

Analysis of Promotion Effectiveness Using Instagram Social Media at Zaky & Dicky Cafe

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Abstract

The purpose of this study was to determine whether Zaky & Dicky Cafe's Instagram advertising efforts were effective. Instagram is an image and video sharing program that allows users to take photos, record videos, apply digital filters, and share their creations on various social networking networks. To determine its efficacy on social interaction, researchers used the EPIC analysis model (empathy, persuasion, impact, and communication) and tested it individually using the average score technique. The population and samples were taken from customers of Zaky & Dicky Cafe. Sampling was carried out using a census technique of 300 samples. Results Based on the research, Zaky & Dicky Cafe's marketing with Instagram social media is effective. The Persuasion dimension is the highest dimension of the four EPIC Models. Consumers are satisfied with the reality they receive based on the promotion of Zaky & Dicky Cafe using Instagram social media.

Keywords: Communication; Emphaty; Impact; Persuasion; Social Media Instagram.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui apakah upaya periklanan Instagram Zaky & Dicky Cafe efektif. Instagram adalah program berbagi gambar dan video yang memungkinkan pengguna mengambil foto, merekam video, menerapkan filter digital, dan berbagi kreasi mereka di berbagai jaringan jejaring sosial. Untuk mengetahui efikasinya terhadap interaksi sosial, peneliti menggunakan analisis model EPIC (empati, persuasi, dampak, dan komunikasi) dan mengujinya secara individual menggunakan teknik skor rata-rata. Populasi dan sampel diambil dari pelanggan Zaky & Dicky Cafe. Pengambilan sampel dilakukan dengan teknik sensus sebanyak 300 sampel. Berdasarkan hasil penelitian, pemasaran Zaky & Dicky Cafe dengan media sosial instagram efektif. Dimensi Persuasion merupakan dimensi tertinggi dari keempat EPIC Model. Konsumen merasa puas atas kenyataan yang diterimanya berdasarkan promosi Zaky & Dicky Cafe dengan menggunakan media sosial Instagram..

Kata kunci: Komunikasi; Empati; Dampak; Persuasi; Media Sosial Instagram.

INTRODUCTION

The café industry has a lot of potential because everyone needs food at some point (Aarnio & Hämäläinen, 2008). People's behavior is now practical. However, in the past, daily meals were often prepared at home with family members. However, more and more individuals are eating out at home, in cafes, whether with family, friends, or co-workers, and that is already a necessity. As a result, restaurants and cafes must be more responsive to these requirements in order to meet consumer needs in accordance with consumer expectations.

Efforts are underway to advertise the company's business, mostly through marketing communications (Gambetti & Graffigna, 2010; Houman Andersen, 2005). To communicate the message to the general public, especially the intended customer, marketing communication is needed. There are different types of promotions that can be used to make customers remember and want to make a repurchase.

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Zaky & Dicky Cafe is one of the cafes in Bangkinang City, Kampar Regency. In maintaining its business, café owner Zaky & Dicky is constantly making promotional efforts to increase its appeal and introduce the menus offered to customers. This promotional activity is carried out through conventional means and utilizes technological literacy by making interesting advertisements.

Advertising is one of the most popular methods for businesses to communicate persuasively with potential customers and the general public (Putri & Irfandi, 2019). Advertising is an important element of today's industrial society. The existence of the contemporary world relies heavily on advertising, as advertising has the ability to directly influence the mindset of customers and introduce goods or services created by businesses (Srinivasan, 2014; Zhao et al., 2022).

With the passage of time, conventional media has begun to be abandoned as the presence of newer technologies with more complete features take over certain responsibilities. The growth of information and communication technology literacy, especially in the internet era and various technical advancements of gadgets from various internet-based marketing, social media is seen as promising as a medium of marketing, mass communication, and public relations. This type of media is corporate, interactive, cheaper, faster, and reaches more target consumers. Compared to traditional forms of communication, social media can quickly spread information and has a very wide reach.

The presence of social media with all its benefits, has become ingrained in human existence. Social media is one of the many media that arise due to changing times. Social media is an internet-based medium that allows users to represent themselves and engage, cooperate, share, communicate, and create virtual social relationships with other users (Tsimonis & Dimitriadis, 2014; Zhao et al., 2022). Social media is a digital medium in which social reality occurs and space-time users interact. On the internet, the same or similar values that exist in communities and communities can be found. Basically, some internet experts believe that social media on the internet is a reflection of what is happening in the real world, such as plagiarism (Cathrin et al., 2020).

Social media is a website-based feature that allows individuals to engage in communities and build networks (Snead, 2013). We may engage in different types of trading, collaboration, and interaction with each other on social media in the form of text, images, and audiovisual. Twitter, Facebook, Instagram, blogs, and social media platforms (Puntoadi, 2011). The way individuals discover, read, and exchange news, information, and material is changing thanks to social media. Social media is a mixture of sociology and technology that transforms individuals from content consumers to content producers by turning morphology (one to many) into conversation (many to many) and information democracy (Mano, 2014; Sassen, 2002).

Instagram is one of the social networking platforms with amazing smartphone capabilities that allow users to post images easily. Instagram's social system requires being a follower of another user's profile or having an Instagram follower. By giving likes and commenting on images that have been posted by other users, contacts between other Instagram users can be formed.

Based on the background and phenomena outlined, this study can be drawn formulation of the problem "Whether instagram social media has been effective in promotional activities at Zaky & Dicky Cafe in Bangkinang City. The purpose of the study, to find out the effectiveness of instagram social media in promotional activities at Zaky & Dicky Cafe in Bangkinang City.

RESEARCH METHODS

The research took place at Zaky & Dicky Cafe for two months, starting in May 2021 and ending in June 2021. Qualitative and quantitative data, as well as primary and secondary data sources are used.

Questionnaires, research files, and observations are all methods of collecting data. The respondents in the study were Zaky & Dicky Cafe customers. The sample strategy used in this study is incidental sampling, which is the process of selecting anyone who is present in the research object. This is because the number of population and samples is unknown, so the author set the population number as many as 300 people from Instagram social media. This is in accordance with the opinion (Ardianto, 2014) said that if the population is not limited, researchers can calculate the number. Validity tests, reliability tests, average scores, and cumulative scales of average dimensions are used as data analysis tools in EPIC Model research.

The EPIC technique was invented by A.C. Nielsen. (Aida et al., 2018) which is a leading research company in the world that includes the four critical dimensions, namely:

1. Empathy

Empathy is a mental state in which a person identifies or feels himself or herself in the same emotional or cognitive state as another individual or group. Empathy according to (Siti Marwah, 2019) can be interpreted as the capacity and tendency of a person (observer) to understand what others (targets) think and feel in certain situations. The dimension of empathy determines whether customers like ads or not and explains how they see the relationship between ads and their personalities.

The empathetic component of a brand offers useful information. Affect and consumer cognition are engaged in empathy; Affection and cognition are two types of internal psychological reactions that consumers have to stimuli and environmental events. In layman's terms, affection refers to how you feel, whereas cognition refers to how you think. Affective reactions may be good, negative, pleasant, or unpleasant, and consumers can experience four different types of affective responses: emotions, unique feelings, moods, and judgments that vary in intensity and improvisation.

2. Persuasion.

A promotional message causes a change in beliefs, attitudes, and behavioral desires. According to (Duriyanto, 2013) Persuasion is a change in ideas, attitudes, and behavioral intentions caused by promotional messages referred to as persuasion. This dimension explains what can be provided from this form of marketing communication to improve the brand, so that the ad acquires knowledge about the effect of advertising on the consumer's desire to buy and the capacity of advertising to build brand appeal.

The level of customer participation in the product message determines the persuasive technique to be used. The core route and peripheral path to persuasion are two cognitive processes that can be used in promotional communications, such as advertising, to persuade customers. Consumers in the mid-field are focused on the promotion of advertising products. Consumers interpret product messages in advertising to develop ideas about product features and implications, which they then incorporate into attitudes and desires.

When customer engagement levels are minimal, peripheral pathways to persuasion emerge. Consumers in peripheral channels are more interested in "peripheral" stimuli such as celebrities or popular and interesting music than product messages in advertising.

3. Impact

Impact determines whether a brand can differentiate itself from other brands in the same category, as well as whether advertising can effectively engage people in the communicated message. According to (Duriyanto, 2013) The quantity of product information that customers

obtain as a result of their involvement with the product or option is the intended promotional effect.

The quantity of product knowledge communicated by customers through their level of engagement with the product and/or selection process is the desired effect of advertising results. Different levels of product knowledge exist among consumers, which can be used to understand new information and make purchasing decisions. Product knowledge can be divided into four categories: product class, product form, brand, and model.

4. Communication

This dimension offers data on consumers' capacity to remember the main message, their understanding of the message, and the intensity of the message's impact. Sharing something with someone, trading, talking about something with someone, telling someone something, chatting, brainstorming, connecting, and making friends are examples of communication. As a communications marketing, a cognitive processing point of view is essential to creating a successful marketing plan.

RESULTS AND DISCUSSIONS

Based on the results of research, it can be known that the use of Instagram social media has recently been quite popular among the wider community, especially after the outbreak of the COVID-19 outbreak that hit almost the entire world, including Indonesia. Consumers can use Instagram to find out the location of Zaky & Dicky Café, as well as all available services and food. Promotional activities on Instagram can help you reach new consumers and other Instagram users. Zaky & Dicky Cafe has 1,730 followers, this can be seen as figure 1.



Figure 1 Zaky & Dicky Cafe Instagram Social Media

The owner of Zaky & Dicky Cafe is required to be able to create communication and establish good relationships with its customers by using Instagram as a communication and marketing tool. Table 2 is the following information about the number of zaky Dicky Cafe & Resto customer visits in 2020.

Table 1. Number of Consumers Zaky Dicky Cafe & Resto July - December 2020

No.	Month	Consumers (person)
1.	July	2.175
2.	August	2.225
3.	September	2.650
4.	October	2.825
5.	November	2.975
6.	December	3.200

Source: Zaky Dicky Cafe & Resto Bangkinang, 2021

The number of customers at Zaky & Dicky Cafe in 2020 increased from July to December, as seen in table 1 above. This is because customers are not satisfied with the repetitive food prepared at home. Consumers at Zaky & Dicky Cafe are divided into two groups: dine-in (those who eat at the café) and take-out (those who eat elsewhere) (consumers who pack takeaways).

Instagram promotional media is considered successful if the results obtained are in accordance with the company's goals and result in purchases by consumers of the company's goods and services which ultimately leads to increased sales. The efficacy of promotional media can be determined by assessing its effectiveness, or success in achieving the desired goal (Hereyah & Sari, 2020). Promotions carried out using the social media platform Instagram fall into the effective category, according to his research (Dewi, 2018).

Epic Dimension Analysis Results (Empathy, Persuasion, Impact, Communication)

The EPIC model is used to measure the effectiveness of the Zaky & Dicky Cafe social network, namely through the dimensions of Empathy, Persuasion, Impact, and Communications, based on the results of data collection through the dissemination of questionnaires to 300 respondents, then from the results of questionnaires, the results of analysis and calculation of 4 (four) dimensions of the EPIC Model are used to measure the effectiveness of zaky & dicky café social networks.

As stated that the characteristics of EPIC assessed are represented in 12 statements in the questionnaire, and answers are selected from 5 (five) answer options on the Likert scale 1 to 5. The following are the details of each EPIC Dimension as well as the results of its calculations.

Empathy Dimension (Empathy)

The Empathy component verifies the attractiveness of a given fish based on thinking (cognition) and the level of likes in the ad based on emotions (affection). The Empathy Dimension in this study is represented by three (three) statements:

- a) I love the promotion done by Zaky & Dicky Cafe through the Instagram Social Network, so that I am able to build good communication with the café and commit to inviting others to come and buy.
- b) The promotion carried out by Zaky & Dicky Cafe through the Instagram Social Network is very interesting and easy to understand.
- c) Promotions carried out by Zaky & Dicky Cafe through the Instagram Social Network have their own characteristics so that they are different from other competitors.

The following table displays the results of data collection from 300 respondents on three (three) empathy dimension statements.

Table 2. Empathy Dimension Questionnaire Results Tabulation

Scale	Weight	Number of Respondents		
		Empathy 1	Empathy 2	Empathy 3
Strongly Disagree	1	22	27	20
Disagree	2	35	38	37
Neutral	3	71	53	80
Agree	4	77	69	74
Strongly Agree	5	95	113	89
Total		300	300	300

Source: Processed Data, 2021

In addition, the average value of the collected data is calculated to evaluate the success rate of the Empathy dimension.

Empathy Dimension Average Score:

$$\begin{aligned}
 X(E1) &= \frac{(1 \times 22) + (2 \times 35) + (3 \times 71) + (4 \times 77) + (5 \times 95)}{300} = 3,63 \\
 X(E2) &= \frac{(1 \times 27) + (2 \times 38) + (3 \times 53) + (4 \times 69) + (5 \times 113)}{300} = 3,68 \\
 X(E3) &= \frac{(1 \times 20) + (2 \times 37) + (3 \times 80) + (4 \times 74) + (5 \times 89)}{300} = 3,58 \\
 X \text{ Empathy} &= \frac{(3,63 + 3,68 + 3,58)}{3} = 3,63
 \end{aligned}$$

So that :

STE	TE	CE	E	SE
1,00	1,81	2,61	3,41	4,21

$X_{Empathy}$

The Empathy component produced an average cumulative score of 3.63, according to the findings of a research study evaluating the efficacy of Zaky & Dicky Cafe social network advertising using the EPIC Model. Empathy scores are in the Effective ranking range, which ranges from 3.41 to 4.21 on a five-point scale.

Dimensions of Persuasion

The persuasive dimension educates marketers on what ads might provide to enhance or reinforce the character of the products or services provided, allowing advertisers to better understand the effect of advertising on customers' desire to frequent Zaky & Dicky Cafe attractions.

This shows that clients find promotional materials through the Zaky & Dicky Cafe Instagram social network very good (interesting) and they like the campaign. The persuasion aspect in the study is represented by three statements :

- a) I am more confident in the promotions made by Zaky & Dicky Cafe through the Instagram Social Network, so I want to make a purchase and communicate it to others to buy.
- b) Promotions carried out by Zaky & Dicky Cafe through instagram social network are able to build trust in the menu offered.
- c) The promotion carried out by Zaky & Dicky Cafe through the Instagram Social Network is very real and in accordance with the original conditions given to consumers.

The following table displays the data collection findings of 300 respondents on 3 (three) statements of persuasion dimensions.

Table 3. Tabulation of Persuasion Dimension Questionnaire Results

Scale	Weight	Number of Respondents		
		<i>Persuasion 1</i>	<i>Persuasion 2</i>	<i>Persuasion 3</i>
Strongly Disagree	1	26	26	21
Disagree	2	38	37	36
Neutral	3	53	54	78
Agree	4	69	69	76
Strongly Agree	5	114	114	89
Total		300	300	300

Source: Processed Data, 2021

In addition, the average value of the collected data is calculated to evaluate the efficacy level of the Persuasion dimension.

Persuasion Dimension Average Score :

$$\begin{aligned}
 X(P1) &= \frac{(1 \times 26) + (2 \times 38) + (3 \times 53) + (4 \times 69) + (5 \times 114)}{300} = 3,69 \\
 X(P2) &= \frac{(1 \times 26) + (2 \times 37) + (3 \times 54) + (4 \times 69) + (5 \times 114)}{300} = 3,69 \\
 X(P3) &= \frac{(1 \times 21) + (2 \times 36) + (3 \times 78) + (4 \times 76) + (5 \times 89)}{300} = 3,59 \\
 X_{Persuasion} &= \frac{(3,69 + 3,69 + 3,59)}{3} = 3,66
 \end{aligned}$$

So that :

	STE	TE	CE	E	SE
	1,00	1,81	2,61	3,41	4,21
	$X_{Persuasion}$				

Based on the EPIC Model, the Persuasion dimension gave an average cumulative score of 3.66 in the analysis of promotional efficacy evaluation studies through the Zaky & Dicky Cafe social network. The Effective scoring range includes persuasion scores, which are between 3.41 and 4.21 on the scale.

This shows that in providing menus to customers, consumers evaluate promotions through the Zaky & Dicky Cafe Instagram social network, including promotional media that can be trusted and in accordance with actual circumstances, so that customers have confidence in the menu provided by Zaky & Dicky Cafe.

Impact Dimension

The Impact Dimension determines whether an ad for a product may seem more creative than advertising other items in a comparable category, which is achieved by the level of customer engagement with the menu they choose. The Impact Dimension in this study is represented by 3 (three) statements :

- a) I learned of Zaky & Dicky Cafe from the promotional activities they do through the Instagram Social Network so motivated and decided to buy.
- b) Zaky & Dicky Cafe uploads photos of consumers and makes their promotional content on Instagram social media.
- c) Zaky & Dicky Cafe create content for a very unique menu and then uploaded on Instagram social media

The following table displays the results of data collection from 300 respondents on 3 (three) Impact dimension statements.

Table 4. Tabulation of Impact Dimension Questionnaire Results

Scale	Weight	Number of Respondents		
		Impact 1	Impact 2	Impact 3
Strongly Disagree	1	26	22	23
Disagree	2	38	35	36
Neutral	3	52	72	73
Agree	4	69	76	74
Strongly Agree	5	115	95	94
Total		300	300	300

Source: Processed Data, 2021

In addition, the average value of the collected data is calculated to assess the efficiency level of the Impact dimension.

Impact Dimension Average Score:

$$\begin{aligned}
 X(I1) &= \frac{(1 \times 26) + (2 \times 38) + (3 \times 52) + (4 \times 69) + (5 \times 115)}{300} = 3,70 \\
 X(I2) &= \frac{(1 \times 22) + (2 \times 35) + (3 \times 72) + (4 \times 76) + (5 \times 95)}{300} = 3,62 \\
 X(I3) &= \frac{(1 \times 23) + (2 \times 36) + (3 \times 73) + (4 \times 74) + (5 \times 94)}{300} = 3,60 \\
 X_{Impact} &= \frac{(3,70 + 3,62 + 3,60)}{3} = 3,64
 \end{aligned}$$

So that :

STE	TE	CE	E	SE
1,00	1,81	2,61	3,41	4,21

X_{Impact}

Based on the EPIC Model, the Impact dimension provided an average cumulative score of 3.64 in an analysis of studies evaluating the efficacy of promotional materials through the Zaky & Dicky Cafe social network. The Impact Score is in the Effective scoring range of 3.41 to 4.21 on the ska scale. This shows that customers see Zaky & Dicky Cafe promotional media through social network advertising as an innovative social media that is able to spread information and knowledge about café facilities and services.

Dimensions of Communication

The Communication Dimension offers data about the customer's capacity to remember the main information or message delivered, as well as the customer's understanding and strength of the message. The Dimensions of Communication in this study are represented by 3 (three) statements:

Table 5. Communication Dimension Questionnaire Results Tabulation

Scale	Weight	Number of Respondents		
		Com. 1	Com. 2	Com. 3
Strongly Disagree	1	21	27	19
Disagree	2	35	38	36
Neutral	3	79	52	80
Agree	4	73	69	73
Strongly Agree	5	92	114	92
Total		300	300	300

Source : Processed Data, 2021

Furthermore, the average value of the collected data is calculated to evaluate the effectiveness level of the Communication dimension.

Average Communication Dimension Score :

$$\begin{aligned}
 X(C1) &= \frac{(1 \times 26) + (2 \times 38) + (3 \times 52) + (4 \times 69) + (5 \times 115)}{300} = 3,60 \\
 X(C2) &= \frac{(1 \times 22) + (2 \times 35) + (3 \times 72) + (4 \times 76) + (5 \times 95)}{300} = 3,68 \\
 X(C3) &= \frac{(1 \times 23) + (2 \times 36) + (3 \times 73) + (4 \times 74) + (5 \times 94)}{300} = 3,61 \\
 X_{Communication} &= \frac{(3,60 + 3,68 + 3,61)}{3} = 3,63
 \end{aligned}$$

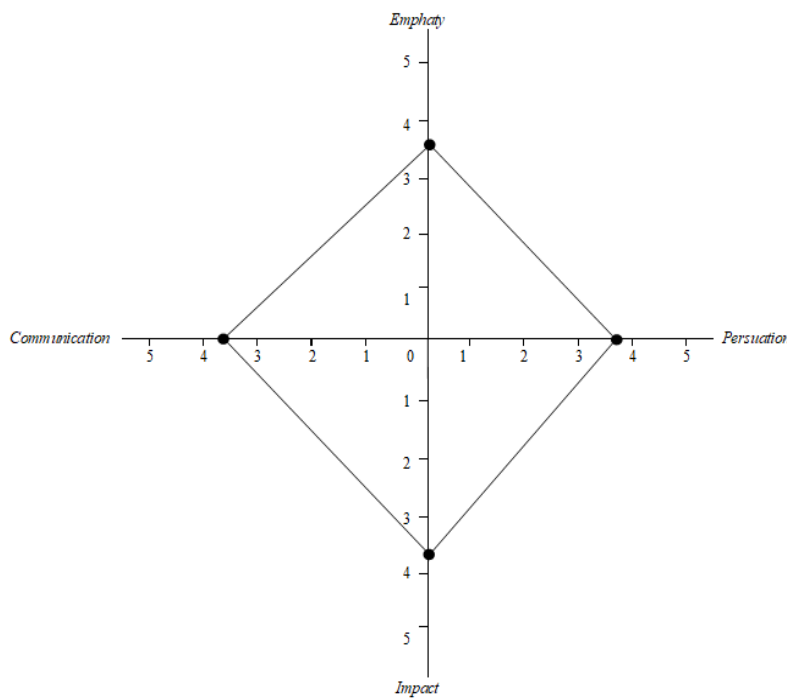
So that :

STE	TE	CE	E	SE
1,00	1,81	2,61	3,41	4,21

$X_{Communication}$

The Communication Component resulted in an average cumulative score of 3.63, according to the findings of an analysis of the study evaluating the effectiveness of advertising through zaky & dicky cafe social media promotion using the EPIC Model. Communion scores are included in the Effective scoring range, which ranges from 3.41 to 4.21 on the scale. This shows that customers see promotional materials distributed through Zaky & Dicky Cafe social media as innovative and able to inform them about the services they provide.

Figure 1 shows the results of the calculation of the average of each epic dimension (Empathy, Persuasion, Impact, and Communication) as a whole:



**Figure 2 Measurement of The Effectiveness of Social Network Promotion Media
Zaky & Dicky Cafe using EPIC Model**

Source : Processed Data, 2021

Based on the graph in figure 2, of the four dimensions of the EPIC Model in measuring the effect of instagram social media promotion carried out by Zaky & Dicky Cafe, the Persuasion dimension (Persuasion) is more effective compared to other dimensions with an overall average score of 3.66.

CONCLUSIONS

Based on the results of the study, it can be concluded that the promotion carried out by Zaky & Dicky Cafe through Instagram social media is an effective promotional activity using the EPIC Model (Emphaty, Persuasion, Impact and Communication) method. Of the four dimensions of EPIC (Emphaty, Persuasion, Impact and Communication) that have the highest or most effective score is the Persuasion dimension. This is caused by the promotion carried out by Zaky & Dicky Cafe in accordance with what is expected by consumers. It is expected that the next researcher can conduct research on the same object by using other social media in measuring the effectiveness of the promotion used.

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