

**IMPLEMENTATION OF DIGITAL MARKETING THROUGH
INSTAGRAM IN IMPROVING MARKETING COMMUNICATION OF
AL-FATH MUSLIM LIFESTYLE**

(A Case Study in Margaria Group)

An Internship Report



Chikal Arrayyan Lathifaturusy Prioputra

Student Number: 20311398

**INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

2024

**IMPLEMENTATION OF DIGITAL MARKETING THROUGH
INSTAGRAM IN IMPROVING MARKETING COMMUNICATION OF
AL-FATH MUSLIM LIFESTYLE**

(A Case Study in Margaria Group)

Internship Final Project

Compiled and submitted to meet the final exam requirements in order to obtain a
Bachelor's degree in Management Study Program Faculty of Business and
Economics, Islamic University of Indonesia

By

Chikal Arrayyan Lathifatusy Prioputra
20311398

INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2024

DECLARATION OF AUTHENTICITY

“ Hereby I state that in this internship document there are no works that have been submitted by other people to obtain a bachelor’s degree in a university, and to the best of my knowledge there are also no works or opinions that have been written or published by other people, except those that are written in reference, in this manuscript and mentioned in the Ref. If it is proven that this statement is not true, i am capable of receiving any punishment/sanction according to the applicable provisions “

Yogyakarta , 2024

A handwritten signature in black ink, appearing to read 'Chikal Arrayyan L.P.', with a stylized, cursive script.

Chikal Arrayyan L.P
20311398

**IMPLEMENTATION OF DIGITAL MARKETING THROUGH
INSTAGRAM IN IMPROVING MARKETING COMMUNICATION OF
AL-FATH MUSLIM LIFESTYLE**

(A Case Study in Margaria Group)

A BACHELOR DEGREE INTERNSHIP REPORT

By:

Chikal Arrayyan Lathifaturosy Prioputra

Student Number: 20311398

Defended before the board of Examiners

On _____, 2024 and Declared Acceptable

Board Of Examiners

Examiner I:

Examiner II:

Yogyakarta _____, 2024

International Undergraduate
Program In Management Faculty of
Business and Economics Universitas
Islam Indonesia

**IMPLEMENTATION OF DIGITAL MARKETING THROUGH
INSTAGRAM IN IMPROVING MARKETING COMMUNICATION OF
AL-FATH MUSLIM LIFESTYLE**

(A Case Study in Margaria Group)

Written By:

Chikal Arrayyan Lathifatusy Prioputra

Approved by

Content Advisor,

Anas Hidayat, M.BA., Ph.D

23 September 2024

Language Advisor

Cithra Orisinilandari, SS., MA.

18 November 2024

DECLARATION OF AUTHENTICITY

“ Hereby I state that in this internship document there are no works that have been submitted by other people to obtain a bachelor’s degree in a university, and to the best of my knowledge there are also no works or opinions that have been written or published by other people, except those that are written in reference, in this manuscript and mentioned in the Ref. If it is proven that this statement is not true, i am capable of receiving any punishment/sanction according to the applicable provisions “

Yogyakarta , 2024



Chikal Arrayyan L.P

20311398

ABSTRACT

IMPLEMENTATION OF DIGITAL MARKETING THROUGH INSTAGRAM IN IMPROVING MARKETING COMMUNICATION OF AL-FATH MUSLIM LIFESTYLE

Chikal Arrayyan Lathifatusy Prioputra (20311398)

This study aims to explore the marketing communication strategy employed by Al-Fath through digital marketing on Instagram. Utilizing a qualitative descriptive research approach, the researcher emphasizes the depth of data collection over quantity, as outlined by Kriyantono (2006). The study seeks to elucidate the processes involved in marketing communication, particularly through the lens of Instagram as a social media platform. Data collection techniques include triangulation, ensuring a comprehensive understanding of the subject matter. The findings, derived from observations and interviews, highlight the application of digital marketing strategies that Al-Fath has implemented on Instagram. In an increasingly competitive and dynamic digital landscape, businesses must adapt their marketing strategies to be more consumer-oriented to sustain their operations and effectively compete. Instagram, chosen for its popularity among Al-Fath's target demographic of teenagers and active social media users, serves as a vital marketing tool. The content shared includes photos and videos via instafeed and instastory features, alongside customer-generated content that is reposted to foster indirect interaction and promotion.

PREFACE

I give all thanks to You, O Allah, the Greatest and Highest God. It is your destiny that the writer was able to complete this internship report very well. The internship report entitled "IMPLEMENTATION OF DIGITAL MARKETING THROUGH INSTAGRAM IN IMPROVING MARKETING COMMUNICATION OF AL-FATH MUSLIM LIFESTYLE" is a final assignment written to identify effective social media strategies, especially through the Instagram platform, to increase consumer interest attraction in the Margacia Group.

In line with the prayers and completion of this thesis, the author would like to thank all parties who have supported and helped in preparing this final assignment, especially to:

1. The researcher's parents, Mr. Priyo Suranto and Mrs. Cucu Sumirat who always provided unwavering support, and who have guided the researcher to reach this point.
2. My beloved brother and his wife, Chandra Maulana & Putri Amalia Naverita who has served as role model and mentor for the researcher.
3. Mr. Anas. Hidayat. M.BA., Ph.D. as the content advisor and Ms. Cithra Orisinilandari, SS.,MA. as the language advisor who has guided the author patiently, sincerely, and diligently from the beginning of the internship process to the completion of this report.
4. Ms. Katiya Nahda. S.E., M.Sc. as the Secretary of the International Undergraduate Program in Management, Ms. Alfi Zakiya, S.Kem, SPd, Mr. Pasha and other IUP staff who have always helped the researcher in every way since the beginning of university until the process of graduation
5. All the PT Margaria Group staff, especially those who are in marketing & creative division (Mas Hamid, Pak Chandra, Mbak Mitha. Mbak Fee, Mbak Wawa, Mas Zandra, Mas Daffa, Mas Agik Mas Hasks)

6. Alfita Harsari & Annisa R.Herdyana as a CEO & Director of PT Margaria Group who welcomed me and helped me in completing my internship assignment.
7. My beloved best friend in Kontrakan Vaza, Rajwa Jef. Zhafer, Ahmed, Robi, Kalam who has been there since day one. Thank you for always supporting and accompanies and listens to all researcher's complaint.
8. All IUP Management 2020 (Jef, Rafi, Vaza, Zhafer, Abdul, Han, Benny and others that cannot be mentioned one by one), thank you for the friendship and all the memories we created together.
9. Last but not least, I would like to thank myself for always believing in me and never giving up. Thank you for always sticking around and making it to this point of life

Chikal Arrayyan\

TABLE OF CONTENTS

CHAPTER 1.....	10
INTRODUCTION.....	10
1.1 Background.....	10
1.2 Problem Formulation.....	16
1.3 Research Objectives.....	17
1.4 Benefits Of Research.....	17
CHAPTER II.....	18
LITERATURE REVIEW.....	18
2.1 Relevant Research.....	18
2.2 Theoretical Framework.....	21
2.2.1 Digital Marketing Communications.....	21
2.2.3 Social Media.....	24
A. Social Media Background.....	24
2.2.5 Instagram.....	28
2.2.6 Instagram Ads.....	31
2.3. Framework Of Thinking.....	32
BAB III.....	34
RESEARCH METHODS.....	34
3.1. Research Methods.....	34
3.2 Research Location.....	34
3.3 Data and Data Sources.....	34
3.4 Sampling Techniques or Determination of Sources.....	35
3.5 Data Collection Techniques.....	35
3.6 Data Analysis Techniques.....	36
BAB IV.....	38
RESULTS AND DISCUSSION.....	38
4.1 Overview.....	38
4.1.1 History of Al-Fath Muslim Shop Urip Sumoharjo.....	38
4.1.2 Identification of Al-Fath.....	41
4.2 Description of Research Informants.....	44
4.2.1 Key Informant/ Main Informant.....	44
4.2.2 Supporting Informants.....	44
4.3 Research Findings.....	44
4.3.1 Share.....	45

4.3.2 Optimize.....	50
4.3.3 Manage.....	51
4.3.4 Engage.....	54
4.4 Research Results and Discussion.....	57
BAB V.....	64
CONCLUSIONS AND RECOMMENDATIONS.....	64
5.1 Conclusions.....	64
5.2 Recommendations.....	65
5.2.1 Theoretical Recommendations.....	65
5.3 Suggestions.....	66

CHAPTER 1

INTRODUCTION

1.1 Background

With the rapid development of technology, the digital world and the internet have undoubtedly impacted the world of marketing, with many companies and organizations increasingly recognizing the importance of an integrated promotional strategy. Global marketing trends are shifting from traditional (offline) to digital (online). Digital marketing offers broader prospects because it allows potential customers to obtain various product information and conduct transactions online. (Purwana, 2017)

One of Al-Fath's marketing strategies is digital marketing to achieve its marketing communication goals. Digital marketing is a series of activities promoting products and services using existing technology, including social media and websites (Irma, 2021). Digital marketing makes it easier for everyone to access information due to its broader reach. Through digital marketing, consumers can more easily find information about the products and services they desire.

Meanwhile, the word marketing is etymologically derived from the word "market," which means a place for buying and selling (KBBI, 2005). In English, marketing is also called marketing. Terminologically, marketing is a social and managerial process by which individuals and groups obtain what they want by creating and exchanging products and values with one another (Astuti, 2021). Therefore, marketing is not only activities that revolve around the promotion, advertising, and sale of a product, but can also include selling ideas, careers, places, laws, services, entertainment, and non-profit activities such as social and religious foundations. A marketing manager must be aware of the interdependence between various activities, including promotion and sales.

(Morrison, 2015) The American Marketing Association (AMA) defines marketing as follows:

“The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.”

Meanwhile, in marketing communications there are various models of marketing communications theory, one of which is the theory of The Circular Model Of Some created by Luttrell (2015) in her book How to Engage, Share and Connect. Which states that there are four aspects in this model, the four models have their respective strengths and parts. By using these four aspects, the marketing communications strategy using Instagram allows for a solid marketing communications strategy. The four aspects include Share, Optimize, Manage and Engage, where in using Instagram as a marketing medium Al-Fath indirectly can be ascertained to use the theory with the function of Instagram itself is to share or upload photos and videos.

As stated above, digital marketing is also part of the marketing communication mix. Digital marketing includes several points in the marketing communication mix, namely sales promotion, advertising, public relations and interactive marketing. While supported by current technological advances, advertising can be done digitally. Not only advertising, even now the Online Shop phenomenon has emerged. Where sellers and buyers will be connected online or the internet through existing internet media. These online buying and selling activities are often referred to as digital marketing.

Digital marketing is one of the weapons for every company, business actor and entrepreneur in maintaining product image and also customer loyalty. They are required to market their products with various innovations and creativity to attract new customers and also retain their customers. The emergence of digital marketing is very beneficial for most business people. Where they no longer have

difficulty in marketing products that initially used print media or had to spend quite a lot of money to place advertisements in various electronic media. While currently with the digital era, business people can market products easily via the internet. In addition to being able to streamline spending, this digital marketing channel is able to lift the product image and also customer loyalty by itself.

Nowadays, consumers will be more active in searching for whatever they want through online media. Given that nowadays consumers will be more facilitated in accessing information. From this, business actors who previously marketed their products gamblingly through print media will compete to reach consumers with digital marketing or digital promotion. Many business people compete in marketing their products through the internet. This is supported by changes in people's behavior that rely on the internet which is a new challenge for business people.

Changes in people's behavior since the internet has become a new phenomenon, such as online shopping activities or shopping via the internet which have recently invited many business people to open their businesses online. Online shops themselves are one of the internet marketing breakthroughs that have existed since the many social media features and online markets. The definition of an online shop itself is a buying and selling activity via the internet. More clearly, an online shop is a buying and selling activity of services/goods where buyers will later access social media or e-commerce then see the specifications of the goods/services listed and make payments online by transfer.

These online buying and selling activities are carried out remotely, so buyers and sellers only make purchases through intermediaries such as laptops/gadgets connected to the internet. From the many online shops that are developing, later the online shops will be united into one container that is better known as an online market. This online market is one of the shortcuts for people to shop easily and effectively because there is no distance limit via the internet. From several online markets that currently exist, several social media also

provide their own market place. Social media itself has recently become a new habit for humans whose use is also very profitable for many people, especially for business people.

One of the social media is Instagram, the presence of this Instagram social media has reaped many positive things, which are considered as the impact of technological progress that is growing rapidly every day and is very beneficial to humans. Instagram itself is one of the media-based information technologies where each user is able to share photos, videos and even to communicate long distance or what is familiarly called chatting can be done by one of the social media called Instagram.

Its very easy use invites the interest of many people from various circles, both just to share information related to daily life or for business. With many features in it and ease of access, Instagram is chosen to be one of the social media that influences marketing trends.

Why Instagram? Because with the rapid advancement of technology today, Instagram also has features that make it easier for both online shop entrepreneurs and consumers. Currently, Instagram has Instagram ads and Instagram shop features. Because of this, Instagram provides many benefits for the business market world, especially in terms of marketing, one of which is cost and time efficiency in distributing information and products with a wider consumer reach.

Since the increasing interest of the public in using Instagram, the number of Instagram users increases every year. In Indonesia itself in 2023, Instagram users reached 104.8 million, considering that from the graph shown below Indonesia is in 4th position with the most Instagram users.

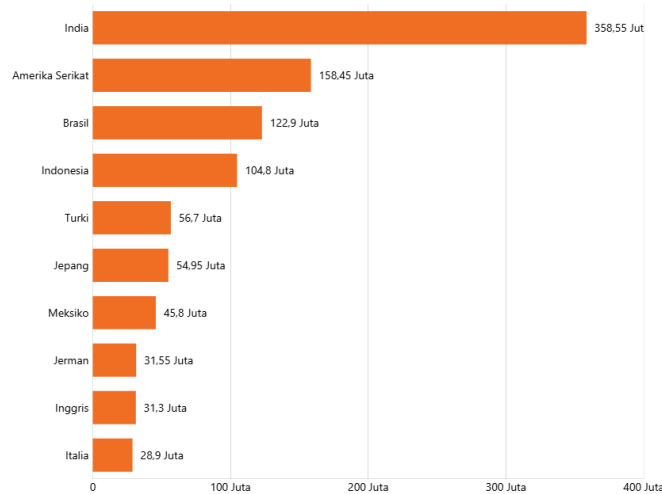


Figure 1.1 Instagram User Data Graph 2023

Source: <https://databoks.katadata.co.id/>

From the clarity of the data above, it is proven that Instagram can drive rapid growth in digital promotion with a very large number of Instagram users. This creates a great opportunity for business people to utilize Instagram as a global digital marketing access without time and place limits. Given that during a pandemic like this, business people can only rely on the internet as a weapon for marketing and shifting their business to an online business.

Instagram has become a phenomenon for its users, especially among teenagers. Although many social media are currently much more interesting, Instagram is no less popular because its function itself is considered to be able to invite the interest of many people. Many business people use Instagram as a means of digital promotion by marketing products by uploading photos or videos that are packaged as beautifully as possible.

This allows every social media user who accesses Instagram to see the product directly. Of course, this is a plus for consumers. Consumers will no longer have difficulty in accessing products considering that now there are many

online media that support buying and selling activities, one of which is Instagram.

Meanwhile, of the many online shops that market their products through Instagram, fashion products are considered to have the most interest. This is because as stated clearly in the graph that the largest Instagram users are women. Fashion itself is one of the daily needs like clothing that almost all business actors start their business from clothing. Not only clothing, even accessories such as earrings, watches and beauty, etc. are popular products on Instagram.

From the data obtained, there are many Muslim fashion stores in the city of Yogyakarta that use Instagram as a support in their marketing communications. One of them is @alfathmuslim.uripsumoharjo which has utilized digital marketing through Instagram since they were founded. Al_Fath is engaged in retail by selling prayer equipment, Muslim fashion, Hajj preparations, etc. Al-Fath was officially established in 1989 in Yogyakarta, precisely in the Malioboro area.

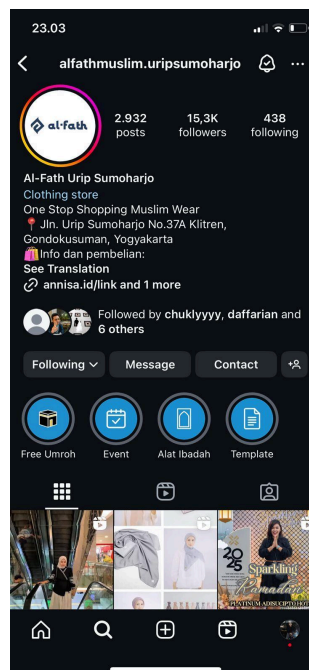


Figure 1.2 Instagram account @alfathmuslim.uripsumoharjo

Source: Instagram Al-Fath Muslim Urip Sumoharjo

The marketing communication strategy on Instagram used by Al-Fath is quite different from others because Al-Fath itself always packages content about its products creatively and innovatively. Al-Fath also prioritizes customer comfort by providing discounts on bundling packages and also providing gifts for every minimum purchase.

Even so, how do we expand the reach of consumers so that Al-Fath can be known by many people and have its own impression for consumers and also for the people of Yogyakarta?

The researcher chose Al-Fath as the object of research, because he wanted to know more deeply about the development and strategy of digital marketing communication through Instagram social media used by Al-Fath and wanted to develop Al-Fath advertising using Instagram so that it would be better known by many people, especially Yogyakarta.

In addition, the researcher wanted to know whether during the marketing activities through Instagram @alfathmuslim.uripsumoharjo experienced difficulties in introducing its products which tend not many people know about Al-Fath and also how stable the marketing is through Instagram @alfathmuslim.uripsumoharjo.

1.2 Problem Formulation

The formulation of the problem of this research based on the description of the researcher's background is how the process of implementing digital marketing as a marketing communication strategy through Instagram social media managed by Al-Fath.

1.3 Research Objectives

Based on the description of the researcher's background, the objective of this study is to examine the implementation of digital marketing as a marketing communication strategy through Instagram by Al-Fath.

1.4 Benefits Of Research

A. Theoretical Benefits

Theoretically, the results of this study can add to the qualitative research literature and are expected to provide new insights into marketing, especially regarding the application of Marketing Communications through Digital Marketing on Instagram social media.

B. Practical Benefits

a) For Researchers

This research is useful for researchers to increase knowledge and insight into the field of digital marketing communications through Instagram, including strategies for implementing digital marketing communications at Al-Fath and of course as a reference for researchers later.

b) For the Community

This research is expected to be useful for the community as a form of information, especially for online shop business actors regarding how to implement marketing communications, especially in digital marketing strategies through Instagram social media, in order to utilize social media in product marketing

CHAPTER II

LITERATURE REVIEW

2.1 Relevant Research

Several existing studies discuss topics that are almost the same as the author's. This section discusses these studies complete with the methods used and the results:

NO.	Study	Result Method
1.	The Use of Instagram as a Promotional Media – (Qualitative Descriptive Study on The Thailand Pikameame Product in Yogyakarta) (Afiffatus Sholihah, 2018)	The method used in the study is a qualitative descriptive method. The results of this study indicate that the use of Instagram as a promotional media is very appropriate. This is because Instagram is a social media that is widely used by many people from children to adults. Through the features of Instagram, the use of Instagram as a promotional media greatly supports entrepreneurs. According to researchers in the use of Instagram, as a promotional media, it has no connection with personal sales because Instagram is only a social media that supports the promotional process and allows sellers and buyers to interact online.
2.	Implementation of Digital Marketing as an Integrated Marketing Communication Strategy	The method used by researchers in this study is the grounded theory approach. Where researchers will conduct research that focuses on a series of events, actions, or individual or

	<p>for Small and Medium Enterprises (SMEs) Products of Pahlawan Ekonomi Surabaya (Fitri, 2018)</p>	<p>collective activities that develop over time in a certain context. The results of this study are that marketing communication strategies through digital marketing are very beneficial for SMEs, especially in increasing buyers who indirectly have a positive impact on the surrounding community to help the production process, namely becoming production employees. This is supported by digital marketing which makes SMEs increasingly known to many people, thus increasing productivity. In addition, the impact of the popularity of SME products makes SMEs often visited by guests who are loyal customers or consumers, which increases productivity.</p>
<p>3.</p>	<p>The Role of Instagram as a Promotional Media in Increasing the Number of Visitors to Cafe Mas Bro (Yohana Asmaradewi, 2019)</p>	<p>The method used in this study is a qualitative method with a case study approach. This case study or field research is a type of approach used to investigate and understand a problem that occurs by collecting various types of information which are then processed to obtain a solution so that the problem can be resolved. The results of the study are the role of Instagram as one of the marketing communication strategies, namely promotional media, is very broad. Starting from the Instagram application itself which is easy to get and also the completeness of its</p>

		<p>features that support the promotion process. In addition, Instagram facilitates the process of promoting products that will be marketed with cost efficiency that is very profitable for sellers. Then this is supported by the interest in using Instagram by the community which is very high, especially young people.</p>
4.	<p>Instagram Media in Online Marketing Communication (Qualitative Descriptive Study on Instagram Account @askxorg) – (Riska, 2020)</p>	<p>The research method used is descriptive qualitative. The results of this study are that Instagram has the potential as a marketing communication strategy, namely a promotional media with complete features that meet the six aspects of The 7C Framework, namely context, content, community, connection and commerce. The six aspects of The 7C Framework play a very important role in promotional media. The six aspects complement each other with their respective functions which are greatly needed by the online shop account @askxorg. Instagram's main strength lies in content, community and connection. According to Riska, Instagram is like a miniature of a physical shop.</p>

2.2 Theoretical Framework

2.2.1 Digital Marketing Communications

According to Kusniadji (2016: 86), marketing communication is a form of communication aimed at strengthening marketing strategies in order to achieve broader segmentation. Furthermore, marketing communication is an activity aimed at introducing, establishing, and creating interactions between a company and its business partners and consumers. This activity, or effort, is an attempt to communicate the company, its products, and its services to external parties (business partners, suppliers, and consumers).

Digital marketing communications can connect with customers from all over the world. This vast reach makes digital marketing communications an efficient promotional activity, allowing for global market penetration without time or geographic limitations. This modern marketing trend is more promising because potential customers can be targeted with the right strategies and innovations (Purwana et al., 2017).

According to Kotler & Keller (2018), marketing communication is a means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. This means that marketing communication is a method used by companies to inform, influence, and remind consumers directly and indirectly about the products and brands they sell.

Digital marketing communication is part of Integrated Marketing Communication (IMC), which emphasizes building positive long-term customer relationships (Ghaisani & Afifi, 2022). Within IMC, various forms of persuasive communication programs are developed and implemented for customers and potential customers on an ongoing basis. IMC is a combination of strategies, tactics, and marketing activities that encourage companies to focus their various channels on delivering a compelling message through various media within the promotional mix (Rachmawati & Afifi, 2021).

According to Chaffey & Smith (2017,p. 36-38), there are six main channels of digital media channels in digital marketing communication, namely:

Search engine marketing plays a vital role in connecting businesses with potential customers through search engines. By placing ads on search engine results pages, marketers can direct users to their websites when they search for specific keywords. This approach relies on two main techniques: paid placements or sponsored links that use pay-per-click systems, and search engine optimization (SEO), which involves structuring content so that it appears naturally in search results. A website itself becomes the gateway to the digital world, serving as the most important component of any online strategy. To maximize its effectiveness, SEO ensures that content is both easy for users to find and properly indexed by search engines, making the site a central hub for digital engagement.

Online public relations is another important strategy, focused on maximizing favorable mentions and interactions with a company's brand, products, or services across third-party platforms such as social networks or blogs. This also involves actively managing negative mentions and using online press centers or blogs to strengthen brand presence. In industries such as tourism, public relations plays an especially significant role in shaping marketing and promotional efforts, since audiences are heavily influenced by reviews, conversations, and online narratives.

Building online partnerships provides businesses with long-term opportunities to extend their reach and strengthen credibility. These partnerships can take the form of link-building, affiliate marketing, aggregators like price comparison sites, co-branding, or online sponsorships. In tourism, for instance, collaboration with other stakeholders is essential to build trust and establish networks that benefit all parties involved, helping startups and established companies alike grow their visibility in a competitive market.

Interactive advertising adds another layer to digital marketing strategies. Through banners, multimedia ads, and other engaging formats, companies aim to boost brand awareness and encourage users to click through to their websites.

This form of advertising relies on creativity and visual appeal to capture attention in an increasingly crowded online space.

Opt-in email marketing focuses on direct communication with customers who have willingly subscribed to receive updates and promotional messages. Because these individuals have given their consent, businesses are able to build stronger relationships, encourage loyalty, and maintain consistent engagement through personalized content and offers delivered directly to their inboxes.

Social media marketing ties all of these strategies together, offering an essential way for businesses to connect with customers on a daily basis. By engaging with audiences through platforms such as Facebook, Twitter, Instagram, blogs, and forums, companies can foster two-way communication, create meaningful interactions, and cultivate brand communities. Social media has become not only a channel for promotion but also a space where customers' voices shape the reputation and visibility of a brand.

2.2.2 Digital Marketing

According to Chaffey & Chadwick (2016,p. 11), digital marketing is essentially a marketing activity that utilizes digital media, including the internet, utilizing media such as search engine marketing, social media marketing, online advertising, email marketing, and partnership arrangements to increase consumer targets and to understand the profiles, behaviors, product values, and loyalty of customers or target consumers to achieve marketing goals. The use of internet-based digital media influences purchasing decisions, including travel decisions (Ghaisani & Afifi, 2022).

According to Chaffey & Chadwick (2017: 34) media forms are divided into 3 things:

Paid media refers to promotional channels where companies invest money to gain visibility, reach, or conversions. This includes online strategies such as search ads, display ad networks, banner ads on social media, and affiliate marketing, as well as offline channels like print media, television advertising, and direct mail. In essence, paid media leverages platforms owned by external parties, but with a fee, to deliver a company's promotional message.

Earned media, on the other hand, is publicity that arises from external recognition rather than direct payment. Traditionally, this comes from public relations efforts targeting influencers or journalists to spread awareness about a brand. In the digital era, earned media has expanded into word-of-mouth promotion, social media conversations, consumer reviews, blogs, and viral marketing. Endorsements, buzzers, and user-generated content all fall under this category, making it a powerful way to build credibility and trust as consumers themselves amplify the message.

Owned media is the set of communication channels fully controlled by the company. This includes digital assets like the official website, mobile applications, blogs, and company-managed social media accounts, as well as offline properties such as brochures and retail outlets. Through these owned platforms, companies can directly shape their brand narrative. Strategies like search engine optimization (SEO) also enhance the visibility of owned media, helping brands appear organically on search engines without paid promotion.

2.2.3 Social Media

A. Social Media Background

Social media itself has many roles in the field of communication, not only in the field of communication, even now social media can be used as an intermediary or media to open a business for business people. Social media offers a more individual, personal and two-way form of communication. Through social

media, business people can find out their consumer habits and interact personally and build deeper bonds.

Social media is an activity and habit among several human communities that gather online to share information through conversational media. Conversational media itself is a web-based application that allows its users to create, send and share content in the form of words, images, videos and or audio.

In social media, there is a method model that allows social media practitioners to plan communication on social media. The theory model is The Circular Model Of Some created by Luttrell (2015), in which there are four aspects that have their own strengths and parts. With this theory model, practitioners can develop a solid strategy. This model theory is made circular because social media is a conversation that continues to develop, when a company shares something they can also manage or engage and even optimize their messages simultaneously. The following is an explanation of The Circular Model Of Some according to Regina Luttrell in her book on social media:

a) Share

Social media through social networks helps everyone to connect with others, share the same interests, passions and beliefs. Organizations or companies that use specific networking strategies where consumers who participate in the conversation are able to socialize online with their respective target audiences. In each of these networking sites a level of trust is formed between users so that users can become consumer influencers. Examples of social networking sites that are considered "sharing" sites are: Facebook, Instagram, Pinterest, Myspace, TikTok, Youtube and many more.

It is essential for social media practitioners to understand how and where their consumers interact. This is a company's opportunity to connect, build trust and identify channels that enable the right interactions.

b) Optimize

To optimize your message, organizations must listen to what is being said and learn from the conversations being shared. But the conversations they have are better if we as practitioners are part of them. Tools like Social Mentions allow organizations to track and measure in real time the conversations being had about us, our company, the products we make, and almost any topic discussed in the social media space. By simply telling us what is being said about our organization and on what social networks the conversations are taking place, it becomes easier to participate in authentic exchanges between consumers and our business.

Optimizing every conversation recording is important because a strong communication plan that is well optimized can have a positive impact on the brand, message and value.

c) Manage

The process of controlling or regulating the management of a company or organization's Instagram social media content is done by creating a media monitoring report or activity development report for both the content and the Instagram account itself. This is done to organize the corporate media management system and to find out the movements that occur in each content posted such as responses and feedback as well as overall Instagram data. Several indicators reported in media monitoring return to the focus and objectives of a company or organization using Instagram social media.

Often companies may not have enough resources to monitor and manage their social presence. All these factors will slow down consumer response. By setting up a media management system where a company or organization can keep up with the conversation that is happening in real-time such as responding to consumers directly, sending private messages, sharing links, monitoring conversations and measuring the success/failure of a goal of the company or organization.

d) Engage

Not only from the internal side where in creating content and posting on the company or organization's Instagram account itself, but content management is also carried out with the company's external side such as collaborating with online communities or public figures to get Instagram exposure so that the content shared will have more impact on the company or organization. This will cause a snowball effect or what is often called viral content on Instagram.

Another thing is the process carried out when working with online communities such as those we have often encountered, namely buzzers, celebrities, influencers and so on. Usually they will post content that they produce themselves while at the company or organization. In fact, they often create content using products sent by the company or organization which will later be shared on their personal Instagram. The content will later be processed by adding captions that persuasively invite their followers to also visit the company or organization.

Some theoretical aspects in terms of managing Instagram social media content are actually carried out in practice in a company which in this study is @alfathmuslim.uripsumoharjo. More detailed implementation of management activities in each aspect in it also returns to adjusting to the purpose of using social media by a company.

B. Characteristics of Social Media

According to Hadi Purnama (Fitriani, 2017), social media offers several advantages that make it an effective tool for communication and marketing. One of its key strengths is reach, as social media platforms allow information to spread widely, from a small community to a global audience. In addition, accessibility plays an important role, since these platforms are easily accessible to the public at an affordable cost, making them inclusive for various user groups. Another advantage is usability, because social media is relatively simple to operate and does not require special skills or formal training for individuals to participate effectively.

Finally, immediacy makes social media highly impactful, as it enables real-time interactions and triggers faster responses from audiences compared to traditional forms of communication.

2.2.5 Instagram

Instagram is a new social media whose users are almost all over the world. Instagram comes from the words "insta" and "gram", where insta is a nickname for a polaroid camera that is famous for being able to display or print photos instantly. While "gram" comes from the word "telegram" which is a social media that works by exchanging information to other people quickly. The meaning is the same as the function of Instagram which can display photos instantly in its appearance and also Instagram is not only a social media that displays photos but also another function is that it can be used to exchange information quickly.

According to Budiargo, Instagram is a media that provides easy ways to share in the form of photos, videos and also social networking services online whose function is used by users to share with their friends. (Budiargo, 2015,p. 48)

The use of Instagram is based on an internet network that will later be connected via a cellphone. This ensures the speed of delivering information and displaying photos is very fast. Instagram itself is still part of Facebook that allows us to follow our friends on Facebook.

With some improvements that are adjusted to the development of the times, the features on Instagram have experienced rapid progress, starting from the original main function of Instagram as a social media page for sharing photos or videos and for exchanging information. However, with the development of the times, Instagram currently has its own market features like other social media.

Not only the market feature, there is a difference between personal account users and business accounts and there are Instagram ads that encourage Instagram to be very popular with business people.

In this study, Al-Fath uses a business Instagram account where the features in it are more supportive of marketing communication strategies. In addition, Al-Fath also utilizes the Instagram ads feature for promotional activities in its marketing communication strategy.

Through this promotional activity, digital marketing will be used, namely processing marketing through digital, namely utilizing product videos into promotional content which will later be advertised through Instagram ads.

Instagram's ability to upload videos and photos is a distinct advantage for business people who use Instagram as a marketing communication strategy medium.

Promotional activities that will be carried out include:

1. Upload photos or videos (photo or video upload)

The main feature of Instagram that soon became one of its own characteristics is uploading photos and videos. Instagram users can process their photos in such a way through a cellphone camera or digital camera and then upload them to Instagram. Later, users will upload photos or videos in two ways or two different templates.

The two templates are instastory and instafeed. Instastory is a video or photo upload in the form of a 15-second story, the display will later look like below While instafeed is a video or photo upload in the form of a feed that will later look like below The difference between the two is that compared to instastory, instafeed first appeared as the first Instagram feature since Instagram came out. Instafeed is the main weapon for its users because it is a feature that can convey the brand personality of its users and photos that have been uploaded to the insta feed will not be deleted if the user does not delete them. Therefore, for business people who use Instagram as a medium for marketing communication strategies, they should display their best brand personality on instafeed because the first thing they see when opening a user account is instafeed. Instafeed itself is used by its users to see the audience reach.

Unlike instafeed, instastory is an Instagram feature that is more playful and relaxed because its broadcast time is only 15 seconds and will be deleted after 24 hours. However, it does not mean that business actors do not use this feature, in fact this feature is the main key that can later attract more consumers from its engagement. In fact, with such a limited time, business actors are challenged to create content as good as possible to increase engagement by attracting consumers from instastory.

2. Title (caption)

The title is a description of a photo or video uploaded to instafeed. In this title or caption, users can highlight their brand quality through sentences that will be written in the title or caption. From this title or caption, other users or potential customers can assess the product from the user.

3. Mentions

This feature is used to call other users by linking other users' accounts. This feature can be applied to captions or comment columns. The use of this feature is followed by the use of the arroba (@) punctuation mark followed by the Instagram account of the other user to be linked.

4. Comments

Comments are interactions made by users to other users on Instagram. Through comments, other users or potential customers can argue about suggestions or criticisms intended for Instagram users.

5. Tag (Hashtag)

Hashtag is a word that begins with a hash symbol (#). Hashtags are very important to use on Instagram because they can affect audience reach and engagement. This is because many users who initially only used one or a few people using hashtags have become thousands of people. This is considered because some people think it is easier to search for anything through hashtags. Hashtags themselves are trivial but bring benefits to Instagram users to increase their engagement.

Some of the features and advantages of Instagram as mentioned above encourage the rapid growth of Instagram users. This is what finally makes Instagram the choice of entrepreneurs, especially companies and organizations, to become one of the marketing communication strategies through digital marketing activities, especially as a medium in creating branding and promoting their products.

2.2.6 Instagram Ads

Often we hear the nickname instagram ads which is none other than one of the features of instagram. Instagram ads function to promote instagram user products which are none other than photos or videos uploaded to their accounts. Instagram ads utilize collaboration with facebook pages to achieve high engagement.

This is because since 2019 the Instagram company has merged with Facebook, the number of Instagram users has increased, as a result of the merger of Facebook and Instagram, every Instagram user can combine Facebook and Instagram. The merger of the two applications synchronizes every post on Instagram will be posted to Facebook, but the merger is not mandatory but users can determine it themselves.

The merger of Instagram and Facebook greatly affects Instagram ads. Where the policy of advertising on Instagram must go through Facebook ads. Many business people complain about this because the policies and requirements of Facebook ads are very complicated.

As technology advances, Instagram has also experienced a very drastic update. Especially seen from its features that make it easier for online business people to market their products. Currently, the Instagram ads feature does not have to go through Facebook ads, business people can advertise directly through posts or instastory.

2.3. Framework Of Thinking

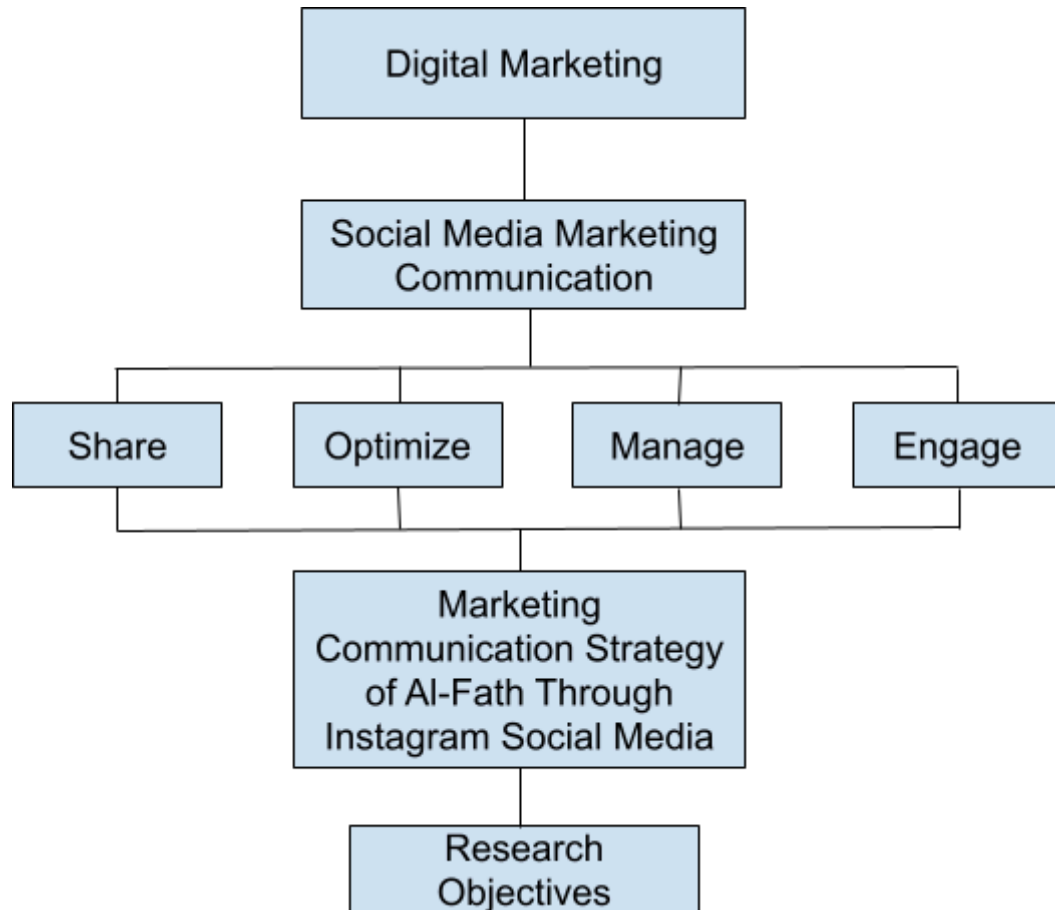


Chart 3.1 Researcher's Thinking Framework Flowchart

Flowchart of researcher's thinking framework

Source: (Fadillah, Tesa, 2018) with researcher modifications.

The research will be conducted by the author in accordance with the above framework. In the first stage the author will conduct an analysis of the implementation of digital marketing communication strategies through Instagram by means of interviews conducted with the owner of AI-Fath in order to find out how the marketing communication strategy through digital marketing, especially Instagram social media, is used by the owner in managing AI-Fath. In addition,

the author will also conduct observations to see how the marketing communication strategy process occurs at Al-Fath.

In the second stage, the author will conduct observations on Al-Fath's social media and conduct further interviews regarding the digital marketing process processed by Al-Fath in order to develop Al-Fath through digital marketing communication strategies via social media, especially Instagram.

The third stage, the author will analyze digital marketing efforts to Instagram ads carried out by Al-Fath and monitor audience reach and engagement and analyze using the theory of The Circular Model Of Some in order to increase sales because not many people in Semarang know about Al-Fath.

The final stage after the author conducts interviews, observations and analysis of Al-Fath's marketing communication strategy using The Circular Model Of Some theory which is adjusted to the marketing communication strategy, the author will draw conclusions. The conclusion can be a summary of how Al-Fath's digital marketing communication strategy is and the points that must be considered when using Instagram ads and the effectiveness of Instagram ads in marketing communication strategies. Later, each stage in this framework of thinking, the author will document the process

BAB III

RESEARCH METHODS

3.1. Research Methods

The research taken by the author is qualitative descriptive research. Qualitative research is a type of research that aims to explain the phenomena that occur as completely as possible through data collection and emphasizes the issue of depth (quality) of data rather than the amount (quantity) of data. (Kriyantono, 2006,p. 56-57).

The researcher used this method because the researcher wanted to explain how the marketing communication strategy process, especially digital marketing, uses Instagram social media. Therefore, it is necessary to dig up information in depth with data collection techniques carried out by triangulation (combination), as well as qualitative data analysis and research results that are more emphasized on meaning than generalization.

3.2 Research Location

The author's research location is in Al-Fath, precisely on Jl. Urip Sumoharjo No.37A, Gondokusuman, Yogyakarta

3.3 Data and Data Sources

a. Data

The data obtained by the author is qualitative data obtained by conducting interviews with the owner of Al-Fath and conducting observations on the Al-Fath digital marketing communication strategy process.

b. Data Source

The types of data in this study consist of two types of research, namely primary and secondary, as follows:

1) Primary Data Sources

Primary data is data obtained directly from data sources at the case study location. The implementation of primary data collection is carried out by means of interviews and observations. Interviews were conducted with the owner of Al-Fath.

2) Secondary Data Sources

Secondary data is data obtained in finished form or can be interpreted as data obtained through research objects, but still has a relationship with the problem being discussed. Secondary data can be obtained through social media used by Al-Fath as a medium for digital marketing communication strategies.

3.4 Sampling Techniques or Determination of Sources

In qualitative research, it is closely related to contextual factors. Researchers use sampling techniques to take sources. The meaning of sampling in this case is to collect as much information as possible from various sources. The goal is to detail the information. Data collection techniques are the most strategic step in research, because the main goal of research is to obtain data. (Sugiyono, 2005:62).

The researcher took the owner of Al-Fath as a source of information because the source of information related to digital marketing communication strategies through Al-Fath's Instagram social media was only available from the owner of Al-Fath.

3.5 Data Collection Techniques

In this study, the author used three methods of data collection as follows:

a. Interview

Interviews are conducted by means of Q&A with related sources to obtain the information needed in the study. Interviews are used to dig up complete information from sources related to the topic to be studied. Before conducting the interview, the researcher will prepare interview questions in advance. In this study, the researcher will conduct an interview with the owner of Al-Fath.

b. Observation

Observation is a data collection technique carried out through direct observation. Researchers will conduct on-site observations of research objects to be observed. In conducting data collection observations, researchers can use notes or recordings. In this study, researchers will observe the use of Instagram social media, especially Instagram Ads, related to digital marketing communication strategies.

c. Documentation

Documentation is the collection of data as a complement to data obtained from observation and interviews. The data obtained are in the form of photos of ongoing activities or various written information in the form of a collection of writings that are relevant to the research topic.

3.6 Data Analysis Techniques

The data obtained by the researcher will later be analyzed using the Miles and Huberman Punch interactive analysis technique (Pawit, 2008:104) which states that this technique consists of three components, namely:

- a. Data Reduction, is the process of selecting data, classifying, directing and removing unnecessary data and organizing data in such a way that conclusions can be drawn and verified.
- b. Data presentation, all data obtained in the form of interview results, documentation and so on will be analyzed according to the theory explained previously.
- c. Drawing conclusions is an activity of describing the object being studied in a complete way in the process of drawing conclusions based on

the combination of information arranged in an appropriate form in presenting data.

BAB IV

RESULTS AND DISCUSSION

4.1 Overview

4.1.1 History of Al-Fath Muslim Shop Urip Sumoharjo

Griya Muslim Annisa is a Muslim fashion store located in Yogyakarta, Indonesia. This store offers a variety of Muslim clothing, including tops, bottoms, robes, men's koko shirts, and various prayer equipment such as mukena and sarung. Griya Muslim Annisa is known for having a complete collection and affordable prices.

In addition to selling Muslim clothing, Griya Muslim Annisa has also published several books related to hijab fashion, such as "Gaya Asyik Jilbab Annisa Melody", "Kreasi Apik Jilbab Annisa Harmony", and "Aksi Serasi Jilbab Annisa Rhapsody". These books were published by Gramedia Pustaka Utama in 2008.

The location of this shop is at Jalan Urip Sumoharjo No.37 A, Klitren, Gondokusuman District, Yogyakarta City, Special Region of Yogyakarta. Its strategic location in the middle of the city makes it easy for customers to visit this shop.

After 25 years of operation, in 2024, Griya Muslim Annisa transformed into Al-Fath Muslim. This change aims to expand the reach of products and services, as well as build a new image as a provider of fashion needs for the whole family.

With this transformation, Al-Fath not only focuses on women's fashion, but also provides clothing for all family members, including men and children, as well as prayer equipment. This step was taken to accommodate the needs of various consumers and create a complete shopping destination for Muslim families.



Figure 4.1 Footage of Al-Fath Muslim Urip Sumoharjo
Source: Google Maps



Figure 4.2 Footage of Al-Fath Muslim Urip Sumoharjo

With the developments that have occurred, Al-Fath Muslim Urip Sumoharjo is utilizing Instagram social media as the main media in implementing

marketing communication strategies with the aim of increasing sales and expanding its target market.

Al-Fath Muslim Urip Sumoharjo can be accessed via his Instagram, namely @alfathmuslim.uripsumoharjo.

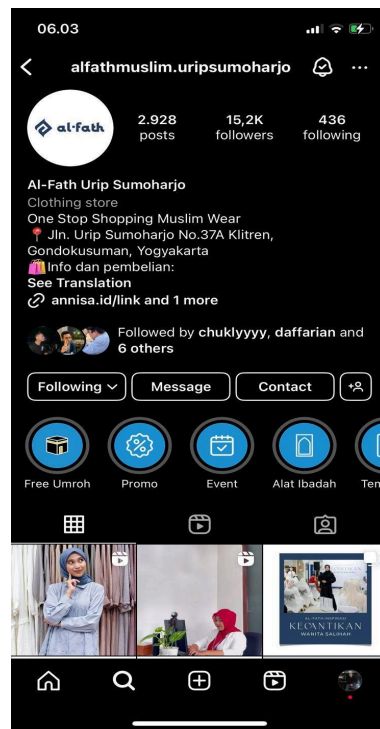


Figure 4.3 Profile of Al-Fath Muslim Urip Sumoharjo's Instagram Account

Source: Instagram Al-Fath Muslim Urip Sumoharjo

The Digital Marketing Implementation Process carried out by Al-Fath Muslim Urip Sumoharjo through the Instagram visual content strategy started by creating video and photo content that would be uploaded to his Instagram account. Over time and the development of technology, instastory content which was initially just one video at a time was packaged and processed into very good content by employees. In addition to utilizing digital marketing through Instagram, Al-Fath also utilizes Instagram Ads as a means of promotion and also

collaborates with several influencers or Semarang celebrities to promote its products.

4.1.2 Identification of Al-Fath

a. Annisa Muslim Home Logo



Figure 4.4 Annisa Griya Muslim Logo

Source: Annisa Griya Muslim Marketing Team

b. Logo of Al-Fath Muslim Life Sumoharjo



Figure 4.5 Al-Fath Muslim Urip Sumoharjo Logo

Source: Instagram Al-Fath Muslim Urip Sumoharjo

The following logo is the logo for the change from Annisa Griya Muslim to Al-Fath Muslim Urip Sumoharjo.

B. Al-Fath Muslim Urip Sumoharjo Products

As stated above, Al-Fath sells various Muslim accessories that are always updated with fashion developments. Such as Muslim clothing, such as gamis, tunics, hijabs and prayer equipment such as prayer mats, prayer beads or Hajj or Umrah equipment.



Figure 4.5 Footage of Al-Fath Muslim Urip Sumoharjo Product Photo
Source: Observation and Instagram @alfathmuslim.uripsumoharjo

c. Price

The price of the products offered by Al-Fath varies widely, adjusting to its target consumers, namely women aged 17 to 34 years. Although the brand is known for its good quality products, Al-Fath still presents affordable price options so that it can be accessed by various groups. Products available include inner hijab with prices ranging from Rp19,000 to Rp79,000, as well as a Muri motif handheld prayer mat priced at Rp79,000. In addition, there is a 2-in-1 traveling mukena for Rp99,000 and instant pashmina hijab sold in the range of Rp169,000 to Rp179,000. For menswear needs, there are long-sleeved koko for

Rp299,000, and umrah suits offered at prices between Rp349,000 and Rp429,000. In the womenswear category, tunics and dresses are available with prices ranging from Rp519,000 to Rp679,000. This wide price range shows that Al-Fath seeks to reach consumers from various segments while still prioritizing product quality and comfort.

d. Place

Al-Fath itself has an offline store in Jl. Urip Sumoharjo No.37 A, Klitren, Gondokusuman District, Yogyakarta City, Special Region of Yogyakarta. Judging from its location which is indeed a one-way street that is used as the main road to Galeria Mall, it is quite strategic for managing a business, especially since next to it there is currently the Artotel hotel which is an added value for Al-Fath.

Place is the reach of a place that must be considered carefully, this is related to the strategic location or not which will affect the selling value of the products we sell. This is acknowledged by the Marketing Manager of Margaria Group that the most determining factor is the place and promotion.

However, it is considered not the most worrying thing considering that currently technological advances can make it easier for us to shop without having to leave the house. Customers only need to contact the contact person from the relevant Online Shop and include a photo of the item to be purchased, then payment will be made non-cash or transfer and delivery will be done using an online expedition or motorcycle taxi.

e. Promotion

Promotion is one of the seller's activities in providing persuasive information to market their products. Promotion efforts carried out by Al-Fath are through social media and providing discounts every national day or every month through the Instagram account @alfathmuslim.uripsumoharjo.

An example of a national discount is during Eid al-Adha, Al-Fath gives a discount of up to 70% on every purchase & free shipping with no minimum purchase valid for online shops and offline shops.

In addition, the promotion carried out by Al-Fath is by asking for help from Yogyakarta influencers and randomly selecting Instagram users with a minimum of 1000 followers. This random system can be interpreted as Endorse.

4.2 Description of Research Informants

In this study there are two types of informants, the first is the main informant (Key Informant) and the supporting informant.

4.2.1 Key Informant/ Main Informant

Key Informant is an informant who is considered to know a lot, provides information and answers needed for research questions or problems and supports the research. In this study, the researcher chose a key informant, namely Ramitha Dyah as the Margaria Group Supervisor. Later, the data obtained through interviews with key informants will be balanced with interviews with supporting informants, namely the Margaria Group marketing manager and described with the results of observations that will be analyzed with The Circular Model Of Some Theory.

4.2.2 Supporting Informants

Supporting informants are informants who are considered to know and can provide answers to researcher questions but not more than the main informant. In this study, the researcher chose the marketing manager of Margaria Group as a supporting informant to be able to complete the researcher's data, namely Mr. Chandra.

4.3 Research Findings

In this case, the researcher will describe the researcher's findings by referring to the formulation of research-related problems obtained from the results of data collection methods on Al-Fath's Instagram account. In addition, the researcher conducted direct observations of the social media used by Al-Fath

in Al-Fath's marketing communication strategy, especially Instagram, and adjusted to The Circular Model Of Some Theory as follows:

4.3.1 Share

In marketing communications, especially promotions, sharing activities are a form of communication activity whose function is to disseminate messages in the form of information about products or services that will be offered by a company or organization to its target market or consumers using media.

Sharing information is one of the human behaviors where this activity includes spreading and obtaining information between individuals which is called communication.

Social media itself can promote products from a company or organization not only through writing, but can also be done using images or videos. Consumers can easily reach information conveyed by the company or organization regarding the products they offer. So in this case the company or organization can save on promotional costs and time used. Sharing activities are carried out to achieve maximum information in creating knowledge for its audience. As stated by the owner of Al-Fath during an interview regarding why he chose Instagram social media as his marketing media, as follows:

“In my opinion, marketing activities will get more attention from the public or consumers if they are packaged creatively and attractively. We need to convince them to be interested in accessories through uploading photos or videos on social media, even though they have not directly seen or tried the product. As far as I know, Instagram is one of the social media that allows users to share photos and videos, so this feature is the main reason I chose it as a marketing medium. In addition, almost everyone uses Instagram and actively accesses it every day, which further supports the effectiveness of this platform in marketing strategies.”

Marketing activities are very important activities and can support a business activity. With marketing activities, companies can introduce products offered widely. Like Al-Fath who chose Instagram as a means or marketing tool. This statement is reinforced by the statement from Admin Al-Fath as the person behind the marketing process and Al-Fath marketing communication strategy as below:

“ Actually, social media that functions to share videos and photos is not only Instagram. There is also Facebook, which developed earlier, and TikTok, which has recently attracted a lot of public attention. However, because the main goal of this marketing communication strategy is to expand the target market and increase Al-Fath sales, then from several platforms with similar functions, Instagram was chosen. This is due to the trend of using Instagram which is currently popular, especially among young people, almost all of whom have accounts on the platform. ”

Instagram as a social media lately has a dual function not only as a medium of communication and friendship, but Instagram is also used as a marketing medium. Instagram provides an opportunity for business people to be able to interact directly with the audience while providing the latest information about the company's products.

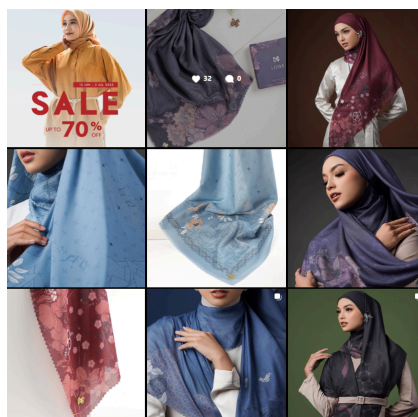


Figure 4.5 Product Instafeed Al-Fath Muslim Urip Sumoharjo

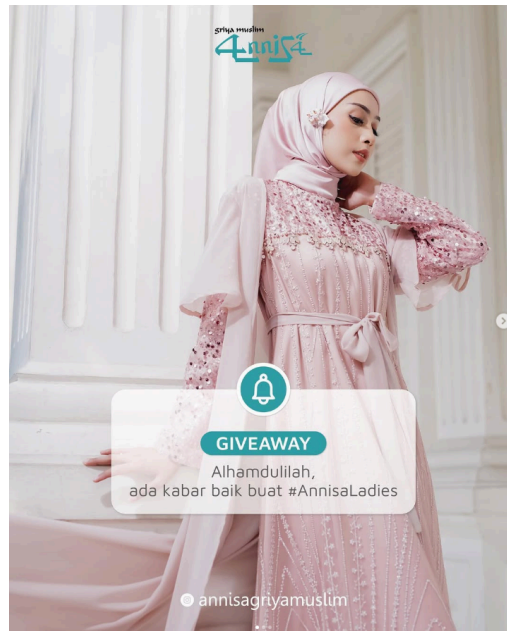
Source: Instagram Al-Fath Muslim Urip Sumoharjo

Based on the results of the interviews and observations above, it can be concluded that in the process of sharing the Instagram social media account @alfathmuslim.uripsumoharjo, the content that is spread is in the form of photos and videos through instafeed and instastory which are adjusted to an interesting composition. In addition to sharing photos and videos of its products, Al-Fath also shares information about discount promos or giveaways held by Al-Fath Muslim Urip Sumoharjo.



Figure 4.6 Discount Information Figure

Source: @alfathmuslim.uripsumoharjo



4.7 Giveaway Information

Source: @alfathmuslim.uripsumoharjo

Based on the statement of the Margaria Group marketing manager above, it was found that the benefits after using Instagram social media for marketing and promotional needs are the information we spread through instafeed and instastory directly to the target audience. In addition, it is supported by hashtag and Instagram ads features to help business actors expand their target audience and target market, which will later increase brand awareness and brand personality of the promoted product.

Brand awareness itself is closely related to customer trust in a product from a business actor. Trust is an important component in business. Consumer trust is defined as the willingness of one party to accept the risk of another's actions based on the expectation that the other party will take important actions for the party that trusts it. In building public trust or followers, the Al-Fath Instagram account (@alfathmuslim.uripsumoharjo) usually posts content that can foster public trust as expressed by Admin Al-Fath when asked about customer relations:

“The first step in building trust is to repost posts from customers. Usually, we choose posts from customers who use Al-Fath products. In addition, we also create entertaining content so that followers stay interested and don't get bored with our Instagram.”



Figure 4.8 Share Customer Instastory Posts

Source: @alfathmuslim.uripsumoharjo

Through the results of interviews and observations that have been described above, the [alfathmuslim.uripsumoharjo](#) Instagram account not only shares but Instagram is used to build public trust through Instagram social media, namely by reposting/reposting from customers. This aims to make customers feel confident in the existence of [alfathmuslim.uripsumoharjo](#). So it can be concluded that the sharing activities carried out by the [alfathmuslim.uripsumoharjo](#) account can attract visitors because they not only post photos or images but also information about events and discount promos.

4.3.2 Optimize

Optimization comes from the basic word optimal which means the best, highest, most profitable, making the best, making the highest, optimizing the process, how to optimize (making the best, highest and so on) so that optimization is an action, process, or methodology to make something (as a design, system or decision) more or completely perfect. Functional or more effective. So in general optimization is a process of implementing a program that has been planned in a planned manner in order to achieve goals/targets so that it can improve performance optimally. Besides that, optimizing every conversation recording is the most important thing. A strong communication plan that is well optimized produces maximum impact on messages, brands, and values. In this section, namely optimizing the message to be conveyed through social media. This is because each social media has different characteristics. Related to this, the researcher asked the Margaria Group Supervisor about how to optimize the Instagram social media @alfathmuslim.uripsumoharjo, then this is the answer:

“To optimize Instagram social media, we complete business-related information, such as adding a map of Al-Fath's location to make it easier for customers. In addition, we include a link in the bio so that customers can easily access our Shopee or WhatsApp. The Instagram profile is also updated with Al-Fath's distinctive identity.”

In the interview above, the thing that is done to optimize Instagram social media, Al-Fath utilizes the Instagram bio feature which will later have a good impact on marketing activities on Instagram social media to be more optimal. Including gmaps and even bio links that contain shortcuts for WhatsApp, Shopee and running maps, is one way to make it easier for customers to reach Al-Fath. Including a WhatsApp number is one of the direct marketing activities carried out outside of Instagram social media where later buyers will place orders via WhatsApp which are also sent via online delivery such as Gojek etc.

Meanwhile, when photographing products or creating content that is posted, it must be good and perfect in terms of taking pictures so that it can attract customer interest in buying.

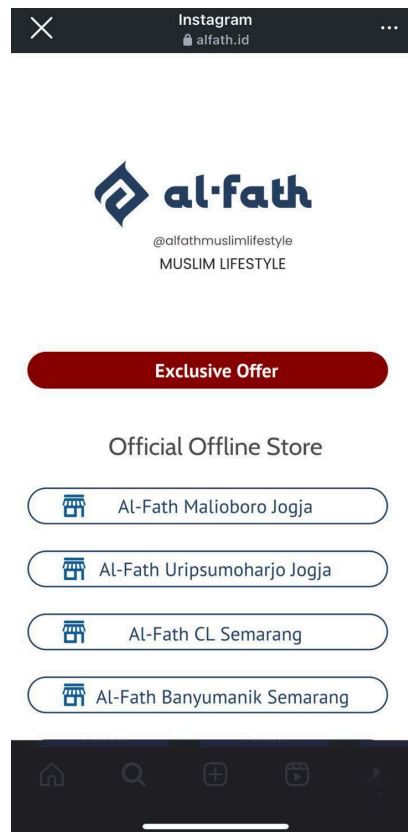


Figure 4.9 Instagram Bio Link

Source: @alfathmuslimlifestyle

4.3.3 Manage

Managing a social media account requires good and regular management to achieve the goals of social media activities, for that a plan is needed before running social media. What are the relevant messages that we should manage, monitor, and measure? By setting up a media management system such as Al-Fath where you can follow conversations that occur in real-time, respond to consumers directly, send private messages, share links, monitor conversations and measure success or failure. Mantriks is an integral part of managing social

strategies. As practitioners we must describe the value of the effort and report back to the executive level. At this stage, namely how communicators manage social media well. This is because conversations often occur on social media quickly.

Managing social media requires human resources, knowledge and skills so that activities become more effective or can produce actions to achieve the success of goals. The following is an interview with the Margaria Group Supervisor regarding the management of Instagram social media.

"We have not used a social media dashboard in managing Instagram alfathmuslim.uripsumoharjo. Currently, management is still done manually, such as replying to comments and uploading content directly to the marketing team. Meanwhile, for promotion and advertising, we work with the vendor team to control Al-Fath's Instagram "

From the statement above, the researcher interprets that the management process carried out by Al-Fath's Instagram social media does not use social media dashboards such as Hootsuite, Unionmatrix but Al-Fath uses the professional insight dashboard feature to analyze the effects caused after carrying out the advertising process through the vendor team. In the advertising carried out, Al-Fath promotes Instafeed and Instastory posts.

Al-Fath itself also does real-time interactions through instastory and instafeed. This was explained by researchers according to the confession of Admin Al-Fath, Kak Putri, regarding whether the Al-Fath Instagram account does real-time interactions:

"We usually often make instastories, hold giveaways that will directly involve real-time interaction with consumers. This real-time interaction is done by replying to consumer comments about stock or other things on Instafeed and Instastory"

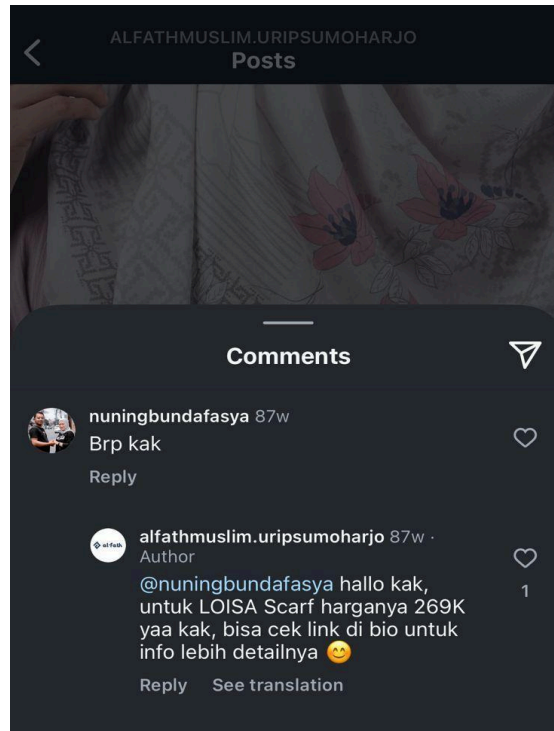


Figure 4.21 Followers' interaction with the @alfathmuslim.uripsumoharjo account

Source: @alfathmuslim.uripsumoharjo

Meanwhile, for the management of Instastory and Instafeed, Al-Fath will share edited content based on video compilation and post edits in collaboration with the vendor team. This was discussed by researchers as one of the steps to promote Al-Fath. As obtained by researchers through interviews with the Margaria Group Supervisor regarding how to manage Al-Fath's Instagram content:

"In management, we usually create content with a compilation of videos per product theme that will later be uploaded via Instagram. While for Instafeed, usually before posting product photos, we work with the vendor team to edit the content. This is done with the aim of achieving customer buying interest and also customer brand awareness"

4.3.4 Engage

Engagement is any effort to involve customers in emotional interactions between the company and its customers. Because usually in business, interaction with customers is only seen as a process, not as a long-term relationship. Engagement is a positive attitude of individual consumers towards an organization that is shown by commitment and loyalty to the organization.

Developing an engagement strategy is difficult, but when companies realize the benefits of authentic engagement, the right relationship can be built. In this research process, the engagement process carried out by Al-Fath's Instagram social media is always trying to establish good relationships with customers including their followers on Instagram. As stated by Ramitha Dyah as the supervisor of the Margaria Group when interviewed about how the engagement relationship is built by Al-Fath's Instagram:

"We routinely repost when customers tag our account in their InstaStory or InstaFeed. The purpose of this repost is to build closeness between followers or visitors and Al-Fath. In addition, this activity also plays a role in increasing brand awareness, showing that our service is good and friendly. In addition to social media, in direct marketing in offline stores, we also prioritize friendly service and focus on customer satisfaction and needs. "

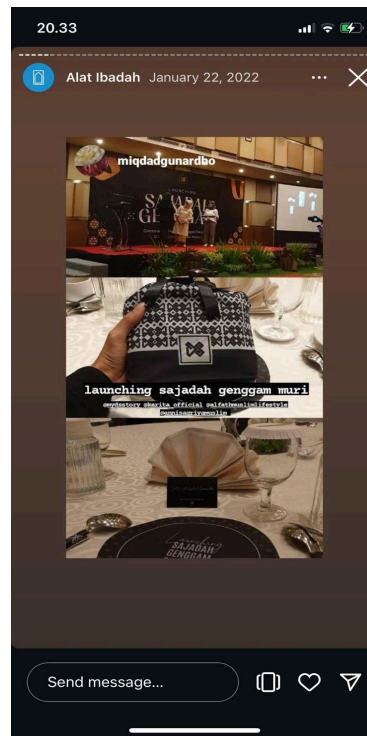


Figure 4.22 Repost customer Instastory posts

Source: @alfathmuslim.uripsumoharjo

Based on the results of observations conducted by researchers on Al-Fath's Instagram social media, researchers have not found any posts regarding question and answer quizzes held on the Al-Fath Instagram account, even though by conducting this question and answer quiz will increase interaction between the Al-Fath Instagram account and its followers, even with this question and answer quiz new consumers or old consumers will be more curious about the Al-Fath brand. However, on the Al-Fath Instagram account, they create giveaways by utilizing the interaction of new followers or old followers by giving as many likes and comments as possible and reposting the giveaway posts on the participants' stories and feeds and then following the Instagram account.

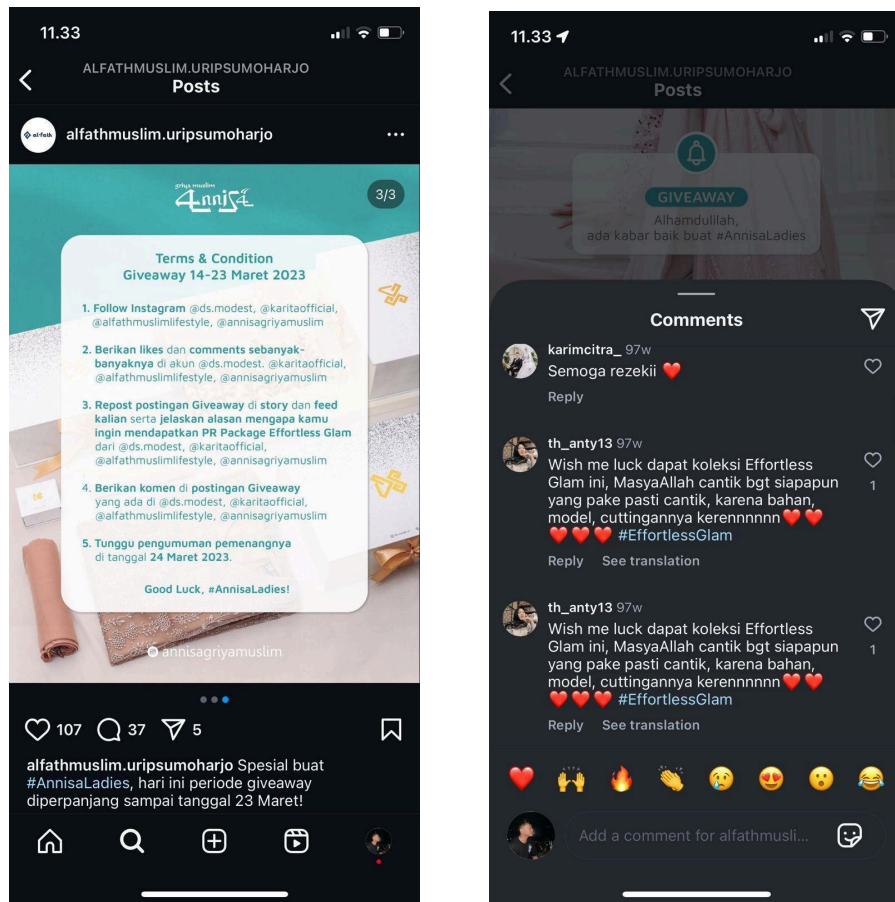


Figure 4.23 Content of Interaction with Customers

Source: @alfathmuslim.uripsumoharjo

Researchers interpret that the activity is one way to build engagement with customers/consumers on Al-Fath's Instagram social media. In their own implementation based on the results of interviews and observations, it is quite good and realizes that consumers are the most important part of a business. Building good communication with consumers will make them feel close to the product, so they tend to choose products or services compared to other competitors. In this study, social media is a great tool to be able to involve customers and potential customers.

4.4 Research Results and Discussion

Based on the results of research observations and interviews, researchers get the results of the research that will be described by the researcher. This study discusses the application of digital marketing as a marketing communication strategy through social media Instagram that has been carried out by Al-Fath.

In today's digital era, the business world is developing in a highly competitive, dynamic, and uncertain environment. Every business actor, both in the product and service sectors, is required to continue to make improvements, refinements, and create various new innovations. Therefore, companies need to adjust their business and marketing strategies to be more consumer-oriented, in order to maintain the sustainability of the business that has been built and face competition with competitors in the market.

A business will not grow if the company or its products are not known by many people. However, in today's sophisticated technological era, the theory of new media is a theory developed by Pierre Levy, who stated that new media is a theory that discusses the development of media. New media is also a media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive and can function privately or publicly.

Marketing communication can be defined as a process of delivering information about a company and its offerings to the target market. The purpose of marketing communication is to provide information, persuade, and build consumer awareness, both directly and indirectly, of the products and brands offered. In Indonesia, the use of social media has grown very rapidly. For individuals, social media is used as a means of seeking information and establishing social interactions, while for companies or organizations, social media functions as a medium or channel to carry out marketing communication activities. This is in line with the characteristics of new media which are digital in nature, where social media becomes a communication tool that contains content

such as images, photos, and videos that have been processed through programming technology.

The content uploaded on the Instagram account @alfath.muslimuripsumoharjo needs to be designed to trigger interaction with Instagram users, especially netizens. In the image caption, it is better to include information about offers that invite consumers or followers to visit the Al-Fath offline store, as well as information about ongoing promos or giveaways. The purpose of the upload is to create communication between the admin and followers in the comments column. Social media itself is designed to support two-way social interaction, unlike conventional media such as print media which tends to be one-way. Another benefit obtained by Al-Fath through using Instagram as a marketing medium is the increase in the number of store visitors and revenue. Meanwhile, Al-Fath builds public trust by uploading interesting content that can attract customers' attention and build trust, for example by displaying reviews (testimonials) from customers who have purchased accessories at the Al-Fath Store, and reposting photos uploaded by their followers.

At the Optimize stage, before creating or planning the content to be distributed, the Al-Fath team should listen and learn and take part in authentic conversations. Where the Al-Fath team must learn and listen to what their followers/customers need. However, the Al-Fath team has its own way to optimize its marketing on social media, namely by optimizing information on the Instagram account bio feature by including an address accompanied by maps, Al-Fath Store operating hours and a bio link that contains a WhatsApp number that can be contacted if customers want to order accessories directly.

In order to optimize Instagram marketing, Al-Fath created a timeline schedule plan to upload content on Instagram. This is done so that marketing is optimal and consistent. Usually the Al-Fath team uploads content with a product theme and one day there will be 3 product content themes that are uploaded

consistently every 12.00 then 2 hours later and so on until 18.00. As for the instafeed itself, Al-Fath always uses the best and high-quality photo shoots which will later be embellished with a little decoration or the Al-Fath logo to prevent copywriting. In uploading instafeed, Al-Fath does it consistently once a day with 3 posts that become one series of feeds. This also applies to uploading or announcing promos or events held by Al-Fath. The rapid development of the internet, especially social media, currently has a major influence on economic growth. Social media is the latest development of new internet-based web technologies that make it easier for everyone to communicate, participate, share and form networks online, so they can disseminate their own content.

In the management process, Al-Fath manages the @alfathmuslim.uripsumoharjo Instagram account through the admin which will later be done manually in monitoring and responding to comments or other responses that come in on the @alfathmuslim.uripsumoharjo post. In addition, the Al-Fath Instagram account also makes or shares creative content through instastory so that it can interact in real time with followers. While the management of feedback itself is done manually through the Instagram application by the Al-Fath admin starting from responding to incoming comments using language that can be understood by everyone, seeing the most likes when a post gets a lot of likes, the message is conveyed and can be understood well by its followers. Social media itself has many features that function to introduce the brand of a product or service of a company or organization that they have to the wider public, so that the public or consumers can find out information about the product or service from the existing social media features such as sharing photos or videos uploaded to the social media.

In addition to feedback management, Al-Fath also does or actively creates Instagram content that will later be uploaded via instastory or instafeed by utilizing the selection of the best time to post (the right time to post). When posting an account that is created, there are certain hours. Al-Fath's admin and marketing team set and create their own schedule to share/post their content

starting from 12 noon, 2 pm & 6 pm. The information that is spread will be seen and known by many people/users and get their responses, because at those hours people will use their cellphones and social media more because those hours are break times for most people.

In the engagement process, Al-Fath approaches its audience/customers such as: the marketing team tries to engage with its audience/customers by sharing attractive content that is updated and created by Al-Fath every day which will later be given a viral song backsound, events held by Al-Fath such as giveaways and attractive and persuasive discount promos for its audience/customers. In addition, Al-Fath actively interacts and connects with its audience/customers by reposting posts about Al-Fath posted by customers/audiences. This is done to connect intimately with the audience/customer which occurs indirectly. Usually the audience/customer is very happy if the photos they post can be reposted and appreciated as a testimony, because besides being happy that they get a temporary stage for Al-Fath followers, they are also happy that their photos or how to mix & match their accessories can be an inspiration for many people.

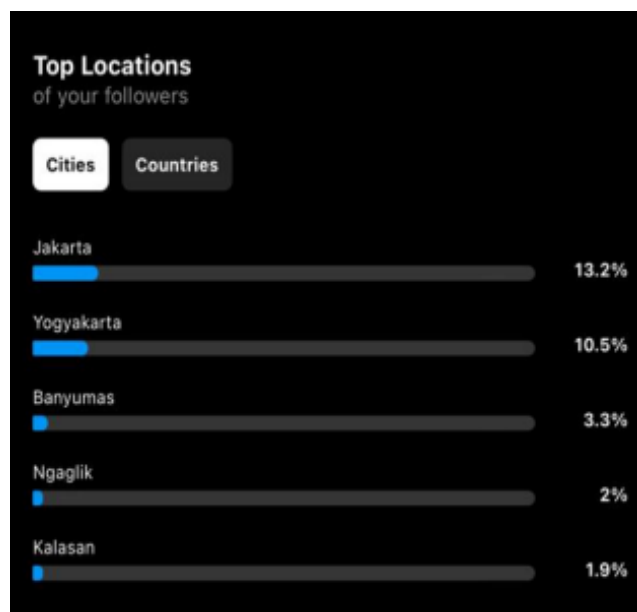
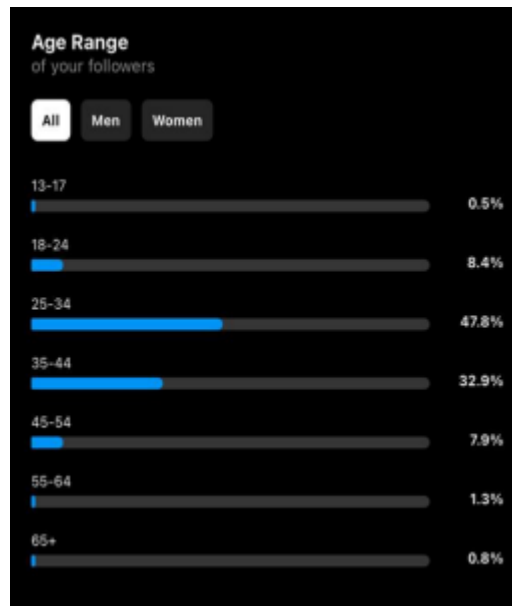


Figure 4.24 Results of the implications of the interaction of posts advertised via Instagram @alfathmuslim.uripsumoharjo



Figure 4.25 Results of the implications of the interaction of posts advertised via Instagram @alfathmuslim.uripsumoharjo

Content Performance

Channel	Type	Total Post	Organic			Average / Post		
			Impressions	Reach	Post Engagement	Impressions	Reach	Post Engagement
Instagram	Single	10	7,805	5,849	223	781	585	22
	Carousel	2	1,520	1,303	73	760	652	38
	Reels	2	tidak ada matriksnya	1,320	tidak ada matriksnya	-	660	-
TOTAL		14						

Figure 4.26 Performance of advertised content via Instagram @alfathmuslim.uripsumoharjo

Based on the data displayed in the Instagram content performance and insight report, it can be concluded that there is a very significant difference between posts advertised via Instagram Ads and posts uploaded organically (without ads).

In terms of reach and impressions, posts using Instagram Ads show much higher performance. For example, in the Single and Carousel content types, the average impression per post reaches more than 700 and the reach is more than 600, compared to organic content which has significantly lower reach and impressions.

This is also supported by post engagement data, where advertised posts show higher interaction rates. Carousel content, for example, is able to achieve an average of 38 interactions per post thanks to advertising, compared to organic content which only gets around 22 interactions. Thus, the use of Instagram Ads can increase interactions by more than 50% when compared to content without promotion.

Looking at the demographics of the @alfathmuslim.uripsumoharjo audience, the majority of followers are female (91.1%) with an age range of 25–34 years (47.8%), followed by 35–44 years (32.9%). The largest number of followers come from Jakarta (13.2%) and Yogyakarta (10.5%), and are most active on Sundays between 9 am and 6 pm.

By considering the performance of the content and audience profile, it can be concluded that Instagram Ads is an important strategy that is highly recommended for use by business actors such as @alfathmuslim.uripsumoharjo in order to reach the target market more optimally and increase audience engagement with the published content.

BAB V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of data collection, analysis, and interpretation that have been carried out, researchers draw several conclusions regarding the marketing communication strategies implemented by @alfathmuslim.uripsumoharjo via Instagram social media, namely:

1. Utilization of New Media

Al-Fath implements a marketing communication strategy by utilizing new media, especially Instagram social media. This strategy is carried out as a form of adaptation to changes in consumer behavior influenced by the development of information and communication technology.

2. Content Distribution Strategy (Sharing)

Content sharing activities on Instagram are carried out due to the increasing role of social media as a marketing tool. Instagram was chosen because it is the most widely used platform, especially by Al-Fath's target market, which is mostly teenagers and active social media users. Content in the form of photos and videos is uploaded via the instafeed and instastory features. In addition, Al-Fath also reposts customer content that tags or mentions their accounts, as a form of indirect interaction and promotion.

3. Account Optimization (Optimize)

Optimization is done through the delivery of complete information in the bio section of the @alfathmuslim.uripsumoharjo account. In addition, they also have structured content planning by creating a timeline

or posting schedule for each content or event that will be shared by the account admin.

4. Account Management (Manage)

In the account management process, Al-Fath utilizes professional insight features to monitor the effectiveness of paid advertising through Instagram Ads. Account management is carried out independently by the admin, including responding to comments and messages from followers. The account is also scheduled to be active at certain hours 12.00, 14.00, 16.00, and 18.00.

5. Interaction and Engagement

Al-Fath actively builds engagement with the audience through various means, such as holding giveaways, providing discount promos, and collaborating with local celebrities or influencers in the city of Yogyakarta. This collaboration targets accounts with 1,000–5,000 followers, by providing free products to promote. In addition, paid promotions are also carried out through information social media accounts such as @radarjogja.

5.2 Recommendations

5.2.1 Theoretical Recommendations

This research provides a positive contribution to the development of management science, especially in the study of digital marketing communication strategies through the Instagram platform. This research activity is a means and opportunity for the author to dig deeper into how to implement digital marketing communication strategies that have previously been studied during lectures, then poured out and developed in the form of scientific writing.

Through this research, the author hopes to broaden insight and deepen understanding regarding the implementation of digital-based marketing communication strategies, especially on Instagram social media. This knowledge is also expected to be a practical reference for Al-Fath managers in managing their online and offline stores and facing new challenges in the world of marketing so that marketing communications can continue to run effectively and business continues to grow.

5.2.2 Practical Recommendations

a. For Researchers

This research provides benefits for the author in expanding knowledge and insight in the field of management science, especially related to marketing communication strategies. In addition, the results of this study can also be used as a reference for further researchers who want to study similar topics, but with different objects and locations.

b. For the Community

This research can provide information and guidance for the public regarding the implementation of digital marketing communication strategies through Instagram effectively. In addition, the public can also understand how to manage the advertising process as an important part of a marketing strategy that can improve the company's image.

5.3 Suggestions

After conducting the research, the author has several suggestions for further researchers and @alfathmuslim.uripsumoharjo, as follows:

1. With the advancement of the technological era that is increasingly advanced along with the development of the times, it is hoped that Al-Fath must always be updated and also develop content to advertise more creatively and for

further researchers, the author recommends always monitoring the growth and development of the Instagram account of the account to be studied.

2. Improve attractive and creative designs to attract the attention of followers and improve the company's image which will later be assessed as a promotional activity in increasing sales.

3. Pay attention to the quality of product service to maintain consumer loyalty and increase sales.

REFERENCE

- Asmaradewi, Y. (2019). *Peran Instagram sebagai Media Promosi dalam Meningkatkan Jumlah Pengunjung pada Cafe Mas Bro* [Universitas Semarang]. <https://eskripsi.usm.ac.id/detail-B11A-522.html>
- Astuti, R., Deoranto, P., Wicaksono, M. L. A., & Nazzal, A. (2021). Green Marketing Mix: An Example of its Influences on Purchasing Decision. *IOP Conference Series: Earth and Environmental Science*, 733(1), 12064.
- Chaffey, D., & Chadwick, F.-E. (2016). *Digital Marketing Strategy, Implementation, and Practice*. Person Education Limited.
- Chaffey, D., & Smith, P. R. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. Routledge.
- Fitri, R. (2018). *Penerapan Digital Marketing sebagai Strategi Komunikasi Pemasaran Terpadu Produk Usaha Kecil dan Menengah (UKM) Pahlawan Ekonomi Surabaya* [Universitas Negeri Sunan Ample Surabaya]. <http://digilib.uinsa.ac.id/id/eprint/26290>
- Ghaisani, C. O., & Afifi, S. (2022). The Implementation of Digital Marketing Communication Strategy in Cultural Tourism: a Case Study in Yogyakarta. *The Indonesian Journal of Communication Studies*, 15(1), 66–86.
- Irma, A., & Putri, C. M. (2021). Pengaruh Digital Marketing dan Customer Relationship Marketing terhadap Kepuasan Konsumen pada Moment Coffee & Eatery Meulaboh Aceh Barat. *Ekodestinas*, 2(1), 76–84.
- Kamus Besar Bahasa Indonesia (KBBI). (2005). *Market*. PT Gramedia Pustaka Utama.
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran* (16th ed.). Erlangga.
- Kriyantono, R. (2006). *Riset Komunikasi*. Kencana Pranada Media Group.
- Kusniadji, S. (2016). Strategi Komunikasi Pemasaran dalam Kegiatan Pemasaran Produk Consumer Goods (Studi Kasus pada PT Expand Berlian Mulia di Semarang. *Jurnal Komunikasi*, 8(1), 83–98.
- Luttrell, R. (2015). *Social Media: How to Engage, Share, and Connect*. Bloomsbury Publishing PLC.
- Morrison, M. A. (2015). *Integrated Marketing Communications Advertising*.
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital

Marketing bagi Usaha Mikro, Kecil, dan Menengah (UMKM) di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, (1), 1–17.

Rachmawati, M. A., & Afifi, S. (2021). The Integrated Marketing Communication in Digital Environment: a Case Study of Local Radio in Yogyakarta. *The Indonesian Journal of Communication Studies*, 14(2), 105–119.

Riska, P. W. (2020). *Media Instagram dalam Komunikasi Pemasaran Online (Studi Deskriptif Kualitatif pada Akun Instagram@ askxorg)* [Universitas Muhammadiyah Surakarta]. <http://eprints.ums.ac.id/id/eprint/82316>

Sholihah, A. (2018). *Penggunaan Instagram sebagai Media Promosi (Studi Deskriptif Kualitatif pada Produk Teh Thailand Pikameame di Yogyakarta)* [UIN Sunan Kalijaga]. <http://digilib.uin-suka.ac.id/id/eprint/31929>

APPENDICES

Appendix 1 Letter of Acceptance from Margaria Group



SURAT KETERANGAN MAGANG KERJA

Yang bertanda tangan di bawah ini:

Nama : Chandra Pria Laksmana
Jabatan : Head of Marketing

Dengan ini menerangkan bahwa:

Nama : Chikal Arrayyan Lathifaturusy Prioputra
Universitas : Universitas Islam Indonesia

Telah menyelesaikan program magang pada unit Kantor Pusat Margaria Group sebagai **SOCIAL MEDIA MARKETING** selama 4 (empat) bulan terhitung dari tanggal 25 Februari 2023 – 25 Juni 2023.

Saudara **Chikal Arrayyan Lathifaturusy Prioputra** telah melaksanakan tugas dan tanggung jawab dengan baik selama melaksanakan program magang di perusahaan kami. Adapun tugas dan tanggung jawab yang bersangkutan adalah sebagai berikut :

- Mempersiapkan *Content Social Media* dan melaksanakan *daily activity*
- Mempersiapkan *Content Planner* serta berkoordinasi dengan pihak Creative Agency/Vendor.
- Membantu persiapan dan pelaksanaan *campaign photoshoot* (pra dan pasca produksi)
- Membantu proses event baik di dalam maupun luar kota
- Mempelajari Management Office dan Marketing Global

Demikian surat keterangan ini diberikan agar dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 27 Juni 2023

A handwritten signature in black ink, appearing to be "Chandra Pria Laksmana".

Chandra Pria Laksmana
Head of Marketing



Email : corporate.relations@margariagroup.id

CS Scanned with CamScanner

Appendix 2 Meeting with Marketing Communication Division



Appendix 3 Daily Log Internship

Name : Chikal Arrayyan Lathifatusy Prioputra
Student Number : 20311398
Name Of Company : PT. Margaria Group
Supervisor : Ramitha Mawangi Dyah Ayu Sariningrum S.Ds
Lecturer Supervisor : Drs. Anas Hidayat, MBA., Ph.D.

February - March

No	Date	Bried description of activity	Length of work (hours)
1	27 – 02 - 23	Introduction by the Creative & Marketing Communication team	8 Hours
2	28 – 02 - 23	Distribution of work tasks to be completed	8 Hours
3	01 – 03 - 23	Design training using Canva	8 Hours
4	02 – 03 - 23	Sales Voucher Design	8 Hours
5	06 – 03 - 23	Looking for reference content for Ramadan content	8 Hours
6	08 – 03 - 23	Make paid content moodboards promoting the Effortless Glam Jogja even	8 Hours

7	09 – 03 - 23	Photoshoot fashion products at Amigos studio	8 Hours
8	14 – 03 - 23	Photoshoot hampers for Ramadhan products at Amigos studio	8 Hours
9	15 – 03 - 23	Making moodboard photoshoot hampers and Sarimbit products	8 Hours
10	20 – 03 - 23	Making a Youth Collection photoshoot moodboard and looking for properties	8 Hours
11	21 – 03 - 23	Karita product photoshoot at Wiyar Studio	8 Hours
12	23 – 03 – 23	Model Search for Al – Fath Muslim Lifestyle photoshoot	8 Hours
13	24 – 03 - 23	Photoshoot product website Al Fath Yogyakarta at Amigoz Studio	8 Hours
14	27 – 03 - 23	Delivery of hampers to KOL & Buying property for Photoshoot needs 8 Hours	8 Hours

March - April

No	Date	Bried description of activity	Length of work (hours)
1	28 – 03 - 23	Photo shoot for Margaria Batik products at Amigoz Studio	8 Hours
2	29 – 03 - 23	Technical Meeting Event Effortless Glam Jogja	8 Hours
3	30 – 03 - 23	Photoshoot at Amigoz Studio & Technical Meeting at Hotel Sheraton Yogyakarta	8 Hours
4	31 – 03 - 23	Technical technical meeting with other LOs for the April 1 event	8 Hours
5	1 – 04 - 23	Became Liaison Officer Natta Reza at the Effortless Glam DS Modest Event at the Sheraton Hotel Yogyakarta	19 Hours
6	3 – 04 -	Looking for talent for TV commercials	8 Hours

	23		
7	5 – 04 - 23	Meeting together at Suminar Margaria Fashindo Bantul for the Effortless Glam event Semarang	8 Hours
8	6 – 04 - 23	Revise the model that will be made into talent in the TVC Muslim Group	8 Hours
9	8 – 04 – 23	Becomes Liation Officer Annalisa Widyaningrum as a talk show speaker at the Effortless glam DS Raya 2023 Collection Launch Event	17 Hours
10	10 – 04 - 23	Meeting with the new Marketing Manager related to the latest Job Description given	8 Hours
11	11 – 04 -23	Contacting talent for TVC Muslim Group advertising	8 Hours
12	12 – 04 - 23	TVC Muslim Group shooting at Legris Home Décor	13 Hours
13	13 – 04 - 23	Photoshoot of Margaria Batik at KOI 5 Photography	8 Hours
14	14 – 04 - 23	Departure to Surabaya, Visit Karita Surabaya, Assist with Pre Event Property Settings	21 Hours
15	15 – 04 - 23	The D day of the Effortless GLAM DS 2023 Collection launch event becomes a Liaison Officer	18 Hours
16	18 – 04 - 23	Creating a April – December Marketing Plan for All Muslim Group & Margaria Batik	8 Hours
17	19 – 04 - 23	Marketing Communication & Making Content Planner team meeting	8 Hours
18	27 – 04 - 23	Making a proposal for the Prambanan Jazz Festival x Margaria Batik x Batik Enom event	8 Hours

May

No	Date	Bried description of activity	Length of work (hours)
----	------	-------------------------------	------------------------

1	2 – 05 - 23	Creating a content planner for May Annisa Griya Muslim and the concept of paid promoting the 2023 Prambanan Jazz Festival	8 Hours
2	3 – 05 - 23	Revised the concept of story paid promote Prambanan Jazz Festival 2023 Ticket Margaria Batik x Batik Enom	8 Hours
3	4 – 05 - 23	Photoshoot Louisa Scarf at Amigos Huis studio	8 Hours
4	9 – 05 - 23	Doing a photoshoot of Margaria Batik Patchouli products in Parangkusumo Sand Dunes	12 Hours
5	10 – 05 - 23	Doing photoshoots of Al – Fath products for Hajj needs at Amigoz Huis Studio	9 Hours
6	12 – 05 - 23	Create Broadcast Planner for Whatsapp Blast	8 Hours
7	15 – 05 - 23	Walk around the Batik Enom & Margaria Batik shop JL. Solo to check the Prambanan Jazz Festival promo materials & create a content planner	8 Hours
8	16 – 05 - 23	Creating content planner JUNE 2023 Annisa Griya Muslim & Visit Margaria Malioboro rechecking promo materials	9 Hours
9	17 – 05 - 23	Creating content planner JUNE 2023 Annisa Griya Muslim	8 Hours
10	22 – 05 - 23	Creating content planner JULY 2023 Annisa Griya Muslim, Preparation for installing Hajj billboards & Meeting with Team Marcom	8 Hours
11	23 – 05 - 23	Annisa Griya Muslim content planner revision JUNE 2023	8 Hours
12	24 – 05 - 23	Preparation for the installation of the Hajj Billboard on JL. Laksda Adisucipto	8 Hours
13	25 – 05 - 23	Preview Reels and Content for instagram feeds	8 Hours
14	26 – 05 - 23	Loisa's hijab launching event at Karita Simanjuntak	9 Hours

15	29 – 05 - 23	Location survey for Margaria Batik (Sundari) photoshoot at Karang Pramuka, Sindu Kusuma Edupark & Kidsfun	8 Hours
16	30 – 05 - 23	Preview the content planner that will be posted on Instagram & go to Karita Taman Siswa to check the products that will be taken for the photoshoot on May 31, 2023	8 Hours
17	31 – 05 - 23	Photo shoot at Studi Amigoz Huiz Hand-held prayer rugs, mukenas & koko shirts	10 Hours