

The Implementation Project of Digital Marketing through Instagram Ads Towards Hantaran JKT

Callista Istahibbu Bil Haq¹, Aulia Zahra², Sal Sabiyla Halim Sandere³

^{1,2,3}Faculty of Economy and Business, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
2110111184@mahasiswa.upnvj.ac.id

ARTICLE INFO	ABSTRACT
Article History Received: July 2024 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: Advertisement, Social Media, Digital Marketing, Instagram	The community research aim of this research is to optimize the digital marketing of JKT Delivery Service SMEs through Instagram Ads in order to increase brand awareness and customer interaction. The main problem identified is the minimal use of digital marketing, which has resulted in a lack of brand equity and cost efficiency. The community service's team method of study include problem identification, solution recommendations, and the implementation of digital marketing strategies. The research findings of the community service activities show a significant increase in the number of reached accounts, content interactions, and direct responses from potential customers after implementing Instagram Ads solutions. Suggestions are given to continue expanding the use of digital marketing media, especially through Instagram, in order to reach a wider target market and enhance engagement.

INTRODUCTION

The tradition of giving gifts or dowries is an integral part of wedding traditions in Indonesia. This tradition has long been practiced by the community as a symbol of the groom's responsibility towards the bride and as a means of strengthening relationships between families [1]. Typically, bridal gifts consist of traditional foods such as various cakes and fruits, as well as basic necessities like rice, sugar, oil, and others. However, nowadays, many people also include beauty products such as makeup, skincare, accessories, bath essentials, clothing, and others in the gifts.

Gift-giving has now become a trend, especially with the advancement of information technology which has led to various inspirational concepts and creative design ideas for gifts [2]. As a result, there has been a rise in businesses offering gift decoration services and this type of business can be started with a small capital but can yield significant profits for the entrepreneurs, making it an attractive business opportunity that does not require fixed working hours.

Hantaran JKT is a service business that specializes in renting and decorating gift boxes. Established in 2020, it is located in North Jakarta and operated by Nini Indriyani Syam. Through our Instagram account @Hantar.Jkt, they share an inspirational collection and creative services to enhance special events. The business activities are still carried out in a simple manner, with marketing done through the Instagram social media platform, thus having the potential to reach more consumers compared to conventional marketing. Despite already using Instagram in its business, Hantaran JKT MSME can be said to have not fully maximized all the marketing features on Instagram and only uses feed and story content to advertise its products, whereas there are Instagram ads features that are currently widely used by business owners with a fairly good opportunity to increase engagement.

Digital marketing refers to the activities of promoting and finding markets through online digital media using various tools such as social networks [3]. It involves a shift in marketing strategies from traditional methods towards more modern approaches utilizing internet technology [4]. Cinthya provides an explanation of Instagram's definition, stating that "Instagram Ads is one of the advertising platforms

directly offered by the social media application Instagram, which is currently widely used by entrepreneurs to assist in promoting services and products by presenting ads on Instagram feeds and Instagram stories" [5].

Owner of Hantaran JKT still manages the work personally and does not have any employees yet. Their residential location is not permanent and far from the location of the hantaran decoration production. Their promotion strategy is limited, only posting content as testimonials and references. Additionally, there is a lack of updates on the offered products, resulting in no added value compared to similar businesses. The turnover of money and capital is not well managed.

Based on the problem analysis conducted, Markethings provides several recommendations to improve the digital marketing of Hantaran Jakarta. We suggest that Hantaran Jakarta relocate its business location from North Jakarta to the owner's house in Bekasi for cost and time efficiency. After the relocation, Markethings recommends registering the business on Google Maps and Google Business to expand the customer reach based on the nearest location. Furthermore, Markethings proposes the use of Instagram Ads to reach potential customers based on criteria such as age, gender, purchasing interests, and location. Support from engaging content on the Instagram account @Hantar.Jkt is expected to increase user engagement and expand the market. Markethings also suggests Hantaran Jakarta to create promotional content on TikTok, considering the platform's popularity in marketing and e-commerce. This is expected to enhance user engagement and create brand awareness. Lastly, Markethings advises Hantaran Jakarta to collaborate with wedding organizers (WO) as a form of business expansion, benefiting both parties and facilitating customers in finding rental and decoration services for various wedding needs.

The minimum capital needed for Hantaran JKT's business development in improving digital marketing and executing a multi-platform strategy can be calculated based on various factors. These factors comprise the expenses for creating educational content, Instagram management and promotion, and overall social media management. Considering these factors, the minimum required capital could range from Rp50,000 to Rp150,000, contingent upon the extent and intricacy of the strategy envisioned. By assisting Hantaran JKT SMEs in optimizing digital marketing, it is hoped that this business can grow and attract more consumers, as well as increase business turnover.

METHOD

This research method focuses on Hantaran JKT. This community is actively involved in community service initiatives aimed at enhancing the utilization of digital marketing to expand market reach and increase product sales. Stakeholders involved in this initiative include MSME owners, marketing experts, and marketing consultants. MSME owners provide insights on products and markets, marketing experts assist in marketing strategies, while marketing consultants provide guidance and recommendations related to digital marketing. The implementation methodology consists of several stages, starting from market and competitor analysis, formulation of digital marketing strategies, implementation of digital campaigns, to result evaluation. In this implementation, knowledge about social media, online advertising, and digital data analysis is introduced to support the success of digital marketing for MSMEs.

To support the success of community service initiatives, various tools and equipment such as computers, smartphones, data analysis software, and social media platforms are used. These tools are used to manage digital campaigns, analyze sales data, and monitor online marketing performance. Data collection techniques used include online surveys, sales data analysis, and observation of consumer interactions with digital media. The criteria for evaluating the success of digital marketing for MSMEs include an increase in website visitors, an increase in online sales, and the level of consumer interaction with digital content. The data analysis approach used involves statistical analysis to measure the impact of digital campaigns, sales trend analysis, and evaluation of the digital marketing investments made.

RESULTS AND DISCUSSIONS

Implemetation

After engaging in a discussion with the owner of Hantaran Jakarta, a decision has been reached regarding the frequent issues faced by the business. It has been determined that the owner is interested and inclined towards advertising through Instagram Ads. This approach aims to enhance engagement and expand the customer base. The convenience of the advertising features offered by Instagram Ads is deemed the most feasible solution to be implemented in the near future. Additionally, the appealing content such as captivating photos and videos posted on the Instagram account @Hantar.Jkt serves as a supportive factor for Marketings in their advertising efforts to reach the predetermined target audience.



Figure 1. Hantaran JKT Instagram Content

Advertising is carried out by promoting a specific content in the form of reels, with a duration of 3 days, targeting a wide audience of both males and females aged 22-31 in DKI Jakarta. The content is tailored towards individuals who have an interest in matters related to proposals and weddings. The insights gathered from the reels content before advertising are as follows:

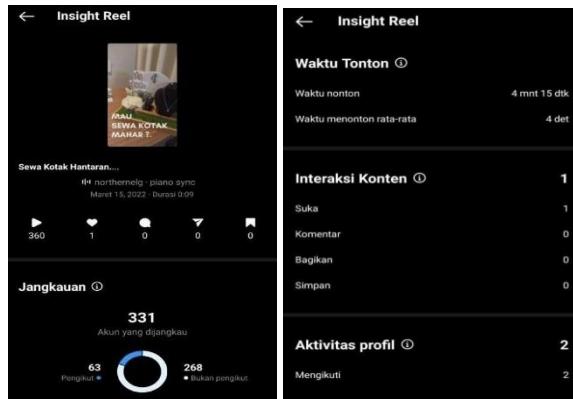


Figure 2. Hantaran JKT Instagram Isight

The Outcome of Problem Solutions

Based on the advertising campaign conducted through Instagram Ads for a duration of 3 days, the obtained results are as follows:

1. The increase in engagement on insight reels and the Instagram account Hantar.Jkt

Following advertising, there has been an increase in engagement or interaction between the audience (potential customers) and the advertised content. This interaction includes an increase in the number of followers, views, likes, shares, and saves of the content; profile visits; and visits to the link containing business contact information in the Instagram bio @Hantar.Jkt account.

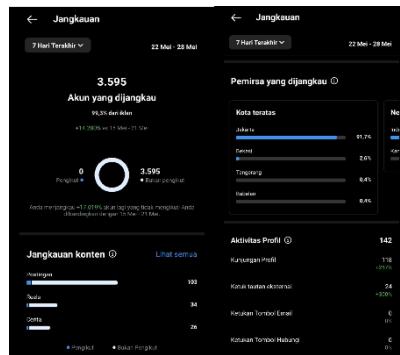


Figure 3. Overview of Instagram advertisements

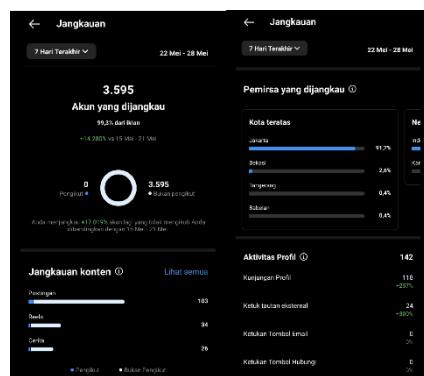


Figure 4. The account reached by the advertisement

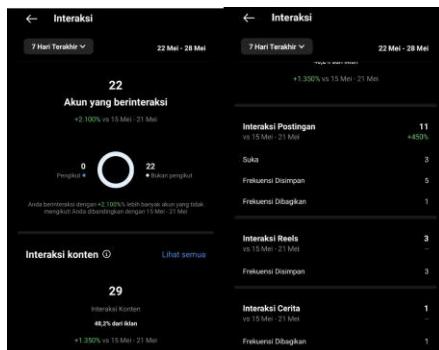


Figure 5. An account that engages with advertising content.

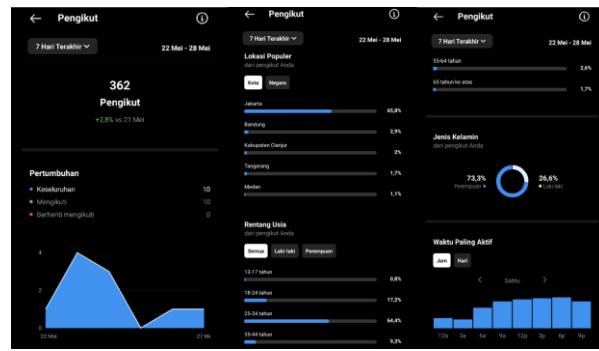


Figure 6. Follower engagement after advertising has been conducted

2. Response from potential customers to Hantaran Jakarta

Another result of advertising on one of the reels content is direct interaction from potential customers through WhatsApp. From the advertising period or from May 22 to May 25, 2023, until June 8, 2023, the owner still reports that there are several potential customers who contacted Hantaran Jakarta via WhatsApp to inquire about the price list of the services offered.

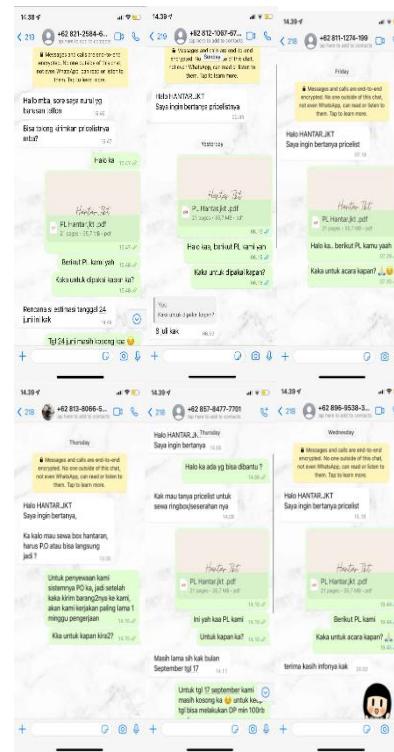


Figure 7. Customer responses via WhatsApp Delivery Jakarta

CONCLUSIONS

Based on the results of the recommended solutions to the issues and their implementation for optimizing digital marketing, Hantaran Jakarta realizes the importance of utilizing digital marketing,

especially on social media, to enhance brand equity such as brand awareness for its products. The digital marketing issues faced by Hantaran Jakarta, which were rarely addressed, have proven to have a significant impact on its business. The recommended solution to address the digital marketing issues is to advertise on the Instagram account @Hantar.Jkt through Instagram Ads feature.

After implementing the recommended solution by Markethings, Hantaran Jakarta has achieved several positive and significant outcomes within 2-3 weeks since the advertising campaign began. There has been an increase in the number of accounts reached and interactions with the content and the Instagram account @Hantar.Jkt. Additionally, enhancing direct responses from potential customers contacting the business owner via WhatsApp can also have a significant impact on the development of Hantaran Jakarta's business.

In this case, Markethings as a marketing consultant advises Hantaran Jakarta to continue and expand the use of digital marketing media, especially by optimizing the use of Instagram social media through paid advertising features to increase engagement and reach a wider target market.

REFERENCES

- [1] Puspitorini, A., Faidah, M., Lutfiati, D., & Prita, O. K. (2019). Local Wisdom Values in Dowry of Indonesia's Bridewealth: A Study of East Java Horseshoe Communities. In Advances in Social Science, Education and Humanities Research (Vol. 406), 2nd International Conference on Social, Applied Science, and Technology in Home Economics (ICONHOMECS 2019)
- [2] Setyowati, E., Maghfiroh, A., & Naam, M. F. (2023). Strategy for Increasing The Skilled Human Resources Through Training in Creating The Bridal Delivery. Abdimas: Jurnal Pengabdian kepada Masyarakat, 27(2), 128.
- [3] 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), 1–17.
- [4] Tresnawati, dan Prasetyo. (2018). Pemetaan Konten Promosi Digital Bisnis Kuliner Kika's Catering di Media Sosial. Profesi Humas, Volume 3, 103
- [5] Cinthya, 2021. SEO Marketing: Pengertian, Cara Kerja, dan Strategi yang Bisa Anda Gunakan. [www.accurate.id.](http://www.accurate.id/) URL <https://accurate.id/>. [6 Januari 2023].