



Analysis of Marketing Communication Effectiveness Social media Instagram Global Radio at the 2023 Globalkustik Event

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Abstract

The rapid development of social media has become a driving force for economic actors, both in the product and service sector, to carry out marketing through social media or marketing on social networks. This can be seen from the number of social media users who are increasing every year with the various social networking platforms used. An example of social media marketing that is widely used is Instagram. Global Radio is a radio station in Jakarta and Bandung broadcasting popular songs, celebrity news, sports, the latest movies and fashion. In this case, Global Radio promotes via Instagram because it is considered quite effective in communicating with its followers. However, @884globalradio subscribers still do not understand the content provided, such as explanations of the latest entertainment news, Indonesian music shows and others. Therefore, this study aims to determine the effectiveness of social media marketing communications on Instagram Global Radio. Data collection was carried out by distributing questionnaires to 100 respondents. Data analysis in this study used quantitative descriptive analysis. The results of this study are that the overall ratio achieved by researchers on social media marketing variables including context, communication, collaboration, and connection is 89.42%. This explains why the effectiveness of social media marketing via Instagram @884globalradio is considered very good.

Keywords: Social Media Marketing, Social Media, Instagram, Global Radio

1 Introduction

The world music industry will never die, in fact it will continue to grow. The music industry is a part of the world that continues to transform, its development from time to time becomes an interesting story. In today's era with YouTube, Spotify and their "partners", musicians are now more flexible in finding a niche for their income from music. The Digital Age Gives Birth to Ease and Challenges in the Music Industry. As time goes by, technological developments are increasing rapidly. Now, various things are facilitated by digital. Likewise with the music industry which has entered the digital era.

This development is also evident in the Indonesian music industry. Indonesian music itself has carved a record of its glory from the 1960s. This record is a reflection that the Indonesian music industry has the potential to penetrate the international market.



Source : radioindonesia.co.id

PT MNC Media is a company engaged in the media sector. As a medium for disseminating information, MNC Media plays an important role in the development of the country's music industry. With its subsidiary, Global Radio is one of the media for disseminating segmented music information to listeners who come from students and young people in general. This radio offers pop shows especially for young people.



Instagram Global Radio (@884globalradio) is the most followed social media, with 32,000 followers (5/2023). Some information about music, movies, fashion, sports, celebrities, the latest hot news and events that are products of Global Radio itself.



Source : Website Global Radio

Globalkustik is a product of Global Radio which usually coexists with Vkustik which is a product of Vradio. Both are better known as Musikustik which are held on the Sarinah and Chillax

Sudirman mall pavilions. Promotion media from both of them are Instagram @884globalradio and @vradiofm.

2 Literature Review

Kotler and Armstrong (2018) marketing is communication that is created by viewing customers and managing customer relationships to provide benefits and attract new customers. This marketing activity is carried out by promising the advantages or benefits of a product or service with the aim of retaining and developing these customers by providing added value to them.

According to Alma (2018) marketing management is planning, directing, monitoring, and all marketing activities of a company or part of a company.

Terence A. Shimp, (Priansa, 2018) which represents a combination of all the elements in the marketing mix or marketing mix that facilitate exchange by creating a meaning that is disseminated to customers or clients.

Priansa, (2017), says that marketing communication has three objectives, namely spreading information (informative communication), influencing to make purchases or attracting consumers (persuasive communication), and reminding audiences to make repeat purchases (recalling communication).

Paramitha (Priansa, 2017) social media or in Indonesian it is called social media is media designed to facilitate social interaction that is interactive or two-way. Social media based on internet technology has changed the pattern of information dissemination from previously one to many audiences.

MF Fanani (Merdeka, 2022) Instagram is a photo and video-based social media. Instagram is one of the social media with the most users in the world. As one of the popular social media, Instagram provides a variety of features that are very useful and can be accessed by anyone regardless of age.

3 Research Methods

In this study the authors used a quantitative descriptive method, with analysis of case studies where analyzing insights on social media Instagram, trying to describe, summarize various conditions, situations or various phenomena of social reality, responses and assessments from listeners on Global Radio which became the object of research.

Sampel dari penelitian ini adalah beberapa *followers* Instagram Global Radio. Karena pengunjung Globalkustik Sarinah Jakarta tidak diketahui, maka penelitian ini ditentukan dengan rumus Bernoulli. Berikut rumus Bernoulli dalam jurnal (Dede Trinovie Rawung, 2020):

$$N \geq \frac{(Z \frac{\alpha}{2})^2 pq}{e^2}$$

Information :

N = number of samples

$Z \frac{\alpha}{2}$ = normal distribution (Z) obtained from the table

p = the proportion received

- q = the proportion that was rejected
- e = the allowable error

Data collection methods used by the authors in collecting data are questionnaires and literature study. Test the validity of the data obtained by researchers using validity and reliability tests. A questionnaire is said to be valid if the value of the product moment correlation coefficient. count is greater (>) than the value of the product moment table correlation coefficient, which is equal to 0.361, which means that r is said to be valid, if $r > 0.361$. a questionnaire is said to be reliable if according to calculations using the Cronbach's Alpha formula it is accepted, if the calculation of r count > r table is 5%.

4 Discussion Result

1. Validity Test Results

The research instrument used by the authors in this study was a questionnaire. The author took steps to conduct a validity test to find out how much validity the measuring instrument used was with the analysis of the validity of the method. Following are the results of the validity test from the results of the questionnaire.

Table 1: Validity Test Table

Item	Dimensions	R Count	R Table	Valid/ Invalid
P01	<i>Context</i>	0.905	0,361	Valid
P02		0.887	0,361	Valid
P03		0.891	0,361	Valid
P04		0.848	0,361	Valid
P05		0.838	0,361	Valid
P06		0.849	0,361	Valid
P07	<i>Communication</i>	0.784	0,361	Valid
P08		0.884	0,361	Valid
P09		0.848	0,361	Valid
P10		0.891	0,361	Valid
P11	<i>Collaboration</i>	0.879	0,361	Valid
P12		0.881	0,361	Valid
P13		0.906	0,361	Valid
P14		0.907	0,361	Valid
P15		0.897	0,361	Valid
P16		0.874	0,361	Valid
P17	<i>Connection</i>	0.831	0,361	Valid
P18		0.879	0,361	Valid

P19		0.914	0,361	Valid
P20		0.913	0,361	Valid

Source: Results of Data Processing, 2023

From the data above, it is known that each item has a value above 0.361 which can be concluded that each item of the measuring instrument used by the author meets validity or is declared valid.

2. Reliability Test Results

In the reliability test, the authors used a reliability test with the Cronbach's Alpha method. The following are the results of the reliability test.

Table 2: Reliability Test

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
0.984	20

Source: Results of Data Processing, 2023

From the reliability test data above, it is known to have a value of 0.984. Whereas in the Cronbach's Alpha method a measuring instrument is said to be really if the coefficient obtained is > 0.05 . So it can be seen that the measuring instrument used by the author is reliable.

3. Descriptive Analysis

Table 3: Respondents' Responses Regarding Context

Question Items	Frequency					Actual Score	Ideal Score	Percentage
	5	4	3	2	1			
1	63	26	7	2	2	446	500	89,2%
2	58	31	6	3	2	440	500	88%
3	63	29	4	2	2	449	500	89,8%
4	62	30	3	4	1	448	500	89,6%
5	61	28	6	1	4	441	500	88,2%
6	61	32	2	2	3	446	500	89,2%
Average								89%

Based on the table above, it can be seen that of the 6 statement items representing the sub-variables of context, a score 89% is obtained.

Table 4: Respondents' Responses Regarding Communication

Question Items	Frequency					Actual Score	Ideal Score	Percentage
	5	4	3	2	1			
1	65	26	5	2	2	450	500	90%
2	66	25	7	1	1	454	500	90,8%
3	64	25	6	3	2	446	500	89,2%
4	65	27	3	2	3	449	500	89,8%

Average	90%
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Based on the thickness above, it can be seen that of the 4 statement items representing the sub-variables of communication, a score 90% is obtained.

Table 5: Respondents' Responses Regarding Collaboration

Question Items	Frecuency					Actual Score	Ideal Score	Percentage
	5	4	3	2	1			
1	56	30	9	3	2	435	500	87%
2	65	28	5	0	2	454	500	90,8%
3	63	24	8	3	2	443	500	88,6%
4	60	28	8	1	3	441	500	88,2%
5	62	28	8	2	2	446	500	89,2%
6	67	23	7	1	2	452	500	90,4%
Average								89%

Based on the thickness above, it can be seen that of the 6 statement items representing the sub-variables of collaboration, a score 89% is obtained.

Table 6: Respondents' Responses Regarding Connections

Question Items	Frecuency					Actual Score	Ideal Score	Percentage
	5	4	3	2	1			
1	66	22	8	1	3	447	500	89,4%
2	65	27	4	2	2	451	500	90,2%
3	63	26	7	2	2	446	500	89,2%
4	68	21	8	1	2	452	500	90,4%
Rata - rata								89,8%

Based on the bold above, it can be seen that of the 4 statement items representing the connection sub-variable, a score 89.8% was obtained.

4. Overall Respondent Answers

Table 7: Recapitulation of Respondents' Answers to Social Media Marketing Variables.

No	Indicator	Total Items	Actual Score	Ideal Score	Percentage	Category
1	Context	6	2670	500	89%	Very good
2	Communacation	4	1799	500	90%	Very good
3	Collaboration	6	2671	500	89%	Very good
4	Connection	4	1796	500	89,7%	Very good
Total		20	8936	2000	89,42%	

Based on the table above, it can be seen that the percentage score of respondents' answers to 4 indicators regarding the Social media Marketing variable, the highest percentage score of 90% is in the Communication indicator which is included in the very good category, while the lowest percentage is 89% in the Context and Collaboration indicators which are included in the category Very good.

5 Conclusions & Suggestions

Conclusions

Based on the formulation of the problem and the results of the research entitled "Analysis of the Effectiveness of Social Media Instagram Global Radio Marketing Communications at the 2023 Globalkustic Event" the following conclusions can be drawn:

1. From the results of the research validity test it meets validity or is valid which shows that each item has a value above 0.196.
2. From the results of the research reliability test it was declared reliable because it had a value > 0.60 , namely a value of 0.984
3. From the calculation results for each social media marketing variable, it produces data:
 - a. Communication indicators of 90% are included in the "Very Good" category including the existence of a giftaway program and brand promos by Instagram @884globalradio to make followers interested in visiting Globalkustik.
 - b. The Connection indicator of 89.7% is included in the "Very Good" category which includes routinely providing information about Globalkustik's schedule and guest stars on Instagram @884globalradio
4. From the results of calculating the recapitulation of respondents' answers to the social media marketing variable, it produces a percentage of 89.42% which is included in the "Very Good" category. These results show that the effectiveness of marketing communications via Instagram @884globalradio is classified as "Very Good".

Suggestions

Based on the research that has been conducted by the author, there are several suggestions to be conveyed, namely as follows:

1. Context Indicator

Respondents commented that the use of language on Instagram @884globalradio was correct, namely 88%, which is the smallest score of the context indicator. Suggestions for the future are that it is hoped that the Global radio admin will use language that is easy for followers to understand. Because Global Radio has a youth segmentation, it is recommended that the Global Radio admin use language and slang words that are easy for young people to understand, not using standard dominant language.

2. Collaboration indicator

Respondents gave comments about Instagram content @884globalradio being able to unite followers' perceptions, namely 87%, which is the smallest score of the collaboration indicator. Suggestions for the future are that it is hoped that the Global radio admin will provide content that can unify followers' perceptions. For example, the admin is advised to discuss the works of these musicians and direct followers to focus only on their work, not focusing on the issues that are befalling these musicians.

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