



Corresponding Author:

Tan Averiz Lovelly Christanza

Email:

averizchristanza@gmail.com

Article History:

(edited by Journal):

Received: December 7, 2023

Accepted: March 4, 2024

Published: March 6, 2024

Publisher:

LPPM Institut Bisnis
dan Informatika
Kwik Kian Gie

Selection and Peer-review
under the responsibility of the
Editor Team of Jurnal
Komunikasi dan Bisnis.



Communication Strategy for Promoting Rudebasic Products on The Social Media Platform Instagram

Tan Averiz Lovelly Christanza¹
Siti Meisyaroh²

¹ Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350, E-mail: averizchristanza@gmail.com

² Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350, E-mail: siti.meisyaroh@kwikkiangie.ac.id

Abstract

Social media users on Instagram make up 86.5% of the total social media users in Indonesia. A survey by Katadata Insight Center states that 88.8% of respondents use and consume domestic products. The number of 'go-digital' SMEs has also drastically increased from 18% to 41.2%. This phenomenon indicates the high competition among SMEs on the Instagram social media platform. Rudebasic is one of the SMEs born amid this phenomenon. Rudebasic must employ the right communication strategy to survive and stand out in consumers' minds. Communication strategy is a guide, planning, and management of communication to achieve goals. Therefore, communication strategies must demonstrate tactical communication methods and be adaptable to different situations and conditions. These communication strategies are organized within a model developed by Regina Luttrell called The Circular Model of SoMe for Social Communication. This model is used as the first step for Rudebasic to develop its communication strategy on social media. This research is qualitative descriptive research. Primary data consists of informants, namely the owner and social media officer of Rudebasic, Stefano Tania and Kimberly Ellen, while secondary data consists of screenshots on Instagram @rudebasic_official and literature studies. Data were collected through semi-structured interviews via Zoom. Data were analyzed by reducing data, presenting data, and drawing conclusions. The sharing phase is carried out by creating meme content, OOTD (Outfit of the Day), and storytelling, as well as utilizing Instagram Story and Instagram Shopping. The optimization phase is carried out by following trends in concepts and songs. The management phase is executed by using a professional dashboard and Instagram Insight. The engagement phase is conducted by collaborating with influencers and creating a community called "Rudebasic Cult." The results of this research show that Rudebasic implements most of the elements of The Circular Model of SoMe for Social Communication by maximizing every existing element. It can be concluded that the implementation of



communication strategies by Rudebasic has been successfully applied on the Instagram social media platform.

Keywords

Communication Strategy, The Circular Model of SoMe, Social Media, Instagram

© Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-Undang

Institut Bisnis dan Informatika Kwik Kian Gie

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



INTRODUCTION

The development of technology has impacted the economic sector. Businesses in various sectors in Indonesia must adapt quickly to technology to meet the needs of the target market. A business must have the ability to adapt in order to compete with other businesses. Businesses in Indonesia are starting to expand opportunities for online sales. This development makes it easier for business owners to sell their goods or services without requiring a large capital. The ease of access to buying and selling is supported by the emergence of various digital platforms, such as social media. Instagram is one of the social media applications for communication and can be accessed by all demographics, especially the younger generation, and through Instagram, users can upload videos and photos. Instagram features are very diverse, such as Stories, Reels, Feeds, Live, and others. With the numerous features available, Instagram can be an effective medium for users to build relationships and communicate with others.

One of the SMEs that utilizes the Instagram social media platform is the Rudebasic online store. Rudebasic must utilize all available Instagram features to maximize product marketing. Considering the high competition on the Instagram social media platform, Rudebasic must employ the right communication strategy to survive and stand out in the minds of consumers.

LITERATURE REVIEW

The Circular Model of SoMe for Social Communication is a key component of the research and planning stages for social media. This model was developed by Regina Luttrell to facilitate the development of communication plans on social media.



According to Luttrell (2022:104-108), The Circular Model of SoMe consists of the following:



a. Share

In the sharing stage, organizations or companies must have a strategy in selecting which social media platforms to use to ensure effective and efficient communication. According to Luttrell (2022:104), there are three things to do in the sharing stage, including:

1. Participate: Organizations or companies will directly engage in communication with their followers on social media and determine what content to create.
2. Connect: In the sharing stage, organizations can build good relationships with their followers. One way to do this is through storytelling.
3. Build Trust: Things to consider include having a good and clear profile, voicing consistent messages, and building solid relationships with the audience.

a. Optimize

In this stage, organizations must know what the public is discussing related to the topics being published. There are two aspects to the optimization stage, including:

1. Listen & Learn: Organizations can observe, listen, read, and analyze audience discussions on social media
2. Take Parts in Authentic Conversations: Organizations are required to engage in two-way communication, where they become part of real-time discussions and encourage the public to discuss, debate, and collaborate.

b. Manage

Organizations are expected to manage their social media well, such as being able to respond quickly and appropriately to unexpected events. The management stage can be implemented by performing the following activities:

1. Media Monitoring: Media monitoring is a strategy where companies research, control, and evaluate relevant developments.
2. Quick Response: Quick response strategies involve organizations responding promptly to feedback received on their social media platforms.
3. Real-time Interaction: Organizations are seen to interact in real-time on social media platforms.

c. Engage

Engagement involves participating in discussions, adding value to the community, engaging the audience, and responding quickly with reliable messages. Actions in the engagement stage include:

1. Influence Relations
2. Where is The Audience?
3. How Do I Reach Them?

RESEARCH METHODS

In this study, the researcher selected the research subjects, namely the owner of Rudebasic and the social media officer of Rudebasic who directly manages Rudebasic's Instagram social media. According to Sugiyono (2021:510), in qualitative research, the sample is not called respondents but rather informants, participants, or sources of information. According to Moleong (2013:132), an informant is someone who provides information about the desired data related to the ongoing research. This information can include the situation and background conditions of the research.

In the preparation of this thesis, the research utilized a descriptive qualitative research type and approach aimed at observing the research object and explaining situations and events (Morissan, 2019:28). This descriptive qualitative research aims to describe the communication strategies used by Rudebasic to promote its products on the Instagram social media platform.

Data in this study were obtained from primary and secondary sources. The primary data used were informants relevant to the research topic, namely Stefano Tania as the owner of Rudebasic and Kimberly Ellen as the social media officer of Rudebasic. Secondary data included literature reviews, such as searching or referring to websites, scientific journals, or books related to the research, as well as documentation such as screenshots of Rudebasic's online store profile and images showing the use of Instagram features by Rudebasic.

Data collection techniques included semi-structured interviews. According to Sugiyono (2021:530), semi-structured interviews are considered in-depth interviews, where researchers can explore issues more openly and interviewees can provide opinions and ideas. According to Sugiyono (2021:539), document studies complement the use of observation and interview methods in qualitative research. The documentation used included screenshots from Rudebasic's store profile and images showing the use of Instagram features by Rudebasic.

Data analysis in qualitative research was conducted during and after the data collection process within a specific period. Miles and Huberman (as cited in Sugiyono, 2021:546) divide data analysis into three stages: data reduction, data display, and conclusion/drawing.



RESULTS AND DISCUSSION

Rudebasic implements a sharing stage by selecting Instagram as the platform due to the high interest of consumers in Instagram as well as the large number of users on the platform.

For participate, Rudebasic produces specialized content for Instagram. The content created by Rudebasic is highly diverse. At the initial product release, Rudebasic creates trendy meme content. Another primary content type frequently produced by Rudebasic is OOTD (Outfit Of The Day) content. OOTD content features Rudebasic's models directly showcasing Rudebasic products and mixing and matching them with other fashion items. The purpose of creating meme and OOTD content is to allow consumers to visualize Rudebasic products on models and encourage creativity in using Rudebasic products.

For share, Rudebasic employs storytelling content related to its product releases. Rudebasic assigns a name to each product release, called "Articles." In Articles #004, Articles #005, and Articles #008, Rudebasic provides background information on its products through storytelling. This content is well-received by consumers who often leave comments on these posts. Rudebasic also provides space for its followers to share their experiences with Rudebasic.

To build trust, Rudebasic directs all payments to third-party platforms. On its Instagram profile, Rudebasic includes links where consumers can make purchases. Rudebasic utilizes various e-commerce platforms to facilitate the buying process. Rudebasic also utilizes Instagram's Highlight feature to provide important information, ensuring that Instagram Stories, which usually disappear after 24 hours, can be viewed continuously. Rudebasic's Instagram Highlights include its latest collections, instructions for exchanging items, tips for caring for Rudebasic products to ensure longevity, and more. Rudebasic activates the Instagram Shopping feature, allowing users to view Rudebasic products.

The optimization stage begins with listening and learning. Rudebasic follows music trends and adjusts its content accordingly, incorporating trending songs into its content. The choice of songs goes beyond mere trends; Rudebasic pays attention to lyrics and rhythms to promote its products effectively. Rudebasic selectively adopts trending content, focusing on concepts such as street style and Korean fashion trends.

Engaging in authentic conversations is done through Instagram Story and Direct Message. The Q&A feature encourages followers to actively engage, allowing Rudebasic to gather feedback and opinions from consumers. Rudebasic uses the Reply feature on Instagram Story to engage in personal two-way communication with consumers, often creating curiosity around upcoming product releases.

In terms of management, media monitoring is conducted using Instagram Insight or a professional dashboard to identify content that garners more attention. Rudebasic uses a

professional dashboard regularly, typically once or twice a month, to assess the views, likes, and comments on recent posts.

Quick responses are a priority for Rudebasic, aiming to respond to consumer messages within 24 hours. Rudebasic's prompt responses to messages and comments yield positive results. When Rudebasic posts Q&A features on Instagram Story or content on Instagram Feeds and Reels, consumers quickly respond and provide feedback.

Real-time interaction is typically conducted through Instagram Live, although Rudebasic has not yet utilized this feature. The goal of Rudebasic's potential Live sessions is to provide quick answers about its products. However, Rudebasic has not been able to achieve this goal when attempting live broadcasts on other platforms. Additionally, Instagram Live does not yet include Live Shopping, which Rudebasic has not pursued. Nevertheless, Rudebasic manages to maintain engagement despite not utilizing live broadcasts.

Rudebasic's engagement stage begins with influencer relations. Rudebasic collaborates with influencers or content creators to produce content. By partnering with content creators, Rudebasic enables consumers to envision themselves wearing Rudebasic clothing as showcased by these creators. Rudebasic collaborates mainly with micro-influencers specializing in fashion. Influencer selection is based not only on follower count but also on their ability to effectively showcase Rudebasic products.

Rudebasic's target audience consists of male and female students aged 17 to 25 who are interested in fashion and care about their appearance. Their habits include shopping and staying updated on the latest fashion trends.

To reach its target audience, Rudebasic establishes "RB CULT," short for Rudebasic Cult. RB Cult serves as a platform to appreciate and showcase creative content produced by Rudebasic's fans. RB Cult, also known as Rudebasic Ambassadors, fosters a strong relationship between Rudebasic and its loyal consumers. This community also facilitates influencer selection for Rudebasic. Rudebasic maximizes the use of various communication features to engage with consumers, evident in its regular use of Reply, Direct Message, Question and Answer, and comment sections.

CONCLUSION

Rudebasic's product communication strategy is achieved through four components: Share, Optimize, Manage, and Engage. Rudebasic executes the Share stage by creating meme, OOTD (Outfit of The Day), and storytelling content. Additionally, Rudebasic establishes Instagram Highlight and Instagram Shopping features to showcase its products. In the Optimize stage, Rudebasic follows trends prevalent on social media. They pay particular attention to music trends, including popular songs from South Korea and the West. Rudebasic emphasizes two-way



communication by utilizing Instagram Story features such as Q&A, Reply, and Direct Message. In the Manage stage, Rudebasic conducts media monitoring by regularly checking professional dashboards and Instagram Insight. They also monitor the number of likes, comments, and views on uploaded content. For the Engage stage, Rudebasic collaborates extensively with influencers to promote its products. This collaboration involves influencers creating content featuring the direct use of Rudebasic products.\

REFERENCES

- Atmoko, Bambang Dwi. (2012), *Instagram Handbook: Fotografi Ponsel*, Edisi 1, Jakarta: PT Transmedia.
- Andrey, Audrey (2016), *Strategi Komunikasi Perubahan Logo Melalui Pemosisian Produk Sour Sally*, Institut Bisnis dan Informatika Kwik Kian Gie.
- Cangara, Hafied. (2017), *Perencanaan dan Strategi Komunikasi*. Edisi Revisi, Depok: PT Rajagrafindo Persada.
- Creswell, John W. (2013), *Research Design: Pendekatan Kualitatif, Kuantitatif dan Mixed*, Yogyakarta: PT Pustaka Pelajar.
- Doembana, Ismawati, et al (2017), *Buku Ajar Manajemen dan Strategi Komunikasi Pemasaran*, Jogjakarta: Zahir Publishing.
- Effendy, Onong Uchjana. (2005), *Ilmu Komunikasi Teori dan Praktek*, Bandung: PT Remaja Rosdakarya.
- Ekarina. (2020), Survei KCI: 87% Konsumen Lebih Suka Belanja Merek Dalam Negeri, diakses pada 25 Oktober 2023, <https://katadata.co.id/ekarina/brand/5f97832e74050/survei-kic-87-konsumen-lebih-suka-belanja-merek-dalam-negeri>.
- Estiana, R., et al (2022), *Efektivitas Media Sosial Sebagai Media Promosi pada UMKM*, Edisi 1, Yogyakarta: CV Budi Utama.
- Ginting, Rahmanita., et al (2021), *Etika Komunikasi dalam Media Sosial: Saring Sebelum Sharing*, Edisi 1, Cirebon: Insania.
- Haryanto, Edi. (2008), *Teknologi Informasi dan Komunikasi: Konsep dan Perkembangannya. Pemanfaatan Teknologi Informasi dan Komunikasi Sebagai Media Pembelajaran*. Yogyakarta: Andi.
- Instagram. 2023, Meta, diakses pada 28 November 2023, https://help.instagram.com/179980294969821/?helpref=hc_fnav&cms_id=179980294969821
- Kamus. 2016, KBBI Daring, diakses 8 November 2019, dari <https://kbbi.kemdikbud.go.id/entri/strategi>.
- Kriyantono, Rahmat. (2006), *Teknik Praktis Riset Komunikasi*, Jakarta: PT Kencana Perdan.



Luttrell, Regina. (2022), *Social Media: How To Engage, Share and Connect, 4th Edition*, London: The Rowman & Littlefield Publishing Group, Inc.

McQuail, Dennis, et al (2011), *Teori Komunikasi Massa*, Edisi 6, Jakarta: Salemba Humanika.

Moleong, Lexyy J. (2013), *Metode Penelitian Kualitatif*, Edisi Revisi, Bandung: PT Remaja Rosdakarya.

Morissan (2019), *Riset Kualitatif*, Edisi 1, Jakarta: Prenadamedia Group.

Prajarini, Dian. (2020), *Media Sosial Periklanan – Instagram*, Yogyakarta: Deepublish.

Sugiyono dan Lestari, Puji. (2021), *Metode Penelitian Komunikasi*, Bandung: Alfabeta.

Suryadi, Edi. (2018), *Strategi Komunikasi: Sebuah Analisis Teori dan Praktis di Era Global*, Bandung: Remaja Rosdakarya.

Tatang, S (2016), *Dinamika Komunikasi*, Edisi 1, Bandung: CV Pustaka Setia.

Zerfass, A. et al (2017), *Excellence In Strategic Communication: How Strategic Communication Deals With The Challenges of Visualisation, Social Bots and Hypermodernity*, Berlin: Quadriga Media.



C

Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

a. Pengutipan hanya untuk keperluan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan

b. Pengutipan tidak merugikan kepentingan yang wajar IBI KKG.

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBI KKG.

PERSETUJUAN RESUME KARYA AKHIR MAHASISWA

telah terima dari

Nama Mahasiswa / I :

Tan Averiz lovely Christanza

NIM :

69200027

Tanggal Sidang : 28 Februari 2024

Judul Karya Akhir :

Strategi Komunikasi Dalam Mempromosikan
Produk Rudebasic di Media Sosial Instagram

Jakarta

19 / Maret 20 24

Mahasiswa/I

(.....)

Pembimbing

(.....)