

The Analysis Of Instagram Buzzer Accounts For Maximizing Promotional Activity

Melgisaputra Dwi Nanda

The Faculty of Industrial and Informatics Engineering, Universitas Islam Indonesia. Km. 14,5 of Kaliurang Road, Yogyakarta, Sleman Regency, Yogyakarta Special Province, 55584, Phone/Fax: (0274) 898444 / 898459,
E-mail: info@uii.ac.id

ABSTRACT: In order to promote the product to be widely known by the consumers and improve the sales; promotion activity is conducted. At present, the product promotion through social media is considered as the most effective effort where the social media of Instagram has established itself as one of the social media with active users that reached 700 million users in which its 45 million of active users located in Indonesia and become the biggest users in Southeast Asia. By referring towards this opportunity, the buzzers accounts are emerging which provide the product promotion service with varied prices. Buzzer is the users/accounts that utilize their personal Instagram account to distribute the information widely in various sectors and actively conduct a promotion or advertising activities of a product or a service of a company and particular business actor. However, the business actors or companies have not yet conduct optimal selection of buzzer accounts for their media promotion in which the budget spent is not in accordance with the impact resulted from the promotional activity conducted by those accounts. In order to overcome that issue, the analysis towards the selection/determination of buzzer accounts that will be selected to conduct promotion activity is required. Through the analysis implemented by using Simple Additive Weighting (SAW) method towards the account's activeness, post reach, the number of likes, the comments and prices offered in every promotion post of buzzer accounts; the research will generate an appropriate decision in selecting the buzzer accounts that could maximize every promotional activity.

Keywords: Buzzer, selection, promotion, consumers, Instagram.

1. INTRODUCTION

The marketing of a product is an important element in business sector in which by marketing effort; the product will be discovered by the consumers which surely attract the consumers to purchase the product. In marketing a product, there are various strategies that can be implemented. One of the product promotion strategies is by actively conduct product promotional activity thus it will be extendedly known by the consumers. Not only aimed to be known in further by the consumers, a product promotion is an effort to establish consumers' trusts towards the product [1]. Along with the development of technology that highly influence the promotion strategy conducted by business actors that enable the promotional activities to be conducted in every media either in printed media, radio, television, internet, and others. One of the technologies that developing rapidly is the internet technology which according to the 2017 data of statistica.com; there are 3 million active users of the internet. One of the phenomenons of the rapid development in technology sector is the emergence of various social media with various aims and functions. Instagram is referred as one of the social media with fast-growing utilization of its users [2]. Instagram own 800 million users widely which its 45 million users are from Indonesia [3] that becomes the biggest users in Southeast Asia [4]. Its features which are very easy to be used and able to reach different ages of users have made Instagram as one of the social media with the most active users. According to the facts above, at present, one of the promotion media that highly utilized by business actors is social media, including Instagram. According to Nasrullah in the research conducted by Gumilar, he mentioned that the appearance of social media in digital marketing era can be seen from two perspectives, namely advertisers' perspective and social media users' perspective. From the advertisers' perspective, social media provide offers with different contents. Advertisement not only able to be produced in the form of text, but could also be produced in audio, visual, and audio-visual forms as well. The production of advertisement and the utilization of social media tend to require lower prices/costs. In addition, the target-aiming regarding the potential consumers could also be determined according to the procedures in the gadgets with social media feature [5]. In that

order, the business actors are more interested to promote their product through the promotion in social media which one of them is Instagram that perceived as the media with more effective reaching ability towards consumers compared to the other promotion media that still considered as conventional type. In the research conducted by Ekasari, it is known that 80.4% of social media promotion activity has positive and significant influence towards consumers' decision in purchasing the funding product of PT. BFI Finance[6]. The rapid growth of social media users has caused the emergence of buzzer accounts. Buzzer is the users/accounts that utilize their personal Instagram account to distribute the information widely in various sectors and actively conduct a promotion or advertising activities of a product or a service of a company and particular business actors. The business actors are using the buzzer accounts to promote their products in which the promotion conducted through promotion in buzzer accounts that have more than 5000 followers is considered capable to reach more consumers to discover their products. The emergence of buzzer accounts that provide promotion service has made the business actors to be reluctant in selecting the buzzer accounts. Due to varied prices offered by buzzer accounts in accordance to the number of their followers have caused the business actors to consider that the bigger followers owned by a buzzer account will provide wider scope of consumers. However, the buzzer accounts with bigger followers will generate higher promotion price. The high price/cost cannot ensure the direct impact for the product sales. There are a lot of business actors that have not conduct prior analysis before selecting buzzer accounts which make the promotion conducted by those accounts are considered ineffective because only some of buzzer accounts with massive number of followers have active users and wide reach/scope. According to the introduction above, this condition has encouraged the author to study the effectiveness of promotional activity conducted by business actors on buzzers account which could produce decision supporting analysis for business actors in selecting the appropriate buzzer accounts by conducting an analysis towards the activity of those buzzer accounts, either from the number of followers, number of likes, comments and the increasing number of followers as well as the

offered prices. The analysis is conducted by collecting data sample from buzzer accounts that determined as the research material.

2. Literature Review

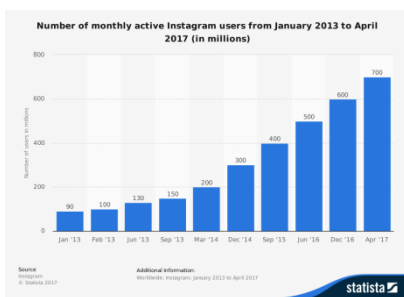
2.1 Instagram

Instagram is a social application that famous among the smartphone users. The name Instagram is derived from the “insta” word originated from “instant” and “gram” of the “telegram”. Thus, Instagram is a combination of Instant-Telegram words. From the utilization of its word, Instagram can be defined as the application that send fast information in the form of photos, including the features of managing, editing, and sharing photos to the other social media.



Gambar 1. Instagram

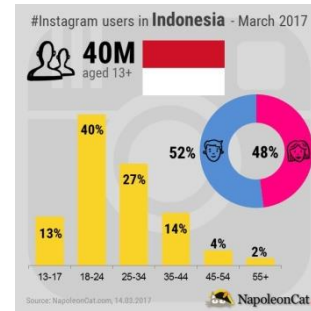
Instagram is established by two founders. The first is Kevin Systrom that has been known by public as a person that works in application/software sector. During the initial launch in 2012, Instagram has created a web profile that allows its user to have their personal profile and showing their Instagram photos in a social media type of display. In using the Instagram, there are several regulations determined for its users. Among those regulations is the Term of Use, which for example requiring a minimum age of 13 or above to be able to own an Instagram account. In addition, there are limitations regarding the posts with violation, nudity, partially-nude, or sexual related contents. The users gain ownership rights of content in Instagram. Instagram does not claim the ownership rights in texts, files, images, photos, videos, audios, musical creation, writings, application, or the other contents posted by the users.



Gambar. 2 The Growth of Instagram Users

According to the data of statista.com regarding the active Instagram users in September 2017; this photo-sharing network has grow into 800 million of monthly active users, revealing the addition of 600 million users since December 2016. This application is one of the most popular social networks all over the world. In March 2016, 98 percent of fashion brands own Instagram profiles. In December 2016, the average number of Brands’ posts in Instagram is 27.9 posts per month. There are 45 million active users from Indonesia as the biggest users in Southeast Asia. Easy-to-use feature and its (Instagram) ability to

reach various ages of users have made Instagram as one of the social media with the most active utilization.



Gambar 3. The Demography of Instagram Users in Indonesia

According to the survey result in napoleoncat.com; 40% of Instagram active users are people in the age of 18-24 years old and 27% are in the age of 25-34 years old considering that those ages are the productive ages and the decent/appropriate ages target for product promotion.

3. RESEARCH METHOD

The method of this research is quantitative study with descriptive technique of data analysis. The data acquired from several buzzer accounts collected by direct observation and from the history of promotion activities in the buzzer accounts that determined as the research objects.

3.1 Quantitative Data

Quantitative data is the data acquired in the form of numbers that can be calculated. This data is acquired from the calculation results of direct observation associated with the issue discussed in this research. The data sources used are as follows:

- Primary Data; the data acquired by direct collection from research object by conducting direct observation towards the research object.
- Secondary Data as the data in the form of written or oral information obtained from the company, internets, magazines, newspapers, and books related to this research.

3.2 Data Collection Technique

The data collection methods in this research are as follows:

- Communication interview or two-ways conversation conducted by the researcher and the respondents to acquire the information related to the research aim.
- Literature study is the data collection technique by collecting the data through books, literatures, and various articles that searched through websites, magazines, or newspapers which related to this research.
- Observation
Direct observation conducted by researcher towards the research objects in order to acquire the material and data required.

3.3 Research Variables

The variables in this research consist of seven variables that have to be considered in selecting the buzzer accounts to conduct a promotion. Those variables are:

- Number of Followers: the assessment variable regarding the popularity of those buzzer accounts.
- Price/Cost: the assessment variable regarding the budget that has to be allocated to conduct a promotion.
- Average followers’ growth: the assessment variable regarding the growth of followers of buzzer accounts.

4. Average post: the assessment variable regarding the activeness of buzzer accounts posts.
5. Average post reach: the assessment variable regarding the scope/reach of each buzzer accounts' post.
6. Average Like: the assessment variable regarding the number of likes received by the posts of buzzer accounts.
7. Average comment: the assessment variable regarding the activeness of followers in every post of buzzer accounts.

4. RESULTS AND DISCUSSION

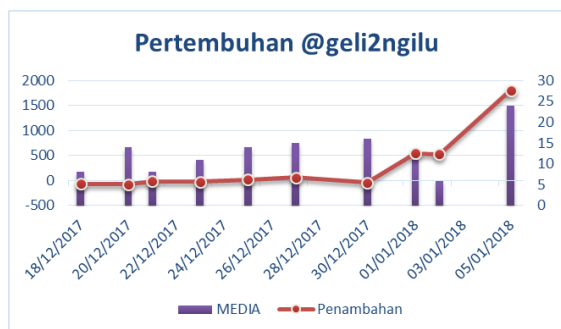
In this research, the direct observations are conducted towards five buzzer accounts that determined as the research objects, namely:

1. @geli2ngilu
2. @geli2becek
3. @wajahanggun
4. @misterlucu
5. @karambiakukur

The direct observation is conducted by accessing the socialblade.com website. This site provides a feature to review the daily activities of each social media account, from this site, each value of each decision supporting variables to conduct a promotion on buzzer accounts is acquired. The activity data of each account in the last ten days also acquired from this site.

a. @geli2ngilu

@geli2ngilu is an active Instagram buzzer account which provide comedic meme that currently own 354,000 followers.

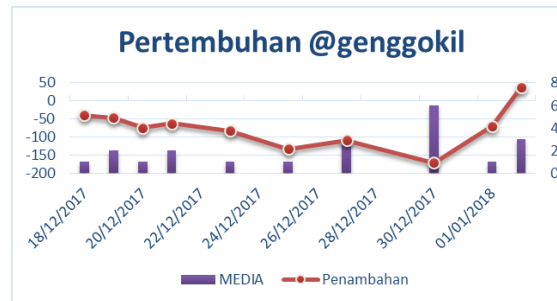


Gambar 4. The activeness graphic of @geli2ngilu account

From the graphic above, it can be seen that the activeness and followers growth levels which show that the activeness of account posting of @geli2ngilu is adequately consistent with 25 posts per day as the highest number, and for the followers' growth; @geli2ngilu account has quite significant growth with the latest followers acquired are 1,500 followers. According to those facts, it can be known that @geli2ngilu account has decent/proper activeness and followers growth levels.

b. @genggokil

@genggokil is the Instagram buzzer account that actively create posts about exciting situations of students in schools which currently own 154,000 followers.

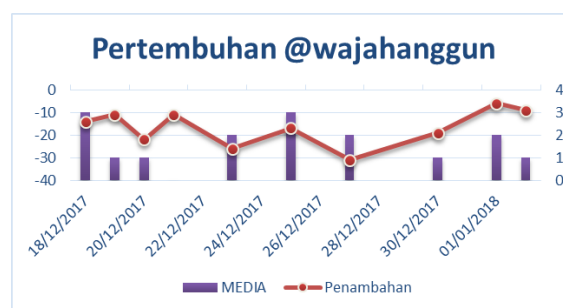


Gambar 5. The Activeness Graphic of @genggokil Account

From the graphic above, the activeness and followers growth levels are revealed which show that the activeness of account posting of @genggokil is 5 posts per day as the highest number, and the followers' growth of @genggokil account is unstable, it can be seen from the decreasing number of followers which reached 50 followers in one day.

c. @wajahanggun

@wajahanggun is the Instagram buzzer account that actively promotes social media accounts especially female accounts which already own 135,000 followers.

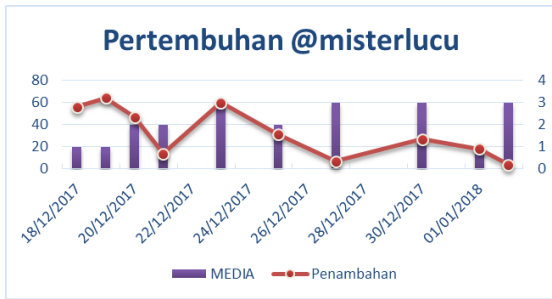


Gambar 6. The Activeness Graphic of @Wajahanggun account

From the graphic above, the activeness and followers growth levels are revealed which show that the activeness of account posting of @wajahanggun is 3 posts per day as the highest number; indicating that @wajahanggun account is less active in conducting post updates and the followers' growth of @wajahanggun account is unstable, it can be seen from the decreasing number of followers which reached 30 followers in one day, this condition shows that the followers' growth is more dominated by the decreasing rate rather than the increasing number of followers.

d. @misterlucu

@misterlucu is the Instagram buzzer account that actively provides comedic meme which currently own 210,000 followers.

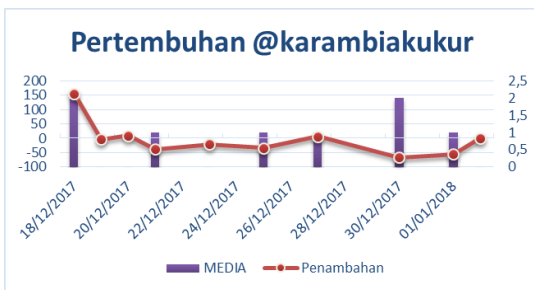


Gambar 7. The Activeness Graphic of @misterlucu Account

From the graphic above, the activeness and followers growth levels are revealed which show that the activeness of account posting of @misterlucu is 3 posts per day as the highest number; indicating that @misterlucu account is less active in conducting post updates, and the followers' growth of @misterlucu account is quite stable which during the observation in the past 10 days; there are no decreasing number of followers and the highest addition of followers per day is 60 followers. These conditions indicate that @misterlucu account is quite decent/proper from the aspect of followers' growth.

e. @karambiakukur

@karambiakukur is the Instagram buzzer account that actively provides comedic meme which currently own 209,000 followers.



Gambar 8. The Activeness Graphic of @karambiakukur Account

From the graphic above, the activeness and followers growth levels are revealed which show that the activeness of account posting of @karambiakukur is 2 posts per day as the highest number; indicating that @karambiakukur is less active in conducting post updates, and the followers' growth of @karambiakukur account is unstable, it can be seen from the decreasing number of followers which reached 100 followers in one day. According to the data above, it can be seen that the number of followers is the main factor that frequently observed by business actors in selecting the buzzer accounts to promote their product which unable to ensure the effectiveness of those buzzer accounts to be selected as the media in promoting the product in their accounts. It can be seen from the accounts of @genggokil, @awajahanggun and @karambiakukur that already own more than 100,000 followers are still having instabilities regarding their followers number and the activeness in posting updates in which these two conditions are the essential components to be able to observe whether the accounts are feasible to be selected.

4.1 Analyses and Results

After discovering that the number of followers cannot be determined as the main standard in selecting the buzzer accounts, thus, the further step is conducting analysis towards the data associated with buzzer accounts for the calculation and ranking processes towards each buzzer account. Simple Additive Weighting (SAW) method is used in data analysis and calculation in order to determine the most feasible buzzer accounts according to the data acquired. The data acquired from the 10-days observation of buzzer accounts are as follows:

Akun	K31(35%)	K32(25%)	K33(20%)	K35(10%)	K35(10%)	HASIL
A1	1,000	1,000	1,000	0,969	0,652	0,962
A2	-0,279	0,154	0,863	0,375	0,217	0,173
A3	-0,063	0,154	0,076	0,156	0,130	0,060
A4	0,123	0,154	0,537	1,000	1,000	0,389
A5	-0,019	0,077	0,697	0,375	0,565	0,246

Tabel 1. The Data of Buzzer Accounts Activities

Note/Information:

- A1 : geli2ngilu
- A2 : genggokil
- A3 : wajahanggun
- A4 : misterlucu
- A5 : karambiakukur

The criteria that become the analysis focus are as follows:

K1 = Number of Followers: Weight: 35%

K2 = Price/Cost: Weight: 45 %

K3 = Activeness: Weight: 20%

The K3 criterion which is the accounts' activeness has several sub-criteria as shown below:

K31 : average followers' growth

K32 : average number of post

K33 : average post reach

K34 : average number of like

K35 : average number of comment

According to the data presented above, ranking analysis is conducted for each account in accordance with the available criteria by using the Simple Additive Weighting (SAW) method.

1. The Normalization of Sub-Criteria

In the Simple Additive Weighting (SAW) method, in order to calculate/determine the rank; the calculations towards sub-criteria have to be conducted in prior.

Akun	K31(35%)	K32(25%)	K33(20%)	K35(10%)	K35(10%)
A1	269	13	65.700	3.100	150
A2	-75	2	56.700	1.200	50
A3	-17	2	5.000	500	30
A4	33	2	35.300	3.200	230
A5	-5	1	45.800	1.200	130
NILAI MAX	269	13	65.700	3.200	230

Tabel 2. Sub-Criteria Data

The normalization of sub-criteria data is conducted to acquire the same ratio for each criterion According to the distribution of each maximal value on those sub-criteria and the multiplication is conducted towards each sub-criterion percentage, the results of sub-criteria normalizations are as follows:

Akun	K1(35%)	K2(45%)	K3(20%)				
			K31(35%)	K32(25%)	K33(20%)	K35(10%)	K35(10%)
A1	354.000	120.000	269	13	65.700	3.100	150
A2	154.000	80.000	-75	2	56.700	1.200	50
A3	135.000	50.000	-17	2	5.000	500	30
A4	210.000	180.000	33	2	35.300	3.200	230
A5	209.000	100.000	-5	1	45.800	1.200	130

Tabel 3. The Data of Sub-Criteria Normalizations

After the normalizations towards sub-criteria are conducted and the final results are acquired, then, the normalization results are combined with the values in the main criteria for normalizations process of the main criteria.

2. Criteria Normalizations

AKUN	K1(35%)	K2(45%)	K3(20%)
A1	354.000	100.000	0,962
A2	154.000	80.000	0,173
A3	135.000	50.000	0,060
A4	210.000	180.000	0,389
A5	209.000	100.000	0,246
NILAI MAX	354.000	180.000	0,962

Tabel 4. The Data of Main Criteria and the Results of Sub-Criteria Normalizations

After combined with the values from the sub-criteria and the main criteria, the normalizations are conducted in similar with the process conducted on sub-criteria data, which after the values of criteria normalization are acquired; then, the final calculation is conducted to acquire the rank of each candidate.

3. Results

AKUN	K1(35%)	K2(45%)	K3(20%)	HASIL
A1	1,000	0,556	1,000	0,800
A2	0,435	0,444	0,180	0,388
A3	0,381	0,278	0,063	0,271
A4	0,593	1,000	0,404	0,738
A5	0,590	0,556	0,256	0,508

Tabel 5. Calculation Results

The rank of each candidate can be discovered according to the final calculation results. The results of calculations and analyses by using Simple Additive Weighting (SAW) method are shown as follows:

AKUN	HASIL	Peringkat
A1	0,800	1
A2	0,388	4
A3	0,271	5
A4	0,738	2
A5	0,508	3

Tabel 6. Ranking Results

According to the calculation results, the top priority candidate acquired is A1 which is @geli2ngilu account and A4 is available as the alternative selection which is @misterlucu account. The business actors will be utterly assisted through the utilization of Simple Additive Weighting (SAW) method in determining the alternative

selection because it helps them in considering the supporting criteria and not only referring to the number of followers or the low price/cost. Through the comparison with the data obtained from sosialblade.com and combined with the calculation results of Simple Additive Weighting (SAW) towards the supporting criteria of buzzer accounts determination/selection; @geli2ngilu account is selected because it considered as more effective as the promotion media.

3. CONCLUSION AND RECOMMENDATION

3.1 Conclusion

According to the results of the analyses conducted, it can be concluded that the number of followers cannot be put as a mere reference in order to determine/select buzzer accounts as the promotion media, some variables that could become references should be considered to determine whether those buzzer accounts own proper potencies, including the number of followers, price/cost, average followers' growth, average number of post, average post reach, average number of like, and the average number of comment. The selection/determination will be more accurate through the analysis by using Simple Additive Weighting (SAW) because each analysis is conducted according to each available variable. Therefore, it could minimize the error in determining/selecting the buzzer accounts.

3.2 Recommendation

In order to produce more maximum results, further identifications/learning towards the factors considered as crucial in determining buzzer accounts as promotion media are required as well as combined-analysis, therefore, the impact of promotion activity in buzzer accounts will be more profiting. Including the conclusion acquired and recommendations for the following studies (if available)

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