecommers, holding bazaars in several cities, holding giveaways, issuing the latest products to making campaign movements for animal welfare.

In this study, researchers use quantitative with explanatory surveys, according to Sugiono (2018; 13) quantitative is a method that uses concrete or definite data and in quantitative methods tends to use numbers that have been measured using statistics which are test tools to calculate it and the results the end of the quantitative method is the conclusion.

The research variable is the object of a study that is the center of attention in a study taken from the quote Suharsimi Arikunto (1988; 99). For this research variable, the researcher uses the independent variable and the dependent variable.

1. Variable X Sales Promotion.

The independent variable (independent variable) is a variable that can affect other variables due to changes that occur in other variables, while the dependent variable is a variable that is influenced by other variables. In this study, which has a role as an independent variable (independent variable) is sales promotion.

2. Variable Y Purchase Decision

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Variable Y is the dependent variable, where this variable can change due to the influence of the independent variable, namely the X variable. In this study, the role of the dependent variable or Y is the purchasing decision among the Indonesian Chihuahua Community.

The number of active members in the Indonesian Chihuahua Community is 200 members. So, the number of respondents that the author uses is 67 respondents who will later fill out the researcher's questionnaire.

Male / female, age 15-40 years.

Is a member of the Indonesian Chihuahua Community.

Knowing or following Hooman.id social media accounts.

The researcher used a non-probability technique with purposive sampling, Sugiono (2018 : 84) Non-probability sampling technique is a sampling technique that does not provide equal opportunities for each selected population to be a sample. according to Sugiono (2018: 85) said that purposive sampling is a sampling technique that has considerations.

a. Validity Test

Validity test is a test used to measure data or questionnaires, validity test is used to determine whether the data is valid or invalid. Data or questionnaires can be said to be valid if the questionnaires and questions can or are able to reveal something that is being investigated by the questionnaire (Ghozali, 2011).

b. Reliability Test

The reliability test is a test that is used as a benchmark for questionnaires and indicators of a variable. A questionnaire can be said to be reliable if the questionnaire can show consistent or stable answers (Ghozali, 2011).

c. Normality Test

Normality test is a test used to find out a data that comes from a population that has been normally distributed or is within the scope of a normal distribution.

d. Simple Linear Regression

Simple linear regression explains the functional relationship between one variable and another (Sugiyono, 2018 p.148).

e. Descriptive statistics

Descriptive statistics is a test used to determine the value of each variable, from one or more variables where the variable has independent properties to obtain an overview of the variable (Sujarwani, 2015).

RESULT AND DISCUSSION

from the results of the validity and reliability test obtained from the variable X with the dimensions of gifts, cross promotions, price reductions, displays and demonstrations, and price packaging, as well as with the variable Y with dimensions trial purchase, repeat purchase and long term commitment purchase.

from the results of the X variable and Y variable, it is declared valid because the calculated R value > R table 0.334. while for the results of the reliability test with variable X and variable Y with the same dimensions as the validity test, it is declared reliable because Cronbach's alpha value is > 0.60. normality test From the results of the data obtained from the X variable and Y variable, it is obtained if the two residuals are normally distributed data with a result of $0.200 > 0.05$. From the results of the T test, the calculated T value is $2,580 > T$ table of 1,998. so that it can be said if there is an influence of sales promotion on purchasing decisions.

From the results of the F test, the calculated F value is 6.656 with a significance level of $0.12 < 0.05$. then there is an influence of sales promotion variables on purchasing decisions.

coefficient of determination, the coefficient of determination (R square) of 0.93 means that the influence of the independent variable (sales promotion) on the dependent variable

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(purchase decision) is 9.3%. descriptive statistics from the results of the data obtained from the X variable of 3.390 and the Y variable of 2.870.

CONCLUSIONS

The conclusion that the researcher got from the results of the study was about the effect of sales promotion on Hooman.id products on Instagram on purchasing decisions among the Indonesian chihuahua community, so the results were obtained if there was an influence on sales promotion (X) on the purchasing decision variable (Y) with the value obtained $0.12 < 0.05$. the influence of the independent variable (sales promotion) on the dependent variable (purchase decisions) is 9.3%. Instagram is an efficient means as a means to conduct sales promotions and attract the attention of consumers.

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