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The effectiveness of using paid advertisements on Instagram to increase sales at Grooveart Music Course

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ABSTRACT

In the development of marketing strategies, the use of social media marketing is increasing every day, but not all companies are able to maximize social media for their company's promotional activities. The less-than-optimal use of social media for promotional tools can decrease a company's. This research was conducted with the aim of knowing how effective the use of paid Instagram ads as a social media marketing tool is in attracting customers' intention to use the services of Grooveart Music Course and the advantages of using paid Instagram ads for Grooveart Music Course. This study used a qualitative approach, where data were obtained by conducting interviews and passive observation of five informants from the Grooveart Music Course. The results of this study showed that using paid advertising on Instagram is considered an effective thing to do, as evidenced by the large number of new students who enroll in Grooveart Music Course. Grooveart Music Course also achieved various advantages, after using paid Instagram ads.

Keywords: Social media marketing, paid advertising, purchase intention

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INTRODUCTION

Marketing can be defined as an organization that aims to attract customers, build relationships between brands and customers, and capture value from customers by creating customer value through a process (Armstrong et al., 2017). The process that involves marketing logic where it is expected to create customer value from a company to achieve a profitable relationship is called Marketing Strategy (Kotler et al., 2015). The development of marketing strategies follows the times. Based on the Indonesian Digital Report 2021, there are 61.8% of the total population in Indonesia actively uses social media. Through these developments, strategies that utilize social media are produced which are considered useful for marketing purposes. Therefore, social media refers to the digital tools that enable two-way conversations between customers and businesses (Turners and Shah, 2011). The two-way conversation generates an understanding of how customers perceive a brand.

As a result of the development of a marketing strategy, Social Media Marketing emerged as one example. Lots of things, such as marketing activities can occur through social media commonly called, Social Media Marketing (SMM). Moreover, social media marketing refers to a tool that can be used to promote a product directly or indirectly to build brand awareness or recognition, aiming to increase product sales (Gunelius, 2011). Digital technology developed in the 1990s, when marketers used to apply the traditional Four Ps model to gain customers' buying interest. However, they are slowly getting used to promoting their products on the Internet as promising promotion media (Tuten, 2020). The Four Ps model refers to a place, price, product, and promotion, and these Ps are often referred to as the marketing mix. Marketing through social media can be done in several ways, one of which is Paid Advertising.

Paid advertising can increase engagement with a product (Wahid, R, 2021). Skyword Staff (2014) explained that paid advertising refers to any type of advertisement that is obtained through a payment method so that an advertisement is created. Research from Google examined B2B purchases which turned out to be 67% influenced by digital content and advertising (Santo, A, 2014). Paid advertising can be implemented through social media, where the public interest in the use of social media continues to increase. This is proven by the fact that there were 160.0 million social media users in Indonesia in January 2020 (Data Reportal, 2020), where Instagram ranks third in the most used social media applications in Indonesia with a total of 6.44% of users (Statcounter, 2021). The data shows that Instagram is one of the tools that companies often use to implement paid advertising. Based on The Annual Social Media Marketing Industry Report revealed that 93% of all marketers indicated that marketing through social media resulted in more exposure for their business (Stelzner, 2019).

Despite its size, social media is being used by almost everyone company. Many of them started using social media to promote their products by advertising (Saravanakumar and SuganthaLakshmi, 2012). Companies are starting to flock to market their products through paid advertising on some social media that seems promising, and Instagram as one of the most popular social media for Indonesians (Statcounter, 2021) is one of the excellent candidates to implement paid advertising itself. Proven by the data of Instagram users in Indonesia for the January-May period in 2020 as shown in figure 1 follow:

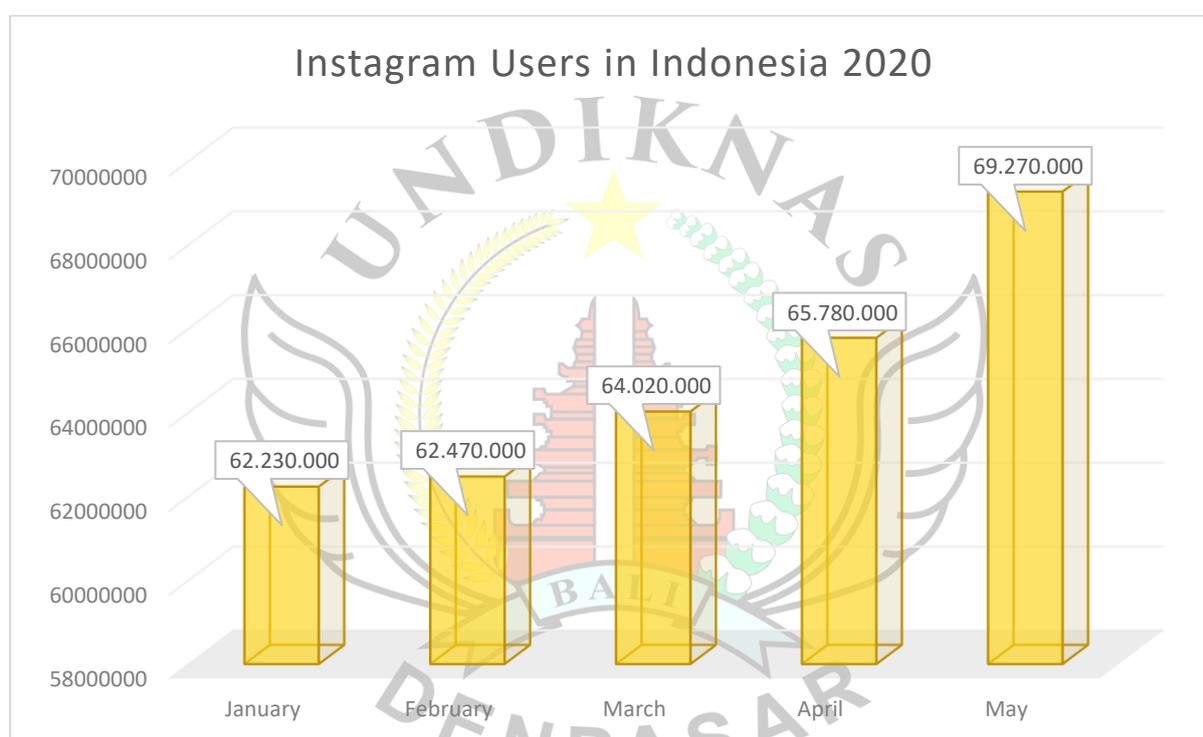


FIGURE 1. Instagram users in Indonesia January – May 2020

Instagram has a function that is quite attractive to many people, known as Instagram for Business. Instagram for Business provides an advertising feature by quickly turning any post into an ad via the promote feature (Advertising on Instagram | Instagram Business, 2021). The promote feature is now called “Boost Post” feature. This feature can create engagement with products that a company wants to promote. Also related to spending has a big impact on Instagram, and continues to grow (Chatfuel, 2020), proven by a Facebook (2019) survey, resulted in 83% of people surveyed saying Instagram helps them to discover new products or services, 81% of people research products or services, and 80% of people decide whether to buy a product or service. This data proves the importance of Instagram's role in business and it is recommended to market products through Instagram.

Based on the data above, it can be concluded that carrying out a social media marketing strategy through paid advertising on Instagram can grow a person's purchase intention for a product. Kotler and Keller (2016) reveal that purchase intention is a person's experience, use, and desire for a product because consumer behavior has the desire to buy a product. In the process of making a product purchase decision, there are stages that start from the introduction of needs, searching for information, evaluating alternatives, purchasing, and closing with behavior after purchase (Kotler, P, 2011). The emergence of purchase intention is closely related to making a purchase and leads to an increase in sales.

The rise of online advertising on social media has made many companies start using Instagram for Business

as one of their strategies to increase sales. Supported by the fact that Indonesians spend an average of 3 hours and 14 minutes a day accessing social media, and out of Indonesia's total population which is 274.9 million people, there are 170 million active social media users (Kemp, 2021). Moreover, the magnitude of the role of social media in people's lives in this era makes sense and brings the idea of Grooveart Music Course to first started the step by using social media as a pillar to develop their business (@grooveart_music on Instagram). Music is supported by the development of music, especially on children's growth and development, as expressed by Sheppard, P. (2007), where music has a profound effect on children. Along with the times, music can be studied specifically through courses. Therefore, learning music at an early age is highly recommended. It is also related to the data presented in figure 2 as follows:

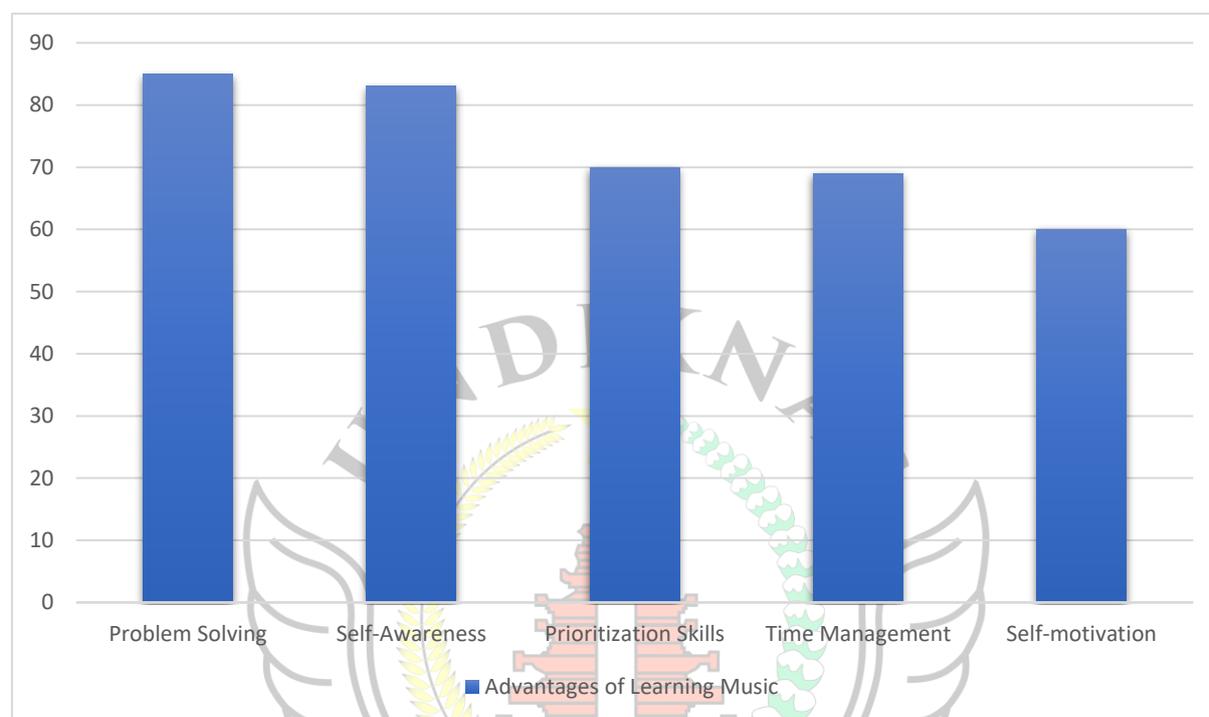


FIGURE 2. Percentage of Parents' Perception of Children Who Take Music Lessons (aged 7-17)

The data above recorded that 60-85% of parents are aware of the important role of learning music and recognize the advantages of learning music for their children aged 7-17 in one year of training. The data shows that a percentage of parents feel that children who take music lessons are better able to solve problems, have self-awareness, have to prioritize skills, manage their time, and have self-motivation. Based on the data above, the level of awareness of parents towards music courses for their children is very high. By learning music in only a minimum of one year, there are many benefits that can be obtained from children. For this reason, music courses are considered needed and beneficial for children's growth and development. Therefore, to inform the existence of the music course itself, it is necessary to have a marketing strategy that is considered appropriate to market the music course services. Based on the data on the number of Instagram users in Indonesia (table 1.1), using paid Instagram ads is highly recommended to attract many potential customers.

The choice of conducting research on Grooveart Music Course is also since most students who take lessons at Grooveart Music Course are children, and the role of music for children is also considered important. In addition, learning music from an early age is a good thing for children's growth and development. This situation is supported by the data from the age of students who took courses at Grooveart Music Course in 2018-2020, as presented in figure 3.

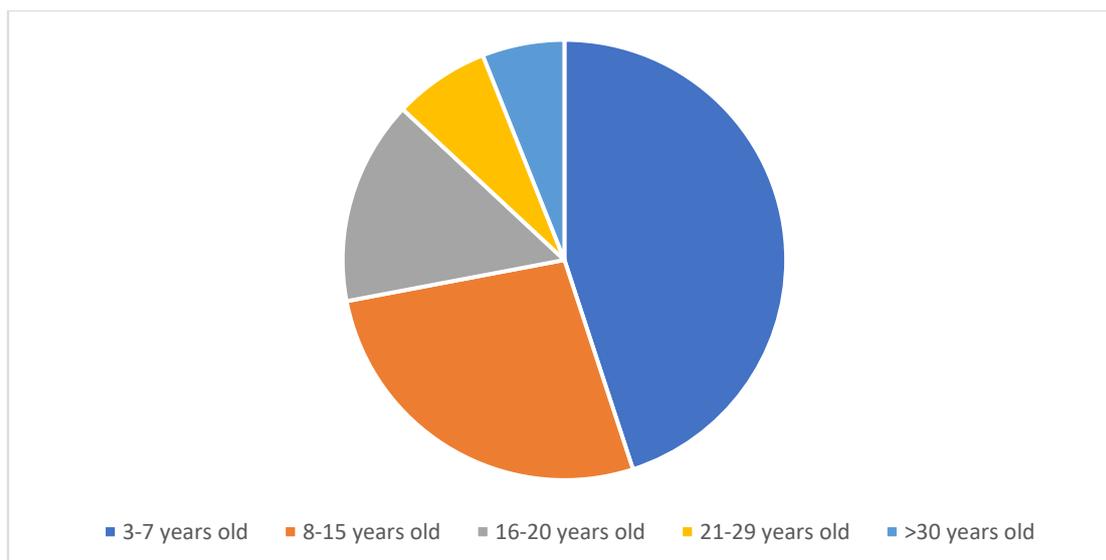


FIGURE 3. The Average Age of Grooveart Music Course Students from 2018 - 2020

Based on the data in figure 2, where parents' perceptions of the influence of children's music courses are very high, as well as figure 3 as the supporting data from Grooveart Music Course whose students are dominated by children, sales from Grooveart Music Course should tend to be stable. However, the data obtained from Grooveart Music Course shows a decline in sales. The Grooveart Music Course thinks that this was caused by the large number of users social media had at this time. However, Grooveart Music Course itself was aware that they were not maximized in utilizing their social media for promotional activities.

The following statistic shows the percentage of Grooveart Music Course sales data in January - June 2020:

TABLE 1. Sales Percentage of Grooveart Music Course from January – May 2020

Month	Sales Percentage (%)
January	0
February	(-5.56)
March	(-11.76)
April	(-3.33)
May	0

The data above shows the percentage decrease in sales of Grooveart Music Course in January - May 2020 which is quite significant. A continuous decline occurred from February - April, and the largest decline occurred in March 2020. Seeing the continuous decline in sales, using paid advertising on Instagram was felt necessary by Grooveart Music Course and it was expected that using the paid Instagram ads could increase their sales and become stable again. The "Boost Post" feature which is part of Instagram for Business tools was applied to one of the posts from the Grooveart Music Course. Instagram explains that the "boost post" feature is used to turn an existing post into an ad so that it can reach more people on Instagram who share the same interests.

However, the question will arise whether using paid advertising can increase sales. On the one hand, no one can guarantee whether using Instagram paid ads can increase sales, so this research is deemed necessary to do. On the other hand, there are not many studies that raise the topic of paid advertising and its use in promoting music course services. So this research is deemed necessary to do. By conducting this research, it is hoped that Grooveart Music Course will know whether it is right that use paid Instagram ads to increase sales and attracts potential customers to develop customer's purchase intention to finally join the music course services by Grooveart. This study was not only to answer how effective paid advertising on Instagram can increase public interest, especially parents in using the services of Grooveart Music Course for their children, but also showed the advantages that Grooveart Music Course will get by using paid Instagram ads.

LITERATURE REVIEW

Social Media Marketing

Through marketing, a process is needed to identify the selection of market opportunities and establish strategies

to be able to take advantage of the target market (Baker. M. J, 2014). Tuten, T.L. (2020) summarizes how social media marketing works at each stage of the buying process into several key points, such as increasing awareness, influencing desire, encouraging trial, facilitating purchases, and cementing brand loyalty.

Paid Instagram Ads

Instagram is a social networking application created with the aim of allowing users to share photos and videos by posting them via their smartphones (Moreau. E, 2018). On August 3, 2011, Instagram reached 150 million photo uploads, followed by usage reaching 10 million within a month. Slowly, the company saw Instagram as a tool to be able to interact with its consumers (Mattern. J, 2016). Companies carry out marketing strategies through social media because they are considered to have a broad reach, data accessibility, and analytics (Pinto and Yagnik, 2016). Marketing products through social media also tend to be low cost, so it can save expenses and is suitable for use by Small and Medium Enterprises (SMEs), and the social media platform that is considered to be one of the most prominent and suitable for use by SMEs is Instagram (Wahid. R, 2021). Instagram provides paid advertising services that can be used by anyone, with the aim of promoting products, gaining existence, or for other personal interests. Paid advertising provided by Instagram is one of the features of the Instagram for Business setting, where there is a promotion feature that can be used to promote a product or service. This feature is an official paid service by Instagram that allows users to promote their account, it can be in the form of products, services, personal photos, groups, etc.

Purchase Intention

According to Schiffman and Kanuk in Nurrohman, A. (2016), the purchase intention indicators are divided into several components, such as interest in product information, consideration to buy the product, consideration to try the product, interest in more about the product and intention to have the product.

METHODS

Research Design

The author chose Grooveart Music Course, Kerta Bedulu IV Street number 16, Denpasar, Bali as the setting of this study, because Grooveart Music Course are using paid Instagram ads for promoting their services. Therefore, it is supported by the data that shows the average age of people who take a course in Grooveart Music Course are children. This was also related to the perception of parents who agree that music courses can help the child's development process.

The authors chose to use qualitative methods for this research, to obtain more accurate data about the problems studied. To conduct this research, the author used two sources of data, primary data, and secondary data. The author collects primary data by interviewing the owner of the Grooveart Music Course and visiting there to make observations. The observation method itself is a situation where you go directly to the field to research and get the information needed for research. The data is obtained through books, archives, and reports from the company. The author obtained secondary data from this study by applying for permission to Grooveart Music Course to borrow the necessary data for research purposes.

Data Collection Methods

Data collection methods used by researchers to obtain data are divided into three, such as interviews, observation, and documentation. This study examines research informants consisting of; the owner of Grooveart Music Course as the key informant, an employee of Grooveart Music Course as the main informant, and the consumer of Grooveart Music Course as the additional informant.

Data Analysis Methods

Miles and Hubberman (Sugiyono, 2007) reveal the steps of data analysis techniques, as follows.

- 1) Data Reduction
Data reduction is the selection of raw data into information new ones that are more meaningful to be concluded later
- 2) Data Presentation
Data presentation is a collection of information data that has been systematically arranged to make it easier to understand. The presentation of the data used tends to be narrative.
- 3) Conclusion
The conclusion is the last step of the data analysis methods which concludes the answers to the problems studied.

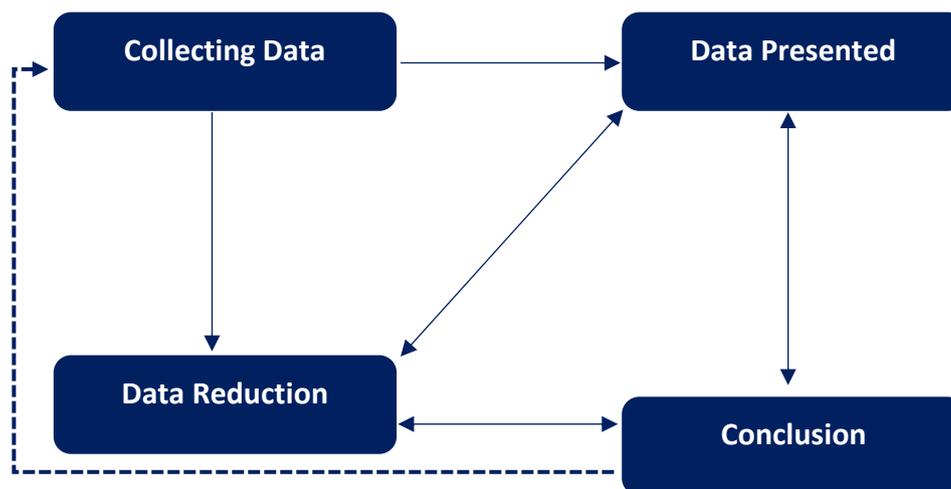


FIGURE 4. Qualitative Data Analysis Techniques by Miles and Hubberman

Data Verification Methods

Data verification methods have used the validity of the data as a measuring tool that is useful for testing the correctness of the data obtained when conducting research. Achieving the validity of the data obtained by triangulation of data. Bryman, A. (2004) explains that triangulation can be interpreted as a method of using several data sources which are theories, methods, or researchers with the aim of studying a single phenomenon that occurs. The most frequently used triangulation in qualitative research is Methodological Triangulation, and researchers used interviews, observations, and documentation, in this study.

RESULTS AND DISCUSSION

RESULTS

This study obtained the results by conducting interviews in October 2021. The informants of this study were Grooveart Music Course owner, Grooveart Music Course employee, and three parents of students as Grooveart Music Course customers. In determining informants, the researcher used a purposive sampling method, so five informants were collected who were able to answer the questions of this study. Through this interview, the researcher wants to analyze the effectiveness of using paid advertising on Instagram to increase sales in Grooveart Music Course. After conducting the result, this research is expected to be able to give an understanding of social media marketing in the form of paid Instagram advertising as a marketing tool.

Results of Interview with the Owner

The owner of Grooveart Music Course revealed that social media marketing has had a huge impact on the development of Grooveart. Since they started using social media marketing, their brand image is going up so many people are starting to know about Grooveart Music Courses. Previously they were not updated with social media marketing and do marketing in moderation, nowadays everything is online, so they also maximize the use of social media for marketing activities. According to that, they finally tried to make paid ads on Instagram, and it turns out that after making paid ads on Instagram, several new students started to apply to the course. The financial condition of their sales has also improved, and the effects are already visible. From there, they concluded that paid Instagram ads are indeed effective for them to reuse in the future.

Results of Interview with the Employee

The employee reveals that the sales condition of Grooveart Music Course after using paid Instagram ads is certainly much better. In the past, they only provided offline music courses but over time they provided online courses too, so people outside the island can join in studying at Grooveart. Because it's their first-time using Instagram paid ads, they choose advertising variations that are not too expensive and related to their existing budget. For marketing ads content, they are using content that has photos of their kid students who are doing the music lesson for their paid ads. That is because their target market is parents who want their children to practice music. They also use their online course content as promotional content. They think those things can generate more attention from their potential customers. They said after using paid Instagram ads, the effect was amazing. Their Instagram insight reveals that they got 84% reach and 72% impressions from promotion on their Instagram's promotional content.

Results of the Interview with the Customer

There are three informants which are the customers of Grooveart Music Course. They stated that some of them began to know Grooveart Music Course from Instagram directly, some saw the paid ads from Grooveart Music Course, and some only went through their Instagram feeds, and never saw any advertising content from Grooveart. There are consumers who usually look on social media and often ask for recommendations from their friends when they are searching for music lessons. There are also those who come directly to the tutoring center and ask questions there. There is also the possibility to find music courses when they pass by on the street. Another way to search for it is through social media, such as Facebook or Instagram. In conclusion, two out of three informants stated that they saw paid ads from Grooveart Music Course on Instagram and decided to take their children to study at Grooveart Music Course because of Instagram.

DISCUSSION

Paid Instagram Ads as Social Media Marketing to Increase Sales by Develop Purchase Intention

The results of this study prove that it is true that the use of paid Instagram ads on the Grooveart Music Course is considered effective because it can increase Grooveart sales as evidenced by the results of the interviews related to the effectiveness of using paid Instagram ads with the owner and employee of Grooveart Music Course.

Baker (2014) reveals that marketing is a process to identify a selection of market opportunities and determine strategies to be able to take profit from the target market. Along with the development of the era, a new platform for promoting a product has emerged, known as social media. Social media can be used as a tool to market products as a form of promotion at an economical cost. Marketing activities conducted online through social media can be referred to as social media marketing.

The results of this study are in accordance with the theory by Matter, J. (2016) about what is happening today. Companies see Instagram as a good tool to interact with consumers, so the use of Instagram is considered suitable for promoting a product. This theory is in line with the Grooveart Music Course which uses paid Instagram ads to promote their products by using advertising content that can attract consumer interest.

According to Tuten, T.L. (2020), there are several key points about how social media marketing works at each stage of the buying process, such as increased awareness, influencing desire, encouraging trial, facilitating purchases, cement brand loyalty. However, there are only three ways in which social media marketing works that are applied by Grooveart Music Course in creating marketing content for their paid ads, such as increasing awareness, influencing desire, and facilitating the purchase. This is because Grooveart Music Course is still in the early stages of trying to use paid Instagram ads and promoting their products more optimally through social media, so they are still at the introduction stage.

According to Schiffman and Kanuk in Nurrohman, A. (2016), the purchase intention indicators are divided into several components, such as interest in product information, consideration to buy the product, consideration to try the product, interest in more about the product, intention to have the product. However, what Grooveart Music Course customers feel after seeing the media marketing content carried out by Grooveart Music Course, especially in terms of paid Instagram ads only includes a few points, such as interest in product information, consideration to buy the product, interest in more about the product, intention to have the product. This is because the advertising content provided by Grooveart Music Course is advertising content that is still in the experimental stage because Grooveart Music Course is still new in terms of using paid Instagram ads. However, the results achieved are quite satisfying.

Advantages of Using Paid Instagram Ads

The results of research conducted at Grooveart Music Course are related to the advantages of using paid Instagram ads and stated that there are several advantages obtained from using paid Instagram ads as a marketing tool. Based on information from the informants, it can be concluded that some of the benefits companies get from using paid Instagram ads are increasing sales, increasing brand awareness, getting new students, and developing customers' purchase intention. The results of this study strengthen the results of research conducted by Wally, E., & Koshy, S. (2014) with the title The Use of Instagram as a Marketing tool by Emirati female entrepreneurs: an exploratory study, shows that Instagram is effectively used for marketing a product.

However, something unexpected happened outside the minds of the internal informants. After conducting interviews with external informants, it turned out that one of the three informants stated that she had never seen the content of paid Instagram ads from Grooveart Music Course, which means the ads did not appear on the informant's Instagram timeline. After looking deeper into the possibilities that allow this to happen, it turns out that this question has been answered by the owner and employee of Grooveart Music Course. The statement indicates that most likely one informant was not within the reach of the advertisement selected by Grooveart, because Grooveart adjusted it to their budget. That's why she never saw the promotional content of Grooveart Music Course.

CONCLUSION

Based on the results of the discussion, the following conclusions are obtained; marketing carried out using paid Instagram ads as a form of social media marketing has a very good impact on increasing sales and attracting potential customers to join the Grooveart Music Course, as evidenced by the increasing number of students even outside the island and also the statements stated by the informants about the final result which states that the sales are growing after using the paid Instagram ads. Besides, several advantages are obtained by Grooveart Music Course after using Instagram paid ads, such as increasing sales, increasing brand awareness, and getting new students. However, due to limited budgets, the Grooveart Music Course paid ads to content cannot be spread to all regions, so some people cannot see it.

Based on the results of the discussion, the suggestions that can be submitted are preferable, in carrying out a marketing strategy using paid ads, the company should know which area is the center of the company's target market and slowly begin to expand the existing budget, so that more paid ads can be spread to various regions. Other than that, the company should start thinking about adding new innovations in creating Instagram feeds to create a new target market which enables an increase in the amount of the company's income. The company should also develop new creativity in creating Instagram content that will be advertised to create market interest with a wider reach and enable higher profits. Not only focusing on content that uses paid ads but also developing the quality of Instagram feeds from Grooveart Music Course so that potential customers can be more interested when viewing Grooveart Music Course Instagram feeds. For the use of paid Instagram ads in the future, it is recommended to expand the distribution area of paid ads so that many people can see the ad content of Grooveart Music Course and allow more people to register there. For further research, it's recommended to do in-depth research into the prospective customer or customer satisfaction that will lead to an emersion of purchase intention.

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