

CHAPTER 1

INTRODUCTION

1.1. Background

Social media today has changed the style and way a company communicates, the way companies collaborate, and the way companies create newer and better ways of marketing.¹ According to Knibbs, a company's social media account that has a way of posting videos and photos in a very unique and interesting way, even different from others, has a very positive thing in getting good feedback from consumers.² Nowadays, social media is not only used by individuals to access information, but many organizations use social media to promote or market the products they sell.

The development of social media has undergone an interesting journey that reflects the development of technology and social dynamics that occur in this world and has become an important part of our lives, changing the way we communicate, the way we interact, and changing the way we share information with others.³ There are various social media platforms such as Facebook, Tik Tok, Twitter, Youtube, and Instagram, one of which is the social media that is widely used by companies to market the products they sell, namely Instagram.⁴

Instagram is one of the internet social media that is widely used by companies today to market the products they sell, allowing its users to publish various photos and provide various information.⁵ Having good packaging on the Instagram media display of a company so that it looks attractive to consumers can create a good perception or trust from consumers towards the company so that with this good perception or trust, it can create interest in exploring the company further.

According to McKnight, by building good trust towards consumers, it can minimize the risk of uncertainty or doubt that arises in consumers towards the

¹Uzunian S. (2013). Factors influencing 'Internet marketing' campaigns with reference to viral and permission marketing. The IUP Journal of Management Research. 9(1), 26-37.

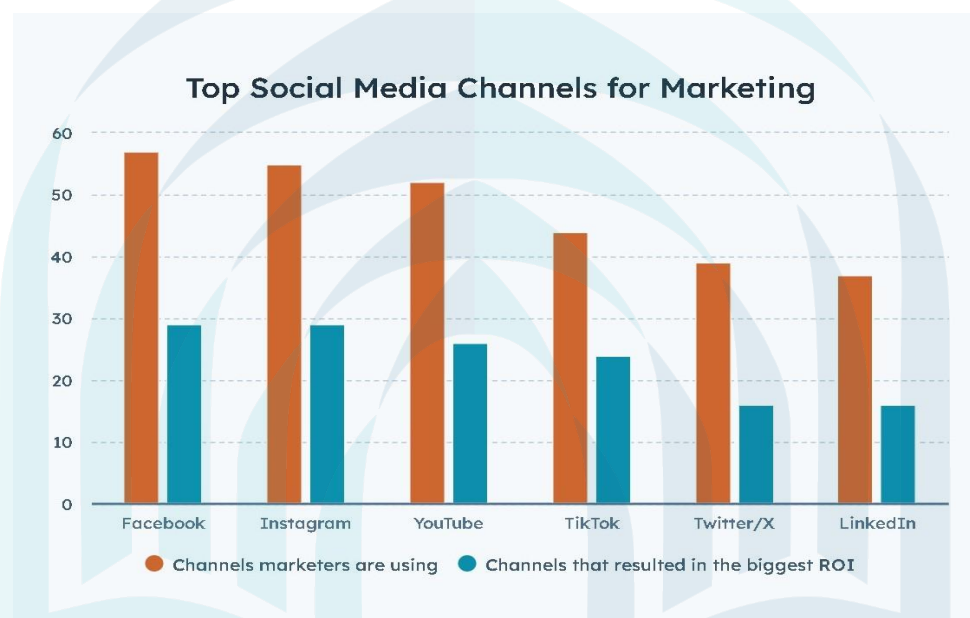
²Rochman, Encik Adhiva & BudiPermadi Iskandar. 2015. Users' Engagement Toward The Brand Accounts In Instagram Based On The AISAS Model. Journal of Business and Management. Vol.4(8)

³Dedi Putra, Development of Social Media, (Bukittinggi, <https://rri.co.id/index.php/features/667995/perkembangan-media-social>, accessed on August 02, 2024.)

⁴Ramadhan, Fadli Harisa, and Muhammad Firdaus. Utilization of social media instagram account @ MR. CREAMPUFF as a promotion to increase sales. Diss. Riau University, 2017.

⁵Aprilya, Trias. 2017. Marketing Communication Strategy Through Instagram in Increasing Customer Trust in Samarinda. eJournal of Communication Science. Vol 5 (1).

company that will be visited, in addition, by providing friendly prices, good service, and quality, it can increase the number of sales of a product so that consumers become more interested in buying products from the company.⁶The level of social media that is suitable for increasing company product marketing towards increasing sales according to Hubspot with the title "The State Of Marketing" in 2024 is as follows:



(Source: <https://www.hubspot.com/state-of-marketing>)

Picture 1 Top Social Media Channels for Marketing

It can be seen from the data image listed above that the Instagram social media platform is in 2nd place with a percentage of 55% in the use of social media which is widely used by companies to market the products they sell to consumers while the ROI (Return on Investment) or commonly referred to as the ratio of profit and loss from an investment is 29%. So it can be concluded that Instagram social media has credibility in using Instagram media to market its company with marketing communications.

⁶Anshari, Rindy. 2013. Marketing Communication Strategy Through Online Media and Level of Purchase Satisfaction (Correlational Study of Fashion Product Sales Strategy through "Instagram" on Purchase Satisfaction of USU FISIP Students). Journal of Communication Science. FLOW. Vol 2 (7).

Marketing communication through social media has been widely used for various types of marketing so that the use of Instagram social media can be classified into several parts including Travel 45%, Music 44%, Food and drink 43%, Fashion 42%, Film 41%, Health and fitness 35%, Technology 32%, Skincare/cosmetics 30%, Sports 30%, and News 28% which data is quoted from Digital Marketing Indonesia in 2024 with the following data presentation:

(Source: <https://digimind.id/demografis-cepat-di-instagram>)



Picture2Instagram User Interest

From the data above explains the classification of the interests of Instagram social media users in various divisions which have components related to marketing communications in them. As the interest of travel users where they get information related to marketing communications about tourism locations from there can increase travel marketing through Instagram social media on Ventour Travel Bukit Tinggi.⁷In addition, Instagram is also used as a sports marketing promotion media for the Triyo Sport Semarang Store, where Instagram can be utilized for the interests of athletes to collect information related to sports products.⁸

Except Coffee Shop also uses Instagram as a marketing promotion tool for their company. They use it to attract customers and collect information about the food and drinks they sell to consumers who love food and drinks.⁹Based on the concept of marketing communication according to Robert F. Lauterborn known as "4C":

⁷Syafitri, Anisya Nur, Selvi Tamara, and Putra Hery. "The Role of Marketing Consultants in Improving Marketing and Reputation at Ventour Travel Bukittinggi." BTJ: Business and Technology Journal 1.1 (2024).

⁸AL, Febrian Gilang. "Marketing Strategy in Using Instagram Social Media at Triyo Sport Semarang Store." Solutions 20.2 (2022): 180-186.

⁹Christian, Adhitya Rechandy. "Digital Communication of Online Business in the Era of Covid 19 Endemic MSME Products "Except Coffee." INOBIS: Indonesian Journal of Business and Management Innovation 6.3 (2023): 305-313.

Customer, Cost, Convenience, and Communication. Customer emphasizes the importance of understanding customer needs and desires so that the product can be well received. Cost considers production costs and consumer purchasing power to determine the appropriate price. Convenience relates to ease of product access, especially in online marketing through social media and the web. Communication has evolved from one-way promotion to two-way communication between producers and consumers, thus creating more effective interactions and increasing positive responses to the product.¹⁰

Marketing communication is a factor that influences the increase in sales. This is proven by a 2023 study by Isniyunisafna Diah Delima, Sri Murdilah Fournawati, and Delima Widyatari looking at how the Gipang Lestari snack business in Cilegon uses Instagram as a marketing medium. The results show that the 4C model and social media such as Instagram collaborated with WhatsApp can help increase sales, because Instagram is a popular and easy-to-use promotional platform.¹¹

Furthermore, research conducted in 2019 by Novia Rande Suwardi and Muhammad Asdar explored the Aryaduta Makassar Hotel with the 4C model through Instagram. The results showed that effective communication, easy access, competitive prices, and attention to customer needs are important factors in increasing hotel occupancy based on maximizing Instagram social media.¹²

The latest research conducted in 2021 by Marianus Saldanha Neno looked at how Rumah Makan Kahang Jaya Liliba used digital marketing during the Covid-19 pandemic. The results showed that this restaurant used digital strategies such as collaboration with GrabFood and promotions on Instagram in addition to offline marketing. Digital marketing, according to Philip Kotler's 4C model, increases consumer engagement in products, prices, and interactions. The collaboration with GrabFood is considered innovative because it can meet customer demand quickly.¹³

Based on the descriptions above, it states that the 4C Communication Theory

¹⁰ Marianus Saldanha Neno, "Analysis of the Utilization of Digital Marketing at the Kahang Jaya Liliba Restaurant During the Covid 19 Pandemic," tt, <https://doi.org/10.35508/glory.v2i2.4816>.

¹¹ Isniyunisafna Diah Delima, Sri Murdilah Fournawati, and Delima Widyatari, "Utilization of Digital Marketing in Increasing Sales of Gipang Lestari Snack Food Business Actors in Citangkil District, Cilegon," 2023.

¹² Novia Rande Suwardi, "Integrated Marketing Communication in Increasing Room Occupancy at Aryaduta Makassar Hotel," Fajar University Makassar, 2019.

¹³ Marianus Saldanha Neno, "Analysis of the Utilization of Digital Marketing at the Kahang Jaya Liliba Restaurant During the Covid 19 Pandemic," Faculty of Economics and Business, Nusa Cendana University, 2021 <https://doi.org/10.35508/glory.v2i2.4816>.

put forward by Robert F. Lauterborn, namely Customer, Cost, Convenience, and Communication, has a great influence on a company's Instagram marketing in increasing their sales, which of the four things analyzes various things that can have an impact on increasing the Company's sales. This is in accordance with Gontor Auto Service which uses Instagram social media as a means of marketing its products to increase sales at Gontor Auto Service.

Gontor Auto Service, as one of the business units of Pondok Modern Darussalam Gontor (PMDG), focuses on providing car service and spare parts in Ponorogo. Among the total of 25 car repair shops in the area, Gontor Auto Service plays an important role by offering quality services to meet the vehicle maintenance needs of the surrounding community.¹⁴ With the lack of quality and affordable workshop options in Ponorogo, Gontor Auto Service is here as a trusted solution. This business unit not only reflects PMDG's commitment to superior service but also addresses the challenge of limited access to reliable vehicle service.¹⁵

In marketing products and services in the automotive sector using one of the social media platforms, namely Instagram, Gontor Auto Service Instagram can be accessed via the @Gontorautoservice account as shown in the following image:



(Source: Gontor Auto Service official Instagram account)

Picture3 Gontor Auto Service Instagram

¹⁴Central Statistics Agency (BPS) of Ponorogo Regency, <https://ponorogokab.bps.go.id/-statictable/2015/01/21/115/jumlah-industri-dan-kerajinan-rakyat-non-formal-menurutjenisnya-2013>.

¹⁵Vincent-Wayne Mitchell, Defining and Measuring the Quality of Customer Service, Marketing Intelligence & Planning, December 1990.

Gontor Auto Service has 1,342 followers with 112 posts, with this number of followers, Gontor Auto Service has only just started using Instagram for marketing media since October 2022 or around 1 year and 6 months, which number was obtained from organic followers or Instagram followers obtained manually without purchasing strategies or fake tricks.

With the large number of posts from the Gontor Auto Service Instagram account, only 17 posts are marketing and 95 other posts are informative. Here are 5 large workshops in Ponorogo based on the number of followers and posts:

Table1Number of Instagram Followers of Workshops in Ponorogo

No	Workshop Name	Account Name	Followers	Posts
1	Gontor Auto Service	@gontorautoservice	1,481	134
2	Olimartcitraprima	@olimartcitraprima	700	339
3	Sarno Auto Service	@sarnoautoservice	638	441
4	Makruf Car Workshop	@makrufbengkelmo	291	39
5	Forward Tire Ponorogo	@majubanponorogo	273	159

(Source: Researcher analysis from a workshop in Ponorogo)

By looking at the number of followers and posts that exist and have been done by Gontor Auto Service, it turns out that there is no correlation with marketing promotion because the content based on the results of the researcher's observations is still informative while marketing promotion is still low compared to the number of posts 134 only 110 posts are informative and 24 other posts are marketing.

The research results of Isniyunisyafna Diah Delima, Sri Murdilah Fournawati, and Delima Widyatari which state that Instagram is very effective as a marketing medium for a company and this is in line with the 4C theory which strengthens the research that Instagram with the application of this theory can make a company successful in marketing a product, especially in the current context at Gontor Auto Service.¹⁶

Based on the descriptions above, it is said that by implementing good Marketing Communication using a digital platform that is widely used by many

¹⁶ Isniyunisyafna Diah Delima, Sri Murdilah Fournawati, and Delima Widyatari, "Utilization of Digital Marketing in Increasing Sales of Gipang Lestari Snack Food Business Actors in Citangkil District, Cilegon," 2023.

people, namely Instagram, it can make it easier for Gontor Auto Service to increase their sales to consumers. However, Gontor Auto Service has not yet marketed its products, its prices are not appropriate, and marketing will be the place of Gontor Auto Service itself. Therefore, researchers are interested in conducting further research to find out how marketing communication through Instagram occurs at Gontor Auto Service in increasing sales. So the researcher took the title "Auto Service Marketing Communication Through the Instagram Account @gontorautoservice in Increasing Sales."

1.2. Formulation of the problem

Based on the problems encountered by the author, the formulation of the research problem is how is the marketing communication strategy of Gontor Auto Service through Instagram social media in increasing sales?

1.3. Research purposes

Based on the problems formulated by the researcher, the purpose of this research is to find out how Gontor Auto Service marketing communication via Instagram social media increases sales.

1.4. Benefits of research

This research is expected to provide benefits for the development of a science. The benefits of this research are:

1.4.1. Theoretical Benefits

This research is expected to provide benefits and literature reviews for the development of marketing communications in the study of social media as a marketing medium.

1.4.2. Practical Benefits

This research is expected to provide benefits for Gontor Auto Service Marketing Staff to develop more effective marketing strategies on Instagram by optimizing content, increasing interaction with customers, and more appropriate promotional strategies.

1.5. Literature review

1.5.1. Previous Research

The first study, conducted in 2020 by Isna Siskawat, and Indri Yuliani with the research title "Instagram as a Marketing Communication Media for Azmah Muslimah Syar'i Hijab". The purpose of the study was to find out how to utilize Instagram social media as a marketing communication media for Azmah Muslimah.

This study uses a marketing communication approach with a qualitative descriptive research type. The results of this study conclude that Azmah Muslimah in marketing its products, uses features available on Instagram, such as uploading photos, captions, arroba, hashtags, instastory, and highlights.

In addition to utilizing Instagram features, Azmah Muslimah also uses the services of models for each of its product photos and endorsements from selebgrams (Instagram celebrities) and provides giveaways to support its product marketing.

This study uses customer oriented 4C (customer solution, customer cost, convenience, communication). The similarity of this study with the research of Isna Siskawat, and Indri Yuliani is the similarity in the use of marketing communication with 4C namely (Customer, Cost, Convenience, and Communication) through Instagram social media.

The difference between Isna Siskawat's and Indri Yuliani's research with the researcher lies in the focus of the research, where in this research the researcher focuses on utilizing Instagram media to increase sales, while in the research above, Instagram is only used as a marketing medium at the Hijab Syar'i Azmah Muslim store and the last difference lies in the location of the research, where the research above researched at the Hijab Syar'i Azmah Muslim Store, while this research is located at Gontor Auto Service.¹⁷

The second study, conducted in 2023 by Rania Salsabila with the research title "Marketing Communication Strategy for Up-to-Date Products and Competitive Prices in an Effort to Increase Customer Loyalty at the Lovable Hijab Store in Jepara Regency". The purpose of the study was to determine how

¹⁷ Riska Priyataurus Wantoro, "Instagram Media in Online Marketing Communication (Qualitative Descriptive Study on the Instagram Account @askxorg)," Communication Science Study Program, Faculty of Communication and Informatics, Muhammadiyah University of Surakarta, 2020.

the up-to-date product and competitive price strategies carried out by the Lovable Hijab Store increase customer loyalty. This study uses a constructivism paradigm using a qualitative descriptive method.

The results of this study conclude that Lovable Hijab Shop has several products that are produced by themselves and sold at Lovable Hijab Shop (Consumer), Lovable Hijab Shop has set a basic price with the price of raw materials and its promotion (Cost), Lovable Hijab Shop also pays attention to elements such as strategic location, marketing coverage and friendly service and good speech (Convenience).

Lastly, Lovable Hijab Store has also communicated by promoting its products through direct marketing or direct marketing by means of promotion, after promotion by means of giveaways, advertising, giving discounts and endorsements to influencers (Communication).

The similarity between this research and Rania Salsabila's research is the similarity in the use of marketing communications with 4C, namely (Customer, Cost, Convenience, and Communication) with a qualitative descriptive method through Instagram social media.

The difference between Rania Salsabila's research and the researcher's research lies in the focus of the research, where in this research the researcher focuses on utilizing Instagram media to increase sales, while in the research above, Instagram is only used to increase customer loyalty at the Lovable Hijab Shop and the last difference lies in the location of the research, where the research above researched at the Lovable Hijab Shop in Jepara, while this research is located at Gontor Auto Service.¹⁸

The third study, conducted in 2023 by Latif Ahmad Fauzan, Yuni Esa Anugrah, Laela Noviana, Nadya Almandita Putri, Ahmad Rizqi, and Ezarine Vani with the research title "Analysis of Marketing Mix 4C Strategy and Branding Ijen Batik Bondowoso". The purpose of the study was to determine how to apply Instagram social media as a marketing medium for Ijen Batik MSMEs. This study uses a qualitative research approach with primary data from

¹⁸Rania Salsabila, "Marketing Communication Strategy for Up-to-Date Products and Competitive Prices in an Effort to Increase Customer Loyalty at the Lovable Hijab Store in Jepara Regency", Communication Science Study Program, Faculty of Languages and Communication Sciences, Sultan Agung Islamic University, Semarang, 2023.

observations and interviews with the owners and employees of Ijen Batik, and secondary data is taken from documentation and literature reviews.

The results of this study conclude that Ijen Batik Bondowoso is one of the MSMEs engaged in batik production and has utilized digital marketing to develop their business. Based on the analysis, although it has not implemented the element of comfort (Convenience), Ijen Batik Bondowoso has implemented other elements,

Related to the understanding of marketing, branding is also how Ijen Batik tries to attract attention and provide consumer needs (Costumer). Ijen Batik Bondowoso has succeeded in considering relevant costs to achieve marketing effectiveness (Cost). can be seen from the interaction on Instagram social media and how branding elements are conveyed to consumers, although it was found that this communication was not fully effective (Communciation).

The similarity of this research with the research of Latif Ahmad Fauzan, Yuni Esa Anugrah, Laela Noviana, Nadya Almandita Putri, Ahmad Rizqi, and Ezarine Vani is the similarity in the use of marketing communications with 4C, namely (Customer, Cost, Convenience, and Communication) through Instagram social media.

The difference between the research of Latif Ahmad Fauzan, Yuni Esa Anugrah, Laela Noviana, Nadya Almandita Putri, Ahmad Rizqi, and Ezarine Vani and the researcher lies in the focus of the research, where in this research the researcher focuses on the use of Instagram media to increase sales, while in the research above it is about the analysis of the Marketing Mix 4C strategy and Brand Image, the next difference lies in the products sold, where the researcher researches automotive products while the research above is about clothing, the last difference lies in the location of the research, where the research above researches in Ijen Batik Bondowoso while this research is located in Gontor Auto Service Ponorog.¹⁹

The fourth study, conducted in 2021 by Florencia Jovi Saptika with the research title "Marketing Strategy of Coffee Shop Setetes Kopi in New Normal Conditions". The purpose of the study is to analyze internal and external

¹⁹ L Fauzan, Latif Ahmad, et al. "Analysis of Marketing Mix Strategy and Branding of Ijen Batik Bondowoso." JABN 4.1 (2023): 13-29.

environmental factors that can be strengths, weaknesses, opportunities, and threats to Coffee Shop Setetes Kopi, formulate alternative marketing strategies that are appropriate for Coffee Shop Setetes Kopi, and determine the priority of alternative marketing strategies that are good to be implemented by Coffee Shop Setetes Kopi.

This study uses quantitative analysis and qualitative data processing. The results of this study conclude that Coffee Shop a drop of coffee during the Covid-19 pandemic there is a tendency to increase consumption of ready-to-drink instant coffee such as cold coffee beverages, ready-to-drink coffee, and specialty instant coffee where consumers have the view that instant coffee is the best choice of coffee because they do not have to visit the coffee shop directly and avoid being attacked by the Covid-19 virus (Customer).

Coffee Shop In selling its products, it has set affordable prices, even though the price already covers all the costs required, although there is a slight comparison of IDR 1,000 - IDR 5,000 if you buy it using Grabfood or Gofood, but the shop often provides promotions in the form of discounts on shipping services (Cost).

Coffee Shop Kopi Gelar Kopi itself has a strategic location and is easy to reach, even access is very easy to find using online motorcycle taxis (Convenience), Coffee Shop Gelar Kopi also uses Instagram social media in marketing to introduce their products and build good communication to the general public (Communication).

The similarity between this research and Florencia Jovi Saptika's research is the similarity in the use of marketing communications with the 4C theory, namely (Customer, Cost, Convenience, and Communication) through Instagram social media as a marketing medium.

The difference between Florencia Jovi Saptika's research and the researcher's research lies in the focus of the research, where in this research the researcher focuses on utilizing Instagram media to increase sales, while in the research above, they only look for a suitable strategy for the Coffee Shop, a drop of coffee, the research above also uses a quantitative method while the researcher uses a qualitative method and the last difference lies in the location of the research, where the research above examines the Coffee Shop, a drop of

coffee, while this research is located at Gontor Auto Service.²⁰

The fifth study, conducted in 2020 by Novie Susanty Wallad with the research title "The Role of Marketing Communication in Tokopedia's Customer Journey Program During the 2020-2021 Pandemic". The purpose of this study is to elaborate or find out more about Tokopedia's customer journey, starting from customer introduction to the product to becoming a loyal customer through Tokopedia's customer journey during the pandemic through Bright Vassel's customer journey stages consisting of Awareness, Consideration, Acquisition, Service, Loyalty and 4C from Robert F. Lauterborn consisting of Customer (Customer needs-Consumer Solution-Consumer Value), Cost, Convenience and also Communication.

This study uses a descriptive qualitative method with a post-positivism research paradigm. The results of this study found that in the role of marketing communication, there are many media used by Tokopedia to interact with its customers, but online media such as social media Instagram is one of the most frequently used media by Tokopedia (Communication), in addition because of the interaction between customers and Tokopedia, (such as through responsive customer service) makes customers loyal (Customer).

Regarding the challenges faced related to the increasingly aggressive competitors in conducting promotions, the choice remains in the hands of the customer. Therefore, from the customer journey it was found that the way to overcome it is through an application that is easier to use, namely Instagram (Convenience), promotions that are in accordance with the target market (Cost), and the level of consumer trust in Tokopedia which is very attached.

The similarity of this research with Novie Susanty Wallad's research is the similarity in the use of marketing communications with 4C, namely (Customer, Cost, Convenience, and Communication) and the difference between Novie Susanty Wallad's research and the researcher lies in the focus of the research where in this research the researcher focuses on the use of Instagram media to increase sales while in the research above Tokopedia is used as a medium to increase consumer loyalty to the Tokopedia application and the last difference

²⁰ Florencia Jovi Saptika, "Marketing Strategy of Coffee Shop A Drop of Coffee in New Normal Conditions," Syarif Hidayatullah State Islamic University, 2021.

lies in the research media where the research above uses the Tokopedia application while this research uses the Instagram application.²¹

1.5.2. Conceptual Basis

1.5.2.1. Marketing Communications

a. Marketing Communications

According to Machfoedz, the term "marketing communications" is used to describe information provided by a company to the public about a product.²² According to Sutisna, marketing communication is an effort to convey information to the public, especially target consumers, regarding the existence of a product in the market.²³ According to Fandy Sutjipto, marketing communications include activities aimed at disseminating information, persuading and reminding the target market about the Company and its products so that consumers are willing to accept, buy and become loyal to the products offered.²⁴ According to William G Nickels, marketing communication is a communication process between sellers and buyers that supports decision making in the marketing field, where this process aims to create more satisfying exchanges through shared awareness to do good things.²⁵

From the explanation above, it can be concluded that marketing communication is the process of delivering messages to consumers or markets with the aim of providing information, influencing, reminding, and arousing the desire to act. This communication has a strategic role in bridging sellers and buyers, thus facilitating the flow of information more efficiently and increasing the chances of achieving mutually beneficial agreements.

²¹Novie Susanty Wallad, "The Role of Marketing Communication in Tokopedia's Customer Journey Program During the 2020-2021 Pandemic", Faculty of Communication Sciences, Advertising and Marketing Communication Study Program, Mercu Buana University, 2021.

²²Patria, Gloria, and Febta Meldisia. "Implementation of Marketing Communication Strategy Through Instagram Media (Study on Pawonputri_tgr)." Proceedings of the National Seminar on Law, Business, Science and Technology. Vol. 2. No. 1. 2022.

²³Hamzah, Radja Erland, Rialdo Rezeky Manogari, and Riska Putri Shabrina. "Marketing Communication Strategy of Kaman Coffee Shop in Increasing Consumer Loyalty." *Komunikata* 57 1.1 (2020): 50-59.

²⁴Mariah, Yuni. "Promotion Mix Factors on Cadets' Decisions to Choose Djadajat Maritime Academy in 2023." *Djadajat Maritime Scientific Journal* 1.1 (2023): 1-10.

²⁵Turmudi, Moh, and Sun Fatayati. "Marketing Communication of Educational Services." *Indonesian Journal of Humanities and Social Sciences* 2.1 (2021): 69-78.

In the marketing process, there are several marketing communication principles that are important to note, namely honesty, relevance, credibility, and empathy for customers. Each of these principles provides a strong foundation in building good relationships between marketers and customers and creating effective communication.²⁶

1) Honesty (Transparency)

In buying and selling transactions, honesty is very important. Transparent communication provides a sense of trust to customers and ensures that the information provided is not misleading. This principle is in line with the teachings of Islam which emphasize the importance of honesty in every aspect of life, including in muamalah (buying and selling). This is reflected in the word of Allah SWT in the letter Al-Baqarah verse 275:

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ۚ
ذَلِكَ أَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا ۚ وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

Meaning: People who eat (take) usury cannot stand but stand like a person who has been possessed by the devil because of (the pressure of) insanity. Their situation is like that, because they say (opinion), actually buying and selling is the same as usury, even though Allah has permitted buying and selling and forbidden usury.²⁷

2) Credibility

Credibility is key in building customer trust. The message delivered must be credible and in accordance with reality. Islam emphasizes the importance of maintaining credibility and honesty in every interaction including in business. In the context of communication, honesty in marketing is a major principle as explained in the Hadith of the Prophet narrated by Tirmidhi and Ibn Majah that buying and selling must be done properly, honestly and reliably:

²⁶Axel Matthew, Erick Stefan, "Transparency and Honesty in Online Advertising", Jurnal Intelek dan Cendekiawan Nusantara, Vol: 1 No: 3, June - July 2024.

²⁷Shaikh Prof. Dr. Imad Zuhair Hafidz, <https://tafsirweb.com/1041-surat-al-baqarah-ayat-275.html>

إِنَّ التَّجَارَ يُبْعَثُونَ يَوْمَ الْقِيَامَةِ فُجَّارًا إِلَّا مَنْ اتَّقَى اللَّهَ وَبَرَّ وَصَدَقَ

It means : "Indeed, traders will be resurrected on the Day of Resurrection as fajir (evil) people except traders who fear Allah, do good and act honestly" (HR. Tirmidhi and Ibn Majah).²⁸

3) Empathy towards customers

Empathy is understanding the needs and desires of customers. In marketing communications, empathy means being able to interact with customers personally and understand their situations. Marketing communications will also greatly influence a business if it implements a marketing strategy that matches understanding the needs of customers, so that the company will get a positive response from consumers because it is in accordance with its marketing strategy on social media.

Media plays an important role in delivering communication messages. As the main medium, media functions to channel messages from sender to recipient in a communication process. Social media offers a more personal, individual, and interactive two-way communication so that producers can understand their consumer behavior, interact directly and personally and build deeper bonds with their audience.²⁹

Social media is an activity, practice and habit that develops among various communities that gather online to share information, knowledge and views through conversational media. This conversational media is a web-based application that allows users to create, send and share content in the form of text, images, video or audio.³⁰

To make it easier for social media practitioners, Regina Luttrell developed The Circular Model of Some, a communication planning model specifically for social media. This model was introduced as a social communication planning approach known as the Circular Model of Some for Social Communication, which consists of four main aspects: Share, Optimize, Manage, and Engage.

²⁸Muhammad Abduh Tuasikal, MSc, <https://rumaysho.com/2699-berkah-dari-kejujuran-dalam-bisnis.html>

²⁹Puntoadi, D., Creating Sales Through Social Media, (Jakarta: PT Elex Media Computindo, 2011), 21.

³⁰Luttrell, R., How to Engage, Share and Connect, (London: Rowman& Littlefield, 2015), 35.

These four elements provide a guide for practitioners in designing a solid and effective communication strategy on social media platforms.³¹

1) Share

Where is my audience? What types of networks do they use? It is important for social media practitioners to understand where and how consumers interact because this provides a great opportunity for companies to establish connections, build trust, and determine the channels that allow for effective interaction.

2) Optimize

Are there issues that need to be addressed? What kind of content should be shared? How is the company being talked about? Optimizing every conversation is crucial because an effective and well-optimized communication plan will have maximum impact on the company's message and values.

3) Manage

Relevant messages to manage, measure, and monitor must be well designed to ensure communication effectiveness. By using a media management system such as Hootsuite, companies can monitor conversations in real time, respond directly to consumers, send private messages, monitor discussions, and measure success and failure.

4) Engage

Who needs to be engaged and how? Does the company want consumers to take action on the information they share? Developing an engagement strategy is challenging, but when companies understand the benefits of authentic engagement, strong, relevant relationships can be formed.

³¹Rizky, Nurul, and Sri Dewi Setiawati. "The use of Instagram social media Haloa Cafe as online marketing communication." *Journal of Communication Science* 10.2 (2020): 177-190.

1.5.2.2. Instagram as a Marketing Media

Social media consists of two words: "media" and "social". "Media" means communication tools, and "social" means the social reality that everyone must do things that are beneficial to society.³² So, social media is a method of communication used by people in the social process. According to Philip Kotler, social media is a platform where users can exchange information such as text, images, videos, and audio with other people and with companies.³³

One of the functions of social media is to expand the network of human social interaction using web and internet technology. Social media has succeeded in changing the practice of unidirectional communication of broadcast media from one media institution to many audiences into the practice of dialogic communication between many audiences. Social media also supports the democratization of knowledge and also information and social media.³⁴

Social media in modern times has been widely used for marketing media for a company, including Facebook, Twitter, Market place, and Instagram. Instagram is a social networking platform for sharing photos and videos owned by Meta Platforms, an American company. Users can upload media through this application, which can be changed with filters or customized with hashtags and geotagging.

Instagram then turned into a platform to get criticism and suggestions from Indonesian netizens. Many world celebrities upload their photos to get criticism and suggestions from Indonesian netizens, and their uploads can be shared publicly or with pre-approved followers. By using content tags and locations, users can see trending content, like photos, and follow other users to add content to their personal feeds.³⁵

Instagram is currently one of the largest social networks with more than half a billion users and continues to grow. This platform has become the center of marketing activities and its existence even threatens the Company's own media (Owned Media) and paid media (Paid Media). The network built by Instagram

³²Mulawarman, ADN (2017) 'Social Media User Behavior and Its Implications Reviewed from the Perspective of Applied Social Psychology', UGM Journal, 25(1), pp. 36–44. doi: 10.22146/buletinpsikologi.22759.

³³Philip Kotler et al. Marketing Management: Asian Perspective. Yogyakarta: ANDI, 1999.

³⁴Purbohastuti, AW (2017) 'Effectiveness of Social Media as a Promotional Media', Jurnal Ekonomika, 12(2), pp. 212–231.

³⁵ ["Instagram Stories are Now Being Used by 500 Million People Daily"](#). Social Media Today. Retrieved April 20, 2023.

allows marketers to connect with customers more intensively and at a lower cost. In addition to marketers, news publishers also widely use Instagram as a tool to distribute their content and reach new audiences.³⁶

1.5.3. Theoretical basis

1.5.3.1. Marketing Mix

Marketing mix according to KEMENKOPUKM (Ministry of Cooperatives and Small and Medium Enterprises) is a set of marketing variables managed and combined by the Company to achieve the expected response from the target market. Simply put, the marketing mix is a strategy that utilizes various marketing activities simultaneously to increase sales.³⁷

Every company certainly needs a strategy to market a product so that the product made can reach consumers in the right way. One of the marketing strategies is a marketing strategy. a combination or marketing mix strategy; in other words, the overall marketing mix strategy is a combination of various marketing factors that can be monitored by a business so that it can develop along with the times to fulfill all company goals. The variables contained in the marketing mix strategy are customer need, cost, convenience, communication.³⁸ According to the thoughts of several experts, the definition of Marketing Mix (Promotion Mix) includes:

- 1) Philip Kotler said that, he gave the following definition of the marketing mix: the marketing mix is a collection of marketing variables that can be controlled and used by a particular company to achieve the desired sales level in the target market.³⁹
- 2) According to William J. Stanton, the marketing mix is a combination of a product, how to distribute and promote it, and the price of the product. These four elements must be able to satisfy the needs of the organization's target market and at the same time to achieve market

³⁶Nina Surtiretna, et al., *Online Business*, (Bandung: Mizan, 2015), p. 61

³⁷Tiffany Revita, November 2022, "Marketing Mix: Definition, Strategy and Examples of Its Application", <https://dailysocial.id/post/bauran-pemasaran>.

³⁸Ali, Muhammad, Muhammad Ilyas, and Chaudhary Abdul Rehman. "Impact Of Consumer Centric Marketing Mix Elements On Consumer Buying Behavior; An Empirical Investigation In Context Of FMCG Industry Of Pakistan." *Kuwait Chapter of the Arabian Journal of Business and Management Review* 5.5,(2016), p. 30.

³⁹Nadeak, Banuara. "SWOT Analysis in Fiber Marketing Strategy at Pt. Asia Pasific Fiber." *Economic Reviews Journal* 3.2 (2024): 1015-1025.

objectives.⁴⁰

- 3) Kotler & Armstrong defines the marketing mix as the tactical marketing tools that a company combines to produce the desired response in the target market by controlling product, price, distribution, and promotion.⁴¹

Therefore, it can be concluded that the marketing mix is a type of marketing that is carried out continuously among the components in the mix. marketing itself. All components cannot function without each other. help from others. The company uses all four components. as a way to meet the needs and desires of clients.

1.5.3.2. Marketing Mix4C

According to Buchari Alma, marketing mix is a strategy to combine various marketing activities to produce an optimal combination that can provide the best results. Marketing mix, also known as "Marketing Mix" in Indonesian, is an important basis in business models. This concept was first introduced in 1948 by Neil Borden, a marketing professor from Harvard who was inspired by the journal of his colleague Prof. James Culliton.⁴²

In a book written by Vincent Gaspersz in 1993, Robert F. Lauterborn changed the 4P marketing mix model by using another approach and perspective. This concept later became known as the 4C Marketing Mix or 4C marketing mix, this marketing mix focuses more on customer needs and interests and prioritizes the perspective of the consumer while making customers the core of the marketing strategy.⁴³

Marketing mix is a collection of tools that management can use to increase sales (Kotler, 2003).⁴⁴ According to Nurcholifah (2014), the application of marketing mix can be used in important or dangerous situations.⁴⁵ The 4C

⁴⁰Afriani, Sulisti, et al. "Introduction to Marketing Mix (4p) to Determine Marketing Strategy for Processed Products of Students of SMKN Agribisnis Dangau Datuk, Bengkulu City." Budimas: Journal of Community Service 5.1 (2023).

⁴¹Kotler, Philip, and Gary Armstrong. Principles of Marketing. Vol. 12. No. 01. edition, 2011, p. 48

⁴²Alfi Yuda (March 2021), "Understanding Marketing Mix, Concept, Objectives, Functions, and Benefits Obtained", <https://www.bola.com/ragam/read/4515422/pengertian-marketing-mix-detik-besar-function-dan-besar-yang-didapat>.

⁴³ Suwardi, "Integrated Marketing Communication in Increasing Room Occupancy at Aryaduta Makassar Hotel." Diss. Fajar University, 2018.

⁴⁴Nurcholifah, Ita. "Marketing mix strategy in sharia perspective." Khatulistiwa Journal LP2M IAIN Pontianak 4.1 (2014): 73-86.

⁴⁵Ramadhan, Febriansyah. The Influence of Marketing Strategy and Brand Awareness on Consumer Purchase

marketing mix (Marketing Mix 4c) is often referred to as a contemporary version of the previously known 4P marketing mix (Product, Price, Place, Promotion). This mix includes consumers, costs, convenience, and communication. The marketing model that focuses on customer interests is the 4C marketing mix. The following is an explanation of the 4C marketing communication mix (Marketing Mix 4C)⁴⁶:

1) *Customer*

The customer element shows how important consumer value or customer value is for the survival of a company. So this element allows the company to understand and know and be able to fulfill what the customer needs, customer desires and customer expectations are (customer needs, wants and insights). In addition, products/services are able to create value for consumers/customers.

2) *Cost*

Cost is an element in the marketing mix that is equivalent to price in the 4P concept. Cost refers to the expenditure that must be made by consumers to obtain a product or service. Therefore, pricing should be based on the level of consumer willingness to pay for the product or service. This means that the Company needs to consider the extent to which consumers are willing to pay according to the value offered by the product or service. In addition, cost determination is also influenced by the target consumer. Cost includes pricing strategies including ensuring that the price set is comparable to the value of the product or service received by consumers.

3) *Convenience*

Convenience is one of the elements in the 4C marketing communication model that emphasizes the importance of providing convenience for consumers in accessing and enjoying products or services. In an era where convenience is a priority in various aspects

Interest Using Instagram Media (Case Study on Kopiboi in East Jakarta). Diss. Indonesian College of Economics Jakarta, 2023.

⁴⁶Suwardi, Novia Rande. Integrated Marketing Communication in Increasing Room Occupancy at Aryaduta Makassar Hotel: Study of the Implementation of 4C Model Marketing Communication. Diss. Fajar University, 2018.

of life, people tend to want everything that is instant, simple, and fast without requiring much effort.

Therefore, businesses that are able to provide convenience by providing convenience appropriately or simplifying the process have a great opportunity to attract consumers' attention. This can be done through various supporting tools that make it easier for customers, expanding customers as work partners, and creating loyalty programs for loyal consumers.

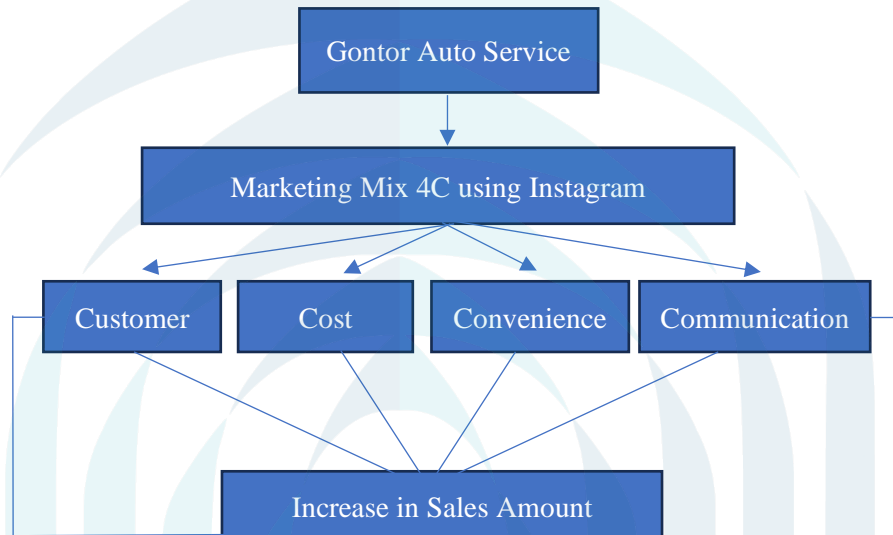
4) *Communication*

Communication is one of the elements in the 4C marketing model. This element has a close relationship with how the Company conveys the messages it wants to convey to consumers so that consumers are interested in the Company for the sale of services provided.



1.5.4. Framework of Thinking

Based on the results of the preliminary study that was conducted previously with the theoretical basis presented, the researcher established the framework for thinking in this study as follows:



(Source: Researcher Processing)

Picture 4 Framework of Thinking (Researcher Essay)

In this study, the researcher explores Gontor Auto Service (GAS) Marketing Communication in increasing sales, where the marketing communication mix plays an important role in increasing sales at Gontor Auto Service where the marketing communication mix is associated with activities on Instagram. Advertising professor Robert Lauterborn shared a different strategy in 1990 along with the 4 Ps of the marketing mix. In Litani's book "New Advertising: Four Ps Past: C-words Takeover", published by the broadsheet newspaper Advertising Age (now known as Ad Age), he discusses the 4Cs of the marketing mix: costumer, cost, convenience, and communication.⁴⁷

In the first indicator, the researcher explores about customers. The data is related to the activities carried out by Gontor Auto Service in conducting marketing communications through Instagram to target and attract consumers to use/buy products and use their services. Furthermore, the researcher also analyzes the content of Gontor Auto Service in its utilization for marketing

⁴⁷Alberto Carniel, "The ultimate guide to marketing mix: 4Ps, 7Ps, 8Ps, 4Cs, 7Cs, Dec 27, 2019", December 27, 2019, <https://www.albertocarniel.com/post/marketing-mix>.

through Instagram media.

In the second indicator, researchers dig up data on prices given to customers (cost). The data relates to what activities Gontor Auto Service does using Instagram to highlight special promotions or discounts to attract customers. In addition, researchers also look for data related to consumers who will be targeted by special prices or promotions and what obstacles occur during the implementation of these activities.

In the third indicator, researchers dig up data on ease of access in finding the business or company (convenience). The data is data related to the marketing communication process carried out by the company for customers which aims to provide convenience in accessing places, information, services, and communication with customers through Instagram media.

In this stage there are characteristics of ease of access (convenience) that distinguish it from other stages because the goal is to increase sales quickly. The tools that can be utilized by Gontor Auto Service in its efforts to increase sales through Instagram are by including a link-tree that aims to make it easier for customers to access all types of services from Gontor Auto Service itself.

In the fourth indicator, researchers dig up data on good communication between companies and customers (communication). The data relates to the marketing communication process through Instagram social media where Gontor Auto Service makes the platform a marketing communication channel for its target customers.

1.6. Research methodology

1.6.1. Research Design

Research design is a series of procedures and methods used to collect and analyze data, as well as determine the variables to be discussed in the research. Research design is also defined as a strategy that allows researchers to systematically connect each element of the research, so that the process of analysis and determination of research focus becomes more effective and efficient.⁴⁸

According to Sugiyono, qualitative research is a method used to study

⁴⁸Salmaa, March 2023, "Research Design: Definition, Types, and Examples", <https://penerbitdeepublish.com/mesin-penelitian>.

phenomena in natural conditions, not in experimental settings. The researcher acts as the main instrument in the data collection process which is carried out through triangulation techniques (combining several methods). Data analysis is inductive and the main focus of this research is to find meaning from the data collected rather than making broad generalizations.⁴⁹

Descriptive qualitative research is a type of research that aims to provide an in-depth description of a phenomenon or event that occurs. This method uses a strong contextual understanding of the research subject without changing or controlling variables. "What" happens is prioritized over "why" or "how" something happens.⁵⁰

1.6.2. Subjects and Objects of Research

1.6.2.1. Research Subject

The subject of research according to Suharsimi Arikunto in his book "Research Procedures: a practical approach" says that the subject of research is a line or boundary of research that is useful for researchers in determining objects or people as the attachment point of research variables. Meanwhile, according to Muhammad Idrus, the subject of research is an element of objects, individuals or organisms as a source of information needed by researchers to obtain research data.⁵¹

In a study, researchers do not have to examine all objects that are observed. In qualitative research, sampling techniques that are often used are purposive sampling, and snowball sampling. In this study, researchers used purposive sampling techniques in determining informants. Purposive sampling is a technique for taking samples of data sources with certain considerations. These certain considerations, for example, the person who is considered to know the most about what we expect, or maybe he is a ruler/has more expertise so that it will make it easier for researchers to explore the objects/social situations being studied.⁵² For that, the researcher determined several criteria to obtain

⁴⁹Salsabila Nanda, April 2024, "Qualitative Research Methods: Definition, Types, & Examples", <https://www.brainacademy.id/blog/method-penelitian-kualitatif>.

⁵⁰Waruwu, Marinu. "Qualitative Research Approach: Concept, Procedure, Advantages and Role in Education." Afeksi: Journal of Educational Research and Evaluation 5.2 (2024): 198-211.

⁵¹Populix, 2023, "Research Subjects: Definition, Characteristics, and Types", <https://info.populix.co/articles/subjek-penelitian>.

⁵²Sugiyono, Quantitative, Qualitative and R&D Research Methods (Bandung: Alfabeta, 2015). Pages 218-219

informants who were considered to have the most understanding of Gontor Auto Service's marketing communication strategy. These criteria are: First, the person has a role in policy making in Automotive marketing. Second, the person has a role in formulating marketing in Automotive marketing. Third, the person is directly involved in the Gontor Auto Service marketing process, both as marketers and as target markets (consumers). Based on the above criteria, the informants in this study are as follows:

Table 2 Research Informants

No	GAS Management Name	Position
1	Revelation Aris Wibowo, S.Pd	Head of Gontor Auto Service Branch
2	Nina Hendra Putri, S.Kom	Marketing Manager
3	Syayidah Rofiqoh, SH	Gontor Auto Service Customer Service

(Source: Researcher's thoughts)

1.6.2.2 Objects Study

The object of research according to Satibi said that, the object of research in general aims to map or describe the research area or research target as a whole. This includes the characteristics of the region, its development history, organizational structure, and other main tasks and functions in accordance with the mapping of the intended research area.⁵³

From the above understanding, in this study, the researcher focuses on the use of Instagram as the main media for marketing communication by Gontor Auto Service, with the aim of increasing sales and attracting customer attention through digital marketing strategies implemented on the platform, namely Instagram.

⁵³Halim, Minak. "The Influence of Formal Communication and Informal Communication on Civil Servant Work Productivity at the Human Resources Empowerment Agency of Central Lampung Regency". Diss. Muhammadiyah University of Metro, 2023.

1.6.3. Location and Time of Research

1.6.3.1. Location

The research location in this study is Gontor Auto Service which is located in Ponorogo Regency, located at Jl. Sultan Agung No.21, Bangunsari, Ponorogo District, Ponorogo Regency, East Java 63419 Tel. +62 812-2594 9952. Official Instagram account @Gontorautoservice.

1.6.3.2. Research Time

The time required for this research is five months, which is calculated from August 2024 to December 2024, of which the researcher has divided the 5 months into the following schedule:

Table 3 Research Time Implementation Table

No	Activity	August				September				October				November				December			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Title Determination																				
2	Submission of Proposal																				
3	Drafting and Revising Proposals																				
4	Proposal Test																				
5	Interview Draft																				
6	Interview With Source																				
7	Writing Interview Results																				
8	Data Analysis																				
9	Data Input																				
10	Thesis Examination																				

(Source: Researcher's thoughts)

1.6.4. Method of collecting data

Data collection methods are techniques or ways used by researchers to collect data. Robert K. Yin said in his book that evidence or data for case study purposes can come from six sources, namely: documents, archival records, interviews, direct observation, participant observation, and physical devices.⁵⁴ However, in this study the researcher only used three types of methods for data collection, namely: interviews, documentation, and observation. Then, based on the source, the data is divided into two parts, namely Primary Data and Secondary Data.⁵⁵

1.6.4.1 Primary Data

Primary data is data obtained from the first data source or first hand at the research location or research object. Primary data in this study will be obtained through interviews and observations.

1) Interview

Berger said that an interview is a conversation between a researcher-a person who hopes to obtain information and an informant or someone who is assumed to have important information about an object. Interviews are a data collection method used to obtain information directly from the source. Interviews in qualitative research, which are referred to as in-depth interviews or intensive interviews and are mostly unstructured.⁵⁶

In interview activities, there are several types of interviews that are commonly found in research activities, namely structured interviews, semi-structured interviews, and unstructured interviews.⁵⁷ In this study, the researcher used a semi-structured interview type.

Semi-structured interviews are often also known as directed interviews or guided free interviews, meaning that the interview is conducted freely, but in a directed manner while remaining on the

⁵⁴Robert K. Yin, *Case Studies: Design & Methods*, 14th ed. (Jakarta: Rajawali Press, 2015). Page 103

⁵⁵Kriyantono, Ph.D., *Practical Techniques of Quantitative and Qualitative Communication Research*. Page 147

⁵⁶Kriyantono, Ph.D. Page 289

⁵⁷Yusuf Abdhul Azis, September 2022, "Types of Interviews", <https://deepublishstore.com/blog/jen-jen-interview>.

main issue that will be asked and has been prepared in advance.⁵⁸In this semi-structured interview, the interviewer will prepare a list of written questions based on the theory or concept of the research but allows the interviewer to ask the questions freely. The interviewer is allowed to develop questions according to the study and conditions. The use of preliminary and semi-structured interviews by researchers is based on a reason, namely its more flexible nature in collecting data, in addition, with this model of interview researchers can dig deeper into the data and find problems more openly, so as to gain more understanding of what is stated by the informant. In this study, researchers will conduct face-to-face interviews with informants, and are carried out in turns from one informant to another.

2) Observation (Observation)

In addition to using the interview method, the next data collection method used is observation. Observation is defined as the activity of observing directly without a mediator of an object to see closely the activities carried out by the object.⁵⁹Observation focuses on describing and explaining research phenomena. These phenomena include interactions (behaviors) and conversations that occur between the subjects being researched.

Guba and Lincoln, said that the use of observation as a data collection method is based on several reasons, namely observation is based on direct experience, observation techniques also allow seeing and observing for yourself, then recording behavior and events as they occur in actual conditions, allowing researchers to record events in situations related to proportional knowledge or direct knowledge obtained from data, can ensure the habits that exist in the data received, allow researchers to translate things that are considered complicated, and become a solution to cases that may not be observed using other techniques.⁶⁰

⁵⁸Kriyantono, Ph.D. Page 291

⁵⁹Kriyantono, Ph.D. Page 300

⁶⁰Lexy J. Moloeng, *Qualitative Research Methods*, 40th ed. (Bandung: PT Remaja Rosdakarya, 2021). Pages 174-175

Rachmat Kriyantono wrote in his book that in a study there are two types of observation methods, namely participant observation and non-participant observation. Researchers use the type of non-participant observation method, this method is an observation method where the researcher acts to observe and does not participate in activities such as those carried out by the group being studied.

Researchers will conduct observations by observing marketing programs where these programs are programs related to the type of content posted, frequency of promotion, interaction with customers and marketing communication strategies. Observations made by researchers are expected to make researchers understand the marketing communication strategy program used by Gontor Auto Service so that it has an impact on increasing the number of sales.

1.6.4.2 Secondary Data

Secondary data is data obtained from second or secondary sources. This data can be obtained from documents or archives and also from the results of previous studies. Secondary data that will be used in this study is Documentation.

The documentation method is historical research that aims to systematically and objectively explore past data, framing, semiotics, discourse analysis, qualitative analysis using documentation as its method.⁶¹ In case studies, the use of documents is useful to support and supplement evidence from other sources. First, documents help verify the correct spelling and titles or names of organizations that have been mentioned in interviews. Second, documents can add other specific details to support information from other sources. Third, inferences can be made from documents.⁶²

Documents are records of past events, documents can be in the form of writing, images, videos or monumental works of a person. Documents in the form of writing, for example, diaries, life histories, stories, biographies, regulations, policies. Documents in the form of images, for example, photos, motion pictures, sketches and others. Documents in the form of works, for example, works of art, which can be in the form of pictures, statues, films, videos

⁶¹Kriyantono, Ph.D., Practical Techniques of Quantitative and Qualitative Communication Research. Page 308

⁶²Yin, Case Study: Design & Methods. Page 104

and others.⁶³

The use of this method is to strengthen the research results from interviews and observations, so that the data becomes more credible or trustworthy. In this method, researchers utilize written documents such as records of the number of visitors, policies, regulations, information in the form of news or coverage that has existed and image documents in the form of photos related to Gontor Auto Service's marketing communication strategy on its Instagram social media.

1.6.5. Data analysis

Data analysis is the process of selecting, grouping, and sorting data into patterns or categories, and dialoguing data with data, both data in one pattern/category so that themes can be found and can be done through hypothesis testing.⁶⁴ Another opinion also says that data analysis is the process of systematically searching and organizing data obtained from interviews, field notes, and other materials, so that it can be easily understood, and the findings can be communicated to others. Data analysis is done by organizing data, breaking it down into units, synthesizing it, arranging it into patterns, choosing what is important and what will be studied, and making conclusions that can be told and easily understood by others.⁶⁵

Data analysis in qualitative research is carried out before entering the field, while in the field, and after finishing in the field. In this study, the author uses the data analysis method proposed by Miles and Huberman. Miles and Huberman stated that activities in qualitative data analysis are carried out interactively and continue continuously until complete, so that the data is saturated. Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification.⁶⁶

1) Data Reduction

Reducing data means summarizing, choosing the main points, focusing on the important things, looking for themes and patterns. Thus,

⁶³Sugiyono, Quantitative, Qualitative and R&D Research Methods. Page 240

⁶⁴Kriyantono, Ph.D., Practical Techniques of Quantitative and Qualitative Communication Research. Page 355

⁶⁵Sugiyono, Quantitative, Qualitative and R&D Research Methods. Page 244

⁶⁶Sugiyono. Page 246

the reduced data will provide a clearer picture, and make it easier for researchers to collect further data, and search for it if needed.⁶⁷

In reducing data, each researcher will be guided by the objectives to be achieved. The main objective of qualitative research is on findings. So if something is found that is considered foreign, unknown, and does not have a pattern, that is what researchers should pay attention to in reducing data.⁶⁸ In the data reduction process, the researcher will start by determining the phenomena that will be used as research material and the theories that will be applied in this research, then the researcher will sort and select the data obtained according to the theme of this research, namely related to the marketing communication strategy at Gontor Auto Service in increasing its sales through Instagram social media.

2) Data Presentation.

Data presentation is defined as a collection of structured information that allows for drawing conclusions and taking action.⁶⁹ In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. In this case, Miles and Hubberman stated that the most frequently used to present data in qualitative research is with narrative text.⁷⁰

The presentation of data in this study is in the form of narrative text obtained through the process of drawing conclusions and taking previous actions, and it is possible that researchers will include charts or graphs in the presentation of data in this study.

3) Drawing Conclusions and Verification

The third step in qualitative data analysis according to Miles and Huberman is drawing conclusions and verification. Drawing conclusions is defined as part of the activity of a complete configuration. The conclusions that exist will also be verified during the research.⁷¹ Drawing

⁶⁷Sugiyono. Page 247

⁶⁸Sugiyono. Page 249

⁶⁹Miles, MB and Hubberman, AM, *Qualitative Data Analysis, A Sourcebook of New Methods*, ed. (Translator: TR Rohidi) (Jakarta: Universitas Indonesia Publisher, 1992). Page 16

⁷⁰Sugiyono, *Quantitative, Qualitative and R&D Research Methods*. Page 249

⁷¹Miles, MB and Hubberman, AM, *Qualitative Data Analysis, A Sourcebook of New Methods*. p. 16

conclusions is based on the formulation of problems that are focused more specifically and that have been previously determined. The results of the analysis are the answers to the research problems that have been determined. The initial conclusions put forward are still temporary, and will change if no strong evidence is found to support the next stage of data collection. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.⁷²

Conclusions in qualitative research are new findings that have never been found before. Findings can be in the form of a description or picture of an object that was previously still dim or dark so that after being studied it becomes clear, can be in the form of a causal or interactive relationship, and in the form of a hypothesis or theory.⁷³ In this study, the researcher will conclude the data obtained from interviews, observations, and documentation that have gone through the process of data reduction and data presentation. The data will be a finding in the form of a description or picture of an object that was previously unclear, and the finding can also be in the form of a hypothesis or theory.

1.6.6. Validity of Data

In qualitative research there are several ways used to develop data validity. Researchers will check the validity of the data using triangulation techniques. Triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison to the data.⁷⁴ Wilian Wiersma in Sugiyono's book said that triangulation in this credibility testing is interpreted as checking data from various sources in various ways, and at various times. Thus there is source triangulation, data collection technique triangulation, and time triangulation.⁷⁵

In this study, the researcher will use one triangulation technique, namely source triangulation. Source triangulation to test the credibility of data is done

⁷²Sugiyono, Quantitative, Qualitative and R&D Research Methods. Page 252

⁷³Sugiyono. Page 253

⁷⁴Moloeng, Qualitative Research Methods. Page 330

⁷⁵Sugiyono, Quantitative, Qualitative and R&D Research Methods. Page 273

by checking data that has been obtained through several sources.⁷⁶ The method of implementing source triangulation is that researchers will collect information/data from several different informants, then the data will be described, categorized, find out which views are the same, which are different, and which are specific among the informants. From the previous explanation, source triangulation can be done by checking the truth of information obtained from several different sources.



⁷⁶Sugiyono. Page 274