

## Public Relations Marketing Strategy In Improving Product Brand Image Through Instagram (@Wings\_indonesia)

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**ABSTRACT:** PT Sayap Mas Utama (Wings Group) 'Wings' has become a large company that exports its products worldwide since its establishment 60 years ago in East Java and is engaged in retail. In this study, the author uses Instagram and its features that exist for the implementation of Marketing Public Relations of Product Wings in making strategies to improve brand image at PT Sayap Mas Utama (Wings Group). The approach with consumers is carried out qualitatively. This type of research uses qualitative methods with in-depth interview techniques. The results of research conducted by researchers show that Wings is still lacking in promotions using Instagram, especially promotions in introducing Wings products because the content posted on Instagram shows more only for the celebrating of religious holidays, or national holidays. Meanwhile, Instagram can have a big impact on improving the brand image of the Wings Group.

**Keywords:** Marketing, Public relations, Brand Image



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## INTRODUCTION

One Marketing model that is currently becoming a trend is Social media Marketing. Marketing with social media is an alternative way for brands to disseminate information about the products offered and strengthen customer relationships with consumers to get feedback about the products offered (Daly et al., 2017; Hurl, 2016; Tang et al., 2019).

Social media offers unparalleled opportunities for marketers and provides a strategic ground to advertise products and implement other marketing tactics. Social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users to form social bonds virtually Nasrullah (2015). Which means social media is not just a place to do marketing, but is a tool and part of marketing itself (Ditillo et al., 2015; Li & Walker, 2021; Potwarka et al., 2015).

In using Social media, many creative ideas are needed, this is because the content of the content is very influential in providing information to the audience. Creative ideas can be developed well if the strategy made is very good. Marketing Public relations is one person who is tasked with developing ideas into good strategies in improving the company's brand image. In carrying out this task, a Marketing Public relations must at least master communication techniques and Marketing techniques, because it relates to how a Marketing Public relations provides information by

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advertising or publication to consumers so that the company can be interested, easily understand and understand an information conveyed by Marketing Public relations (Baba & Asami, 2022; Fleischer & Reiners, 2021; Foged, 2016; Spicer, 2016).

In addition, Marketing Public relations is required to understand that in the world of business engaged in services, currently intense global scale competition demands a basic shift in the business world itself. The process of creating and adding value can be done by providing creative ideas in the form of the best strategy to consumers or companies.

In this study, a Marketing Public relations must be able to increase productivity so that the company carried can be trusted by the audience and the company. In order to be trusted by audiences and companies, a Marketing Public Relations must also know the various kinds of Social media used to do their job. Various kinds of social media platforms that can be used as tools to run a business include Facebook, Twitter, Google+, and Instagram. Instagram is a free downloadable photo and video sharing app for iOS and Android users. This social media is still relatively new because it was released since 2010. On April 9, 2012, it was announced that Facebook was taking over Instagram for \$1 billion (Tribunnews, April 2014).

Since being acquired by Facebook, Instagram's user growth has skyrocketed. A total of 1 billion active users use Instagram globally, compiled from Hoot Suite, a provider of social media content management services. Until now in 2021, the number of monthly active Instagram users in Indonesia is reported to have reached 85,000,000 people. This is according to a recent report from the Hoot suite, a content management service site that provides online media services that also connect with various other social networking sites such as: Facebook, Twitter, LinkedIn, Foursquare, MySpace, and WordPress. That is, 22.6 percent, or almost a quarter of the total population of Indonesia, are Instagram users. Instagram users with the most dominant female gender in Indonesia. 4 It was recorded that the number reached 52.4 percent, slightly ahead of male users who reached 47.6 percent.

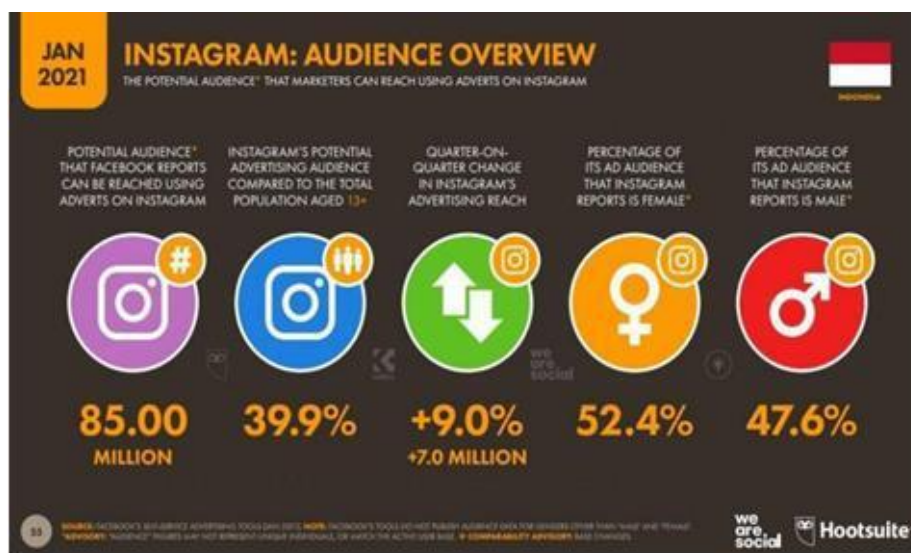


Figure 1. Instagram User Graph

Source: hootsuite we are Social Indonesian digital report 2021

With this data, there are many Instagram users in Indonesia because it is supported by attractive features and appearance. Some of Instagram's features and advantages drive tremendous user growth, which ultimately makes Instagram the choice of digital entrepreneurs to be used in their digital marketing activities, especially as a medium for branding.

Many companies are starting to promote their products through Instagram, because they can better connect with their consumers. Moreover, the video feature allows companies to better display the advantages of their products and what is the strength of their brand compared to just photos. Although the short duration of the video makes the company must have a good strategy to communicate the advantages of its products more effectively and efficiently to attract consumer interest and get many followers, and also so that the message to be conveyed through advertising on Instagram can be well received by consumers without misunderstanding.

The better the content and the number of followers of a brand, the easier it is for brands to implement strategies to attract consumers and build a good product image online. Instagram with its various features is an effective advertising medium to provide education about products to consumers, so that consumers are interested in buying these products. One brand that utilizes Instagram social media well for advertising media is PT Sayap Mas Utama (Wings Group) 'Wings' has been a large company that exports its products throughout the world since its establishment 60 years ago in East Java.

Over the years, Wings has grown to become one of the most famous brands in Indonesia. Soap and detergent became the first products produced by 'Wings', and which proved to be well received by consumers. After that, other cleaning products were introduced and strong distribution channels were formed throughout Indonesia. Over the next few decades, 'Wings' continued to expand its product range and now manufactures and sells thousands of SKUs (Stock Keeping Units) of household, personal care and food products. 'Wings' is now recognized as a leading local manufacturer and distributor of household and personal care products.

The combination of cutting-edge science and manufacturing technology will continue to make 'Wings' dedicated to providing quality products at affordable prices in accordance with the company's vision. According to Bill Canton (2012: 60), corporate image is the impression, feeling, image of the public or public towards the company, an impression that is deliberately created from a product or service offered. In his research concluded that brand image has a significant influence on purchasing decisions, which means that a good brand image influences consumers to buy a product, and vice versa a bad brand image will make consumers not buy products and switch to competitor brands, but Wings Group with its bad image as a brand whose products are widely complained about in the market, It remains a strong brand and many continue to buy and use the product because of its very affordable price. This is a question of how the bad image owned by a brand can be covered by its good image and influence consumer purchasing decisions.

#### Literature Review

Research related to the use of Social media for Marketing Public relations (MPR) in improving brand image that has been used by previous researchers. The following is previous research in the form of several journals related to research. The journals that the researchers will describe in the following sections are:

1. Irene Melia Puspita. Marketing Public Relations Brand Rejuvenation as a Marketing Strategy in Building a New Product Image. ISKIP-ISSN News: 0853-4470 - Vol. 02, No. 01 (2019), pp. 19-26 Quantitative and descriptive method approach with Primary data obtained through interviews, literature studies, while secondary data obtained from the internet performs brand rejuvenation (rejuvenation) to build a new image of Sour Sally. This is because the image of feminism is an obstacle for Sour Sally in marketing products, This study focuses on discussing Public Relations

Marketing according to Kotler & Keller and researchers only focus on Social Media Marketing, 11 both use Social media platforms as a form of Marketing in brand image.

2. Queen Balqis. Marketing Public Relations Strategy in Improving Brand Image of PT. Brodo Ganesha Indonesia. Vol. 2, No. 1, Th 2020, 51-72 P-ISSN: 2715 -7261 E-ISSN: 2715-7253. The research approach is carried out qualitatively. The type of research used is descriptive. Information was obtained from 3 informants. Data collection techniques through interviews and observations. The research data is processed qualitatively. The data analysis techniques used are coding techniques, axial coding, and selective coding. The analysis results from this study that the strategy used by Brodo in improving brand image is the Pull, Push, Pass strategy from Thomas L Harris.

3. Nathasya Wiguna Wiguna et al. Marketing Public relations via Instagram Screamous. VOL 2 NO 4 (2019), The method used in this study is Qualitative with a descriptive analysis approach and applying the constructivism paradigm, Introducing brands and products and applying pride in local products by creating favorable opinions and successful marketing. This researcher focuses on selling on Instagram and making Instagram a business channel, one of which is in the fashion sector, both using Social media platforms as a form of Marketing in brand image.

4. Siti Khopipah, Ade Tuti Turistiati. Challenges of dual roles of marketing, public relations and public relations in developing a positive image of PT. Overseas Zone. Vol 49, No. 2, 2022, pp 65-76. Data collection techniques use observation, in-depth interviews, literature studies from books and relevant articles or documents. Researchers observed the Head of MPR who also plays a role as a PR in carrying out her daily work activities. In-depth interviews were conducted to 6 informants, namely the Head of MPR, the owner and head of the company, the Head of Consultant, 1 staff member, and 2 clients / customers. The results of this study show that Marketing Public Relations of PT. Overseas Zone carries out the process of planning and evaluating programs that can encourage purchases through an effective and trustworthy communication in conducting publications (special events). Strategies to support the role of Marketing Public Relations, namely through pull strategy, push strategy, and pass strategy. The dual role of MPR and PR that are occupied by a Head of MPR has obstacles in PT. Overseas Zone such as time constraints that cannot be managed properly in holding special events, more work, and fatigue because the energy devoted to these two roles is very large, the work is less optimal. This obstacle is a challenge for the Head of MPR who also act as a PR in building a positive image of the company. The company's image is very dependent on the performance of the MPR. The solution made in overcoming obstacles in building a positive image of PT. Overseas Zone is to build good cooperation between the Head of MPR and education consultants. In addition, the company makes a new breakthrough by providing a study package product abroad that is different from other educational consulting services and target markets tailored to customer needs..

5. Valya Annisa, D'Besto's public relations marketing strategy in building brand image through Instagram. Vol. 10, Iss. 1, (Jan 2019). This study aims to find out how d'BestO's public relations marketing strategy in building brand image through Instagram. The method used in this study is descriptive qualitative with a qualitative approach. The theory used in this study is the Two Way Symmetrical Theory which has been proposed by James E. Grunig. The result of this study is the strategy of d'BestO's public relations marketing division in building brand awareness through Instagram seen from the feedback made by consumers about the information provided and also the company knows consumer needs.

## **METHOD**

This research uses qualitative methods with a case study approach. This research focuses intensively on one particular object that studies it as a case. Case study data can be obtained from all parties concerned, in other words in this study collected from various sources and describes the state of the subject or object in the research in the form of people and institutions at the present time based on facts that appear as they are.

Research methods used to examine natural object conditions, where researchers are the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization, Sugiyono (2018: 88).

The author's consideration is choosing a qualitative method with a case study approach because it discusses in depth to better know the phenomena about the behavior, opinions, attitudes, responses, feelings, desires and desires of a person or group. In this study, the data collected were in the form of words, sentences, statements and concepts.

The purpose is to describe in detail and relatively accurately the topics raised in this writing. All data collection activities are obtained from trusted and related sources from PT. Wings Mas Utama (Wings Group).

This research is descriptive with a case study approach method by focusing intensively on one object and explaining and describing the implementation of Marketing Public relations (MPR) activities in making and implementing ongoing strategies to build image at PT. Wings Mas Utama (Wings Group). Data collection techniques through interviews, observation, and documentation.

## **RESULT AND DISCUSSION**

### Discussion

In this stage, the researcher will explain the results of the research that has been carried out in the form of discussion, which the researcher will explain as follows.

#### 1. Marketing Public relations (MPR) strategy in improving

Brand Image Wings Products Through Instagram (@Wings\_indonesia).

Based on the results of the interview that the author has done to obtain and collect more valid data in the form of documentation related to the Marketing Public relations (MPR) Strategy in increasing the Brand Image of Product Wings through Instagram (@Wings\_indonesia). Ahmad S. Adnanputra, President of the Jayakarta Institute of Business and Management is an optional alternative chosen to achieve public relations goals within the framework of a public relations plan (Ruslan, 2014: 134).

Public relations strategies or aspects of the public relations approach or PRO in carrying out their responsibilities and functions to create a conducive climate between the company and its public for common goals are as follows:

#### a. Operational Strategy

Through the implementation of public relations programs carried out with community programs (sociology approach), through socio-cultural mechanisms and values that apply in society from public opinion or public will recorded in every news or reader letter and so on published in various mass media. This means that

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public relations must behave or have the ability to listen, and they only hear about the aspirations that exist in society, both about ethics, morals and social values adhered to.

### b. Persuasive and Educational Approach

The function of public relations is to create two-way communication (reciprocity) by disseminating information from the organization to its public that is educational and enlightening, as well as by using a persuasive approach, in order to create mutual understanding, respect, understanding, tolerance and so on.

### c. Public Relations Social Responsibility Approach

Crushing the attitude of social responsibility that the goals and objectives to be achieved are not aimed at unilaterally taking advantage of the target public (society), but to obtain mutual benefits.

### d. Cooperation Approach

Strive to foster harmonious relationships between organizations and various groups, both internal relations and external relations to improve cooperation. Public relations are obliged to socialize the mission of the agency they represent so that it is accepted or has support from the community (the target public). This is done in order to maintain good relations with the public (community relations), and to obtain public opinion and positive attitude changes for both parties.

### e. Coordinating and integrative approach

To expand the role of PR in society, the function of public relations in a narrow sense only represents the institution or institutions. But its broader role is to participate in supporting national development programs, and realizing national resilience in the political, economic, socio-cultural fields (Poleksosbud) and Hamkamnas. (Ruslan, 2014:143-144). With the Marketing Public relations (MPR) Strategy in Increasing Brand Image Wings Products Through Instagram (@Wings\_indonesia) has not been effective in disseminating a good or positive image using Instagram social media, but PT Sayap Mas Utama conducts Marketing Public relations (MPR) through television and also participates in events or bazaars and becomes sponsorship in various activities held.

## 2. Obstacles to Marketing Public Relations (MPR) Strategy in Increasing Brand Image Wings Products Through Instagram (@Wings\_indonesia)

The obstacle faced in the Marketing Public relations (MPR) Strategy in Increasing Brand Image Wings Products Through Instagram (@Wings\_indonesia) is that the existence of increasingly advanced technology triggers also increasingly fierce competition. In this case, there are many new products or new companies that appear with all their advantages and advantages combined in a creative and innovative way. Because of this, Wings products must be more creative and innovative in order to compete healthily and still maintain a good brand image or image and remain in demand in the eyes of the public.

## 3. Solutions in Overcoming Obstacles to Marketing Public Relations (MPR) Strategy in Increasing Brand Image Wings Products Through Instagram (@Wings\_indonesia)

The solution or effort made by PT Sayap Mas Utama in the Marketing Public relations (MPR) Strategy in Improving Brand Image Wings Products Through Instagram (@Wings\_indonesia) is by actively participating in events or events held by other parties such as PRJ (Jakarta Fair) and also being a sponsor in an activity or event such as student council with art performances or Mandalika activities and other activities. In this case, Wings products are also active in advertisements on national television and are also active in the installation of billboards or pamphlets. Other efforts made by PT Sayap Mas Utama in Marketing Public relations (MPR) Strategy in Improving Brand Image Wings Products Through Instagram (@Wings\_indonesia) are always evaluated to be a better product and loved by the people of Indonesia and also and always update about the latest technology and will also start to be active through Instagram Social media.

## **CONCLUSION**

Based on the description and analysis of research results that have been described by researchers in the previous chapter, researchers draw the following conclusions.

1. The first Public Relations Marketing Strategy is to publish through social media. In this study, researchers used Instagram social media, which contains content about Wings Group by displaying several Wings Group products, religious celebration greetings, information related to new product launches, and various fiber quiz vouchers that will be obtained by Instagram users with the aim of increasing Instagram users' brand awareness of Wings Group products.
2. The obstacle to Marketing Public relations that occurs in this study is still the lack of content that attracts the attention of Instagram users to better know what Wings Group products are, because around 60% of the contents of Wings Group's Instagram feed are only about religious celebrations.
3. Efforts made by Marketing Public relations to overcome obstacles that occur in the way are by starting to be active in informing new product launches, and various events that can be visited by adding gimmick vouchers or gift shopping for Wings Group products because it can also indirectly increase brand awareness of Wings Group products.

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