



OSBOND GYM PROMOTION STRATEGY ON INSTAGRAM TO INCREASE THE NUMBER OF MEMBERS DURING THE COVID-19 PANDEMIC

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Abstract

Changes and adjustments that occur due to the emergence of Covid-19 follow the regulations issued by the government, namely PSBB (Large-Scale Social Restrictions). This rule applies to all people, including businesses/entrepreneurs. The gym or fitness center is one of the businesses affected by the pandemic, but after several reconsiderations given by the government, gyms can start re-operating with terms and conditions that apply. In line with these regulations, gym businesses began to prepare steps as a strategy that would be used to re-attract public interest in doing indoor sports. The purpose of this study is to find out Osbond Gym's promotional strategy on Instagram to increase the number of members during the Covid-19 pandemic.

This study uses marketing communication theory with the concept of Integrated Marketing Communication proposed by Kotler and Keller (2018). The other theory used in this research is the theory of digital marketing on Instagram social media proposed by Sugiarto (2018).

This research is qualitative research with a case study method. Data collection techniques in this study are observation, interviews and documentation. The object in this study is Osbond Gym.

The results of this study indicate that the promotional strategy carried out by Osbond Gym is based on three indicators: promotional messages, promotional media, and promotion time, as well as content, consistency, and community on their Instagram. Osbond Gym's promotional content uses appropriate themes such as fitness, health and diet, done consistently in accordance with the allotted time, and uses all Instagram features such as feeds, stories, reels, videos, and Instagram ads. These contents are targeted for millennials who have done the gym before.

It is recommended for Osbond Gym to make a more structured and systematic timeline that includes a schedule in order to focus more on each period. Osbond Gym is also advised to improve the skills of human resources who are more qualified and master the field of promotion so that promotional activities can achieve company goals.

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INTRODUCTION

The Covid-19 pandemic that has emerged since 2020 has had quite an impact for people's lives. Changes and adjustments that occur as a result of the emergence of COVID-19 makes people need to adapt to new habits. One of the adjustments made by the community is in accordance with regulations issued by the government, namely PSBB (Large-Scale Social Restrictions). This rule applies to all people including businesses. One of the businesses affected by the PSBB rule is gyms or fitness centers.

This situation is certainly a big blow for gym businesses who have to discontinue its business operations until a time to be determined later. However, after several reconsiderations given by the government, on Monday the 12th October 2020, government started to allow operations for gyms with conditions such as gyms could only contain a capacity of 25%, visitors were required to maintain a distance of 2 meters with each other, gym manager is required to provide a circulation control device air, wearing masks as well as face shields and gloves (Hasibuan, 2020).

With these regulations, gym businesses began to prepare steps as a strategy that will be used to re-attract public interest to do indoor sports. These steps include arranging the promotional strategy in order to deal with the Covid-19 pandemic, and informing the community that the gym implements health protocols in accordance with existing rules so people don't have to worry about exercising at the gym. Hence the arrangement of the right promotion strategy is needed to change the perception of the public by applying the existing tools in the promotional mix.

One of the fitness centers in Indonesia that has carried out promotions on Instagram, and has implemented health protocols so that they can operate again during this pandemic is Osbond Gym. Osbond itself has been established since 2012 and is one of the gyms that was successful enough to spread its name throughout Indonesia with franchises in various cities. Osbond Gym's vision and mission is to be a local brand that is committed to providing the best fitness and fitness services, but at a very affordable price. Over time, with lots of access to social media using smartphones, this can be an effective promotional opportunity. In a business, the promotional strategy to market products/services is certainly a very important aspect for the sake of building and developing brand awareness in the community, as well as maintaining the existence of the products to be kept in people's mind.

Osbond Gym has been promoting via the social media Instagram, and still maintains good relations with its members by making videos about exercise tips to their followers. One of the interesting things for the members is promotion. Through this promotion, users can see various things that are offered by Osbond Gym.

Based on the background above, it is known that the Covid-19 pandemic that occurred since the beginning of 2020 has had a significant impact, one of them is the gymnasium business. There are government regulations regarding PSBB and also closure of businesses that are considered to be mere entertainment, affecting sales, resulting in no income. After the easing of policies where people can do indoor activities while still implementing health protocols, gym entrepreneurs began to look for strategies in order to attract people back to

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come to fitness centers for exercise. This strategy is a way of promotion that is considered an effective and efficient way to increase membership in the gym. Moreover, members who join to become a member of a gym are able to influence others to join in and will directly influence sales at this pandemic time.

Based on the main problems found, the researcher identified several problems that became the focus of this research, as follows:

1. What are the promotional strategies of Osbond Gym on Instagram to increase the number of members during the Covid-19 pandemic?
2. How is the promotional strategy carried out by Osbond Gym on Instagram to increase the number of members during the Covid-19 pandemic?

LITERATURE REVIEW

The object of this research is Osbond Gym, whose promotions are mainly done via Instagram. They started looking for the right promotion strategy during the Covid-19 pandemic so they could increase the number of members. This study uses marketing communication theory with the concept of Integrated Marketing Communication proposed by Kotler and Keller (2018). The other theory used in this research is the theory of digital marketing on Instagram social media which is put forward by Sugiarto (2018).

RESEARCH METHODS

This research is a qualitative type. Qualitative research is a method to explore and also understand the meanings that some individuals perceive originating from social problems or it could also be humanity (Creswell, 2017). Qualitative research also consists of interpretive practices that will be changed to in the form of representation which includes field notes, interviews, conversations, photos, recordings, and memos for the benefit of observers (Creswell, 2017). The nature of this research is descriptive. Descriptive research is research that is directed to provide symptoms, facts or events systematically and accurately, regarding the characteristics of a particular population or area. In descriptive research it tends not to find or explain the interrelationships and test hypotheses (Hardani et al., 2020). By the end of the research, a report which contains a complex descriptive interpretation of the problem researched will be produced.

DISCUSSION

The promotion strategy is prepared based on the promotion indicators that must be met. This indicator forms the basis for the promotion. As stated by (Putra, 2021) that the strategy itself is the design or design of activities that support the success of an activity achievement of predetermined goals. This determination is measured based on indicators that have been predetermined. While the promotion itself is a means of communication for buyers and sellers to communicate the benefits and uses of a product, consumers are expected to be familiar with the product (Selestio et al., 2016). According to (Kotler & Keller, 2018) in carrying out promotions there are indicators that must be met including the message of promotion, promotional media, and promotion time.

CONCLUSIONS

The fulfillment of promotion indicators and Instagram usage indicators as a promotional medium will certainly direct the Osbond Gym towards promotional success. The main indicator of success for Osbond Gym in promoting via Instagram includes the increasing number of people who know the existence of Osbond Gym, and also an increase in the number of members after the promotion. Based on the description of research findings and research results, several can be arranged conclusion as follows:





1. The promotion strategy carried out by Osbond Gym pays attention to three indicators namely promotional messages, promotional media, and promotional time. In planning their promotional messages, Osbond Gym pays attention to the use of customized diction, implicit promotional messages, and inspirations based on three mega gyms. The promotional media used by Osbond Gym is determined by reviewing them based on costs and scope. In carrying out promotional activities, Osbond Gym uses certain time considerations, paying attention to the free time of Instagram users and time trends of Instagram users accessing Instagram.
2. The online promotion strategy carried out by Osbond Gym on Instagram pays attention to three important indicators, namely content, consistency, and community. Osbond Gym in creating promotional content using the appropriate theme namely about fitness, health, and diet. Osbond Gym in uploading promotional content is carried out consistently according to the time that has been set specified and uses all Instagram features such as feeds, stories, reels, videos, and Instagram ads in optimizing promotions through Instagram. Osbond Gym in promoting through social media Instagram has the intended target is millennials who have already done the gym previously.

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