CHAPTER III

RESEARCH METHODOLOGY

3.1 Partner's Problem and Solution

The solution that the authors offer to solve partner problems is "Digital Marketing Learning on Instagram" with the following process:

Table 3.1 Partner's Problem and Solution

Partner's Problem	Solution
Brand identity : didn't know about the *brand's* current position among similar fabric mask competitors and what issues are causing inconsistent sales.	*SWOT Analysis* to identify internal strengths and weaknesses, opportunities and threats from external parties to find out *brand* identity, industry trends, and subsequent strategies. *Competitor analysis* to compare with competitors similar cloth masks and their *key success factor*.
Customer Targeting dan *Marketing Content* : in creating digital content, partners have not found suitable content ideas to	Educates them how to create *personas* to determine what kind of *target audience* and content can attract them.

target a predetermined target.	
Brand Awareness Rate : Interaction on Instagram was still low.	Educating about Instagram algorithms and Instagram optimization guides.

3.2 Solution Implementation

Here is the implementation of the author's digital marketing solution for Viona Mask :

1. Preparation :

   a. Conduct a Consultation with Viona Mask about :

      1) Viona Mask Brand Profile : The beginning of Viona Mask brand formation, details of the products sold, identifying the positioning of the Viona Mask *brand*.

      2) Viona Mask Customer : identify *the customer persona* of Viona Mask.

      3) Viona Mask Publication and Sales : how Viona Mask has been doing promotion and marketing so far, average sales so far.

      4) Problem and Solution : identifying the most difficult problems Viona Mask is experiencing, what targets to achieve after the program is running, offering the right solution.

   b. Discuss and design the right *digital marketing* strategy for Viona Mask in accordance with existing theories.

2. Program Implementation :

The *"Digital Marketing* Learning on Instagram" program has been run for 3 months with a tutoring meeting time once a week for 2 hours.

Table 3.2 Program Implementation

Chapter	Subjects and Activities
1	Introduction to Digital Marketing dan Defining Brand Identity : 1. Explain the basics of using and mindset of digital marketing 2. Positioning, Profiling, Pricing (Competitor Analysis) Assignment : making SWOT, find competitors
2	Instagram Security and Defining Marketing Strategy 1. Hacker Mode 2. Instagram Security Guide 3. Type of Content 4. Defining Marketing Strategy : define goals, choose target audience (persona), determine the exact post time, plan the timeline of content, determine the budget. Assignment : Search for content ideas (Answer The Public), make timeline post (Trello), promotion strategy

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3	Product Photography and Editing Tips
	1. Eye catching product photography tips
	2. Photo/video editing learning
	3. Required property : smartphone, studio box, print background
	Assignment : Collect a product catalog (for feed and story)
4	Create Marketing Content in an Instagram Feed
	1. Algorithmic material feeds posts on Instagram, metrics to watch out
	2. Learning and practicing content designing through a website (Canva)
	Assignment : search for post design references
5	Copywriting and Hashtag
	1. Learning and interactive copywriting practices.
	2. Learn about the use of relevant hashtags through tools (Meta Hashtag)
	Assignment : feed post 3 times a week
6	Create Marketing Content on Instagram Stories

	1. Story algorithm material on Instagram
	2. Learning and practicing designing story content through the website (Canva)
	3. Learning and practicing the use of stickers in Instagram Stories that provoke interaction (Quiz, Question Box, dsb)
	Assignment : story post once a day
7	Creation of Instagram Shop: Creation of Instagram Shop and Instagram Shop feature in Story
8	FAQ and Closing Techniques
	1. Create Frequently Asked Questions to maintain chat performance and streamline chat reply time.
	2. Tips do and don't in replying to chat.
9	Collaboration Project : Create collaborative projects with Influencers in the field of Fashion, Financial Startups and determine the benefits to be obtained and given.
10	Collaboration Content : designing content for collaboration
11	Instagram Feed Post and Story Advertisement : advertising guide on Instagram

12	Marketplace Guide : Learning how to advertise in marketplace and set stock limits.

The details of the guidance activities we conducted with Viona Mask include the following :

CHAPTER I : Introduction to Digital Marketing dan Defining Brand Identity

1. Vision and Tagline

   Vision : Create a safe and beautiful world.

   Tagline : Beauty and Safety

2. Segmenting, Targeting, Positioning

Table 3.3 Viona Mask Segmenting, Targeting, Positioning

Segmenting (Who can buy Viona Mask products?)	*Demographic :* **Age:** > 17 years old **Generation :** *Baby Boomers*, X, Y, Z **Gender :** Male and Female **Status :** Single dan Married **Job :** Students, workers, housewives.	*Psychographic :* **Lifestyle :** *Innovators, Experiencers, Thinkers, and Survivors* **Habits (use of products) :** regular and special occasion **Hobbies :** Doing activities outside the house.

	Socio-economic : *Middle Upper* until *Upper Upper*	*Geographic :* Urban and regional.
Targeting (Plain Mask)	*Demographic :* **Age:** 27 - 35 years old **Genaration :** Y (millenial) **Gender :** Female **Status :** *Single* and *Married* **Job :** Office Worker **Socio-economic :** *Middle Upper* (A2 : Rp 7.000.000-Rp 11.000.000)	*Psychographic :* **Lifestyle :** *Thinkers* **Habits (use of products) :** regular, meticulous, love *eco-friendly* products, frugal, diligent **Hobbies :** Look *casual* and *fashionable* outside the home. *Geographic :* Magelang, Yogyakarta, Surakarta, Semarang, Jakarta.
Targeting (Embroidery Mask)	*Demographic :* **Age :** 27 - 35 years old **Generation :** Y (millenial) **Gender :** Female **Status :** *Single* and *Married* **Job :** Creative Workers	*Psychographic :* **Lifestyle :** *Innovators, Feminine* **Habits (use of products) :** Everyday, meticulous, love *eco-friendly* products, frugal, diligent **Hobbies :** Art lovers

	Socio-economic : *Middle Upper* (A2 : Rp 7.000.000-Rp 11.000.000)	*Geographic :* Magelang, Yogyakarta, Surakarta, Semarang, Jakarta.
Type of Targeting	**Segmented Targeting :** Because it is divided into several market segments, namely men (tend to plain masks and simple colors) and women (tend to embroider masks and bright colors).	
Positioning	Safe, comfortable, *fashionable* fabric mask.	

3. SWOT Analysis

Table 3.4 Viona Mask SWOT Analysis

Strengths	Weaknesses
1. 4 ply mask. 2. Cotton material so it is comfortable to use, not hot. 3. Neat stitching. 4. There are several color choices and batik motives (*limited*). 5. Can be used for both men and women (minimum 17 years and above). When placing an order,	1. For plain masks, the system *pre-orders,* requires a maximum manufacturing time of 7 working days (not including Saturday, Sunday, holiday date). 2. If the number of plain mask orders has exceeded the *owner's* ability to make it, then the *owner* will provide information to the

customers can provide information later this mask will be used for men or women, this affects the size of the rubber mask. 6. There are 3 types of M, L, and *jumbo sizes*. 7. Design has been tested before so that when used not touching the mouth, there is an air cavity so it is not stuffy when used. 8. There are limited numbers of embroidered masks and different designs (all are different). 9. Affordable price. 10. Durable, not easily damaged.	*customer* for an extension of the manufacturing period of more than one week. If *the customer* does not agree, the order may be cancelled. 3. There are limited amounts of production, because everything is done individually. 4. For embroidery masks, *customers* can only buy the ready stocks, cannot *request* color or embroidery form. The numbers are also limited. Solution : addition of labor
Opportunities	**Threats**
1. Viona Mask embroidery mask can reach the upper middle class who like art.	1. *Customers* prefer to use medical masks, because practical after use can be discarded, in contrast to cloth masks that must be washed after use.

2. Viona Mask can reach office workers, because the mask is comfortable to use for a long time.	2. There are already many competitors of cloth masks that sell at a cheaper price.
3. Viona Mask jumbo mask can reach *customers* who have a large face that is difficult to find the right size mask.	3. The existence of competitors embroidery masks (embroidery made with embroidery machines) that offer models that are no less good with embroidery masks.
4. Viona Mask has the opportunity to reach children by increasing the size of masks for *kids*.	
5. Viona Mask has the opportunity to reach families by making family mask packages.	
6. Reaching people who have an *eco-friendly* mindset.	
7. It is getting easier to find workers through the opening of online job openings.	
8. It's getting easier to open online classes.	

4. SWOT Matrix

Table 3.5 Viona Mask SWOT Matrix

Strengths – Opportunities	Weaknesses – Opportunities
Reaching new target market (art lovers) with Viona Mask unique design, especially in embroidery.	Opening jobs on the internet to overcome labor shortages when sales have increased and consistently. Opening an online sewing course as one of the means to find sewing enthusiasts as well as become a new source of income.
Strengths – Threats	Weaknesses – Threats
Highlighting the premium quality and homemade design of Viona Mask, with added value that is environmentally friendly. So that it can touch the customer's emotions and can convey the super value of Viona Mask to the customer.	Focusing on the design innovation and premium quality of the products to maximize customer satisfaction, with the digital marketing support to deliver the value of Viona Mask positioning.

5. Competitor Analysis

Table 3.6 Viona Mask Competitor Analysis

Competitors	Kultur Mask	Latitude Studio	LC by Sopi
Product/service	Mask and *Fashion*	Embroidery KF94 3D	Embroidery 3D mask
Pricing (Price range)	Adult plain mask : 20.000 (per pcs), 45.000 (per 2 pcs), 60.000 (per 3 pcs) Adult batik mask : 20.000-22.500 (per pcs) 45.000 - 70.000 (per 2 pcs) Couple edition mask : 50.000 (per 2 pcs) Baby Mask: 20.000 (per 2 pcs) 40.000 (per 2 pcs)	32.000 (per pcs) 1 Dozen Package 324.000	45.000 (per pcs)

	Toddler baby mask : 20.000 (per pcs) Kids Mask : 20.000 (per pcs) 30.000 (per 2 pcs)		
Viona Mask Pricing	Plain Mask : 15.000-25.000 Embroidery Mask : 50.000-125.000		
Advantages of Competitors Over Viona Mask	The placement of the adjuster head is easily set by the wearer with elastis straps. Batik fabric motives are more diverse Selling masks for *baby* and *kids*	Selling *connector strap* hook mask *earloop* *hijabloop* R*eady stock*	The mask strap can be *adjusted* according to the size of the head. Accept orders in large quantities

Disadvantages of Competitors Compared to Viona Mask	3 ply mask (Viona Mask 4 ply) Not selling embroidery masks For plain masks there are only 2 colors of black and white.	2 ply mask (Viona Mask 4 ply) Embroidery motives are less varied	Less neat stitching There are only 4 colors: salem, light blue, light ash, and *mint*.
Link	https://www.tokopedia.com/batikkultur?utm_campaign=Shop%2520Share&utm_source=Mobile&utm_medium=Share&_branch_match_id=933938083781324247	https://shopee.co.id/thrusday6.a.m?v=7f5&smtt=0.0.3	https://www.tokopedia.com/lc-bysopi

Conclusion : Viona Mask categorized as *Super Value* (*Price Low* ; *Quality High*)

6. Fixing Instagram Profile

Tetap cantik dan terlindungi. *Wear and feel the #BeautyandSafety*.

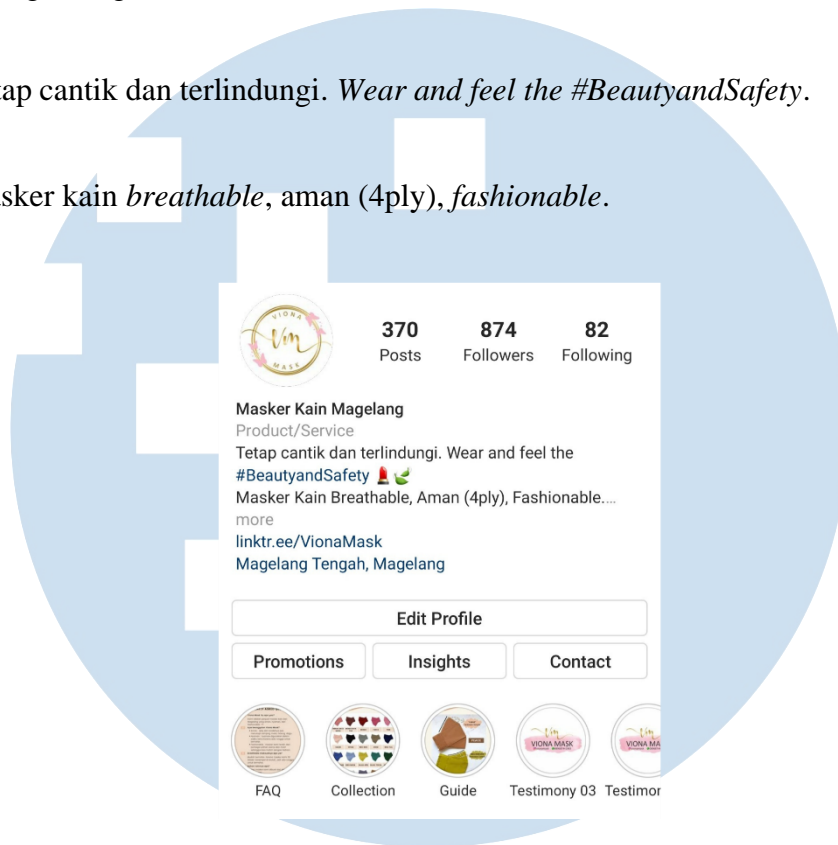Masker kain *breathable*, aman (4ply), *fashionable*.

Figure 3.1 Viona Mask Instagram Profile

Source : Viona Mask Instagram (2021)

7. *Security* : *login activity, two factor authentication*

Figure 3.2 Security of Viona Mask Instagram Account

Source : Viona Mask Instagram (2021)

8. Define Target Audience

Table 3.7 Viona Mask Target Audience Persona

Demography	Interest & Behavior	Key Touch Points
Age : 27-35 years old Y (millenial)	*Personalities :* Aware of health protocols in pandemic times, fashionable, conscientious, fond	*Media Touch Points* : Instagram

	of eco-friendly products, frugal, diligent	
Gender : Female	*Hobbies :* Look casual and *fashionable* outside the house. (plain mask) Art lovers (embroidery mask)	
Marital Status : Single and *Married*	*Tech Savviness :* tech literate	
Occupation : Office worker (plain) Creative worker (embroidery)	*Life Goals :* Prevent the entry of very small particles, such as the covid-19virus, into the nose or mouth through the air.	*Channel Touch Points* : Instagram, Whatsapp
Socio economic : *Middle Upper* (A2 : Rp 7.000.000- Rp 11.000.000)	Continue living with new habits and appearances.	

9. Determine the Right Posting Time

In determining the exact post time, the steps include:

a. Go to the "Insights" menu on your Instagram profile, then click "number of followers". From there can be seen the profile of followers of our Instagram account.
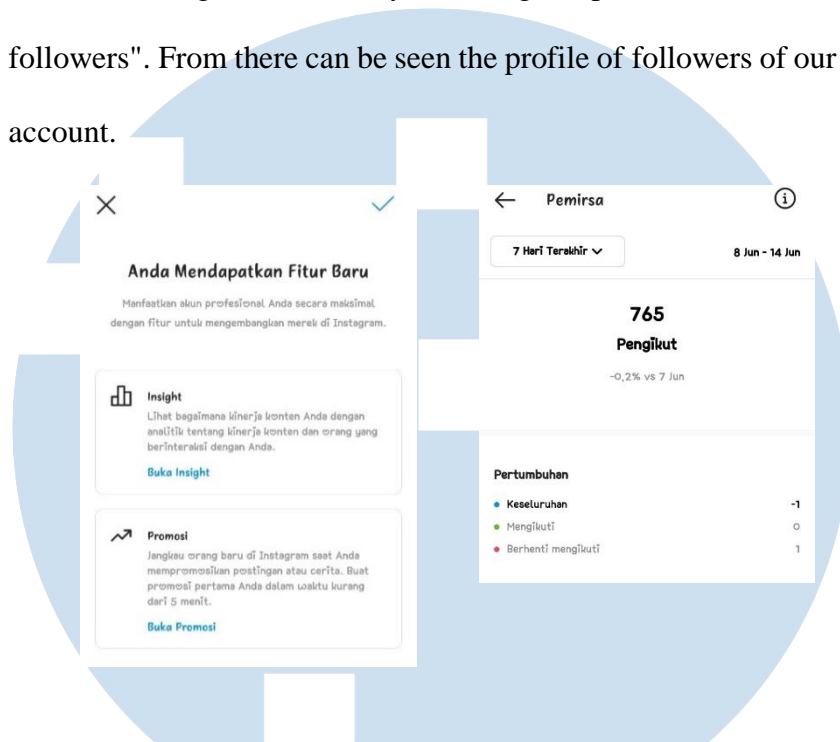

Figure 3.3 Audience Insight Analysis to Decide Viona Mask's Instagram Post Time
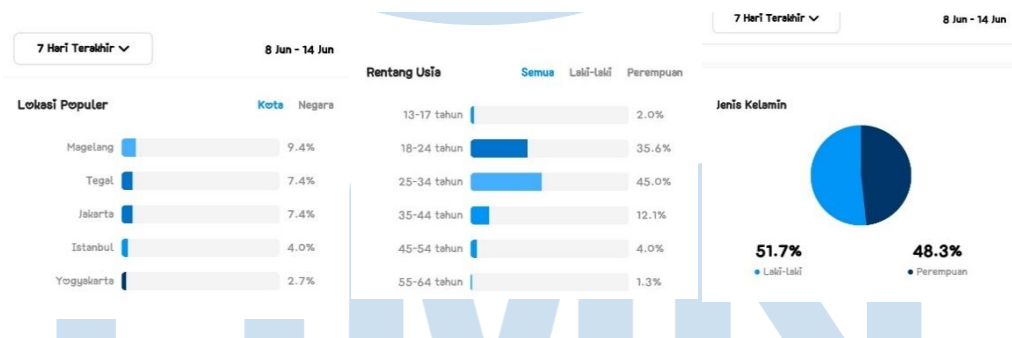Source : Viona Mask Instagram (2021)

Figure 3.4 Followers Profile of Viona Mask Instagram
Source : Viona Mask Instagram (2021)

Based on the graph in Figure 3.4, it can be concluded that most of Viona Mask Instagram followers are from Magelang, Tegal, Jakarta, Istanbul, and Yogyakarta, with the most age range between 25-34 years, male genre as much as 51.7% and women as much as 48.3%. This profile

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serves to be the underlying information we find out about the profile of followers who are already in Viona Mask. But in determining the target audience does not have to follow this profile 100%, because the content we create can also reach people out there who have not become our followers with certain strategies.

b. Next, we can *scroll* down to see the most active time of our followers.

Figure 3.5 The Most Active Times of Viona Mask's Instagram Followers
Source : Instagram Viona Mask (2021)

Based on the graph in Figure 3.5, it can be seen that the most active time of Viona Mask's Instagram followers in playing Instagram is from 18.00 to 21.00 WIB, and based on the day is almost the same every day. So the authors decided to upload a post feed between 12.00 WIB to 15.00 WIB with a varied but consistent (3-4 times a week) because Instagram takes time to spread uploaded posts to appear on the "home" of followers. So you should upload at least 3 hours before the active time.

But again, this is just one of the ways that can be used, so it is not certain to follow it 100%. The most important factor to remember is

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"consistency". For the other ways, for example, we can also determine the time of the post itself but uploaded consistently so that the audience will adjust and get used to our post time.

10. Conduct a Research Content Preferences from the Target Audience

To find out the content and ads that are liked and memorable for the target audience, the author and team together with partners conducted a survey of 40 persons target audience through google form. The results of the author's survey include the following:

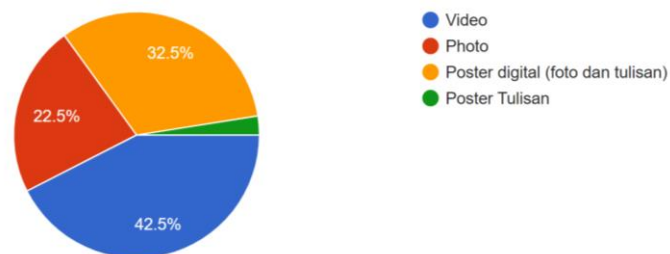a. Frequently Encountered Forms of Advertising :

Figure 3.6 Ad Forms that Are Often Encountered by Viona Mask Target Audience

Source : Personal Data (2021)

Based on Figure 3.6, it can be concluded that the most encountered ads by Viona Mask target audience are video ads, which amount to 42.5% of respondents. Then ads in the form of digital posters (photos and writings) by 32.5% of respondents, and photo ads by 22.5% of respondents. While the least encountered ads are written poster ads, which is only 2.5%.
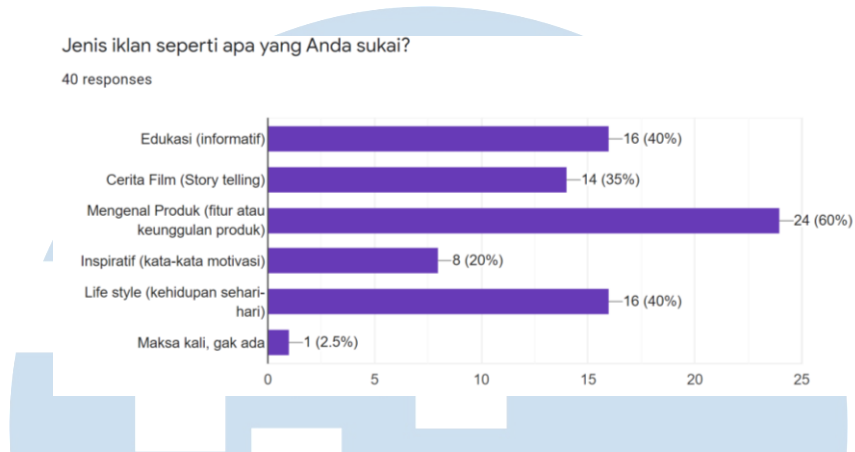
b. Most Prefered Types of Ads :

Jenis iklan seperti apa yang Anda sukai?

40 responses

Figure 3.7 Most Prefered Types of Ads by Viona Mask Target Audience

Source : Personal Data (2021)

Based on Figure 3.7, it can be concluded that the most preferred ads by Viona Mask target audience is ads that introduce products (convince), which is 60% of respondents. Then lifestyle ads (daily life) and educational ads (informative) by 40%, movie story telling ads (story telling) by 35%, and inspirational ads (motivational words) by 20%.

c. Most Memorable Ads for the Audience :

Iklan apa yang berkesan bagi Anda?

40 responses

Iklan yang yang memperkenalkan produk

Fashion

Tokopedia

Iklan tentang promo suatu produk (contoh: uniqlo rilis desain baju baru)

Tokopedia. Iklan terakhirnya berkesan, ada pesan moral yg disampaikan scr tdk lgsg meminta untk peduli dgn produk lokal yg tdk kalah bagus dgn kualitas luar negri

Figure 3.8 Most Memorable Ads for Viona Mask Target Audience

Source : Personal Data (2021)

In the question described in Figure 3.8, respondents were asked to describe what kind of ads were memorable in their minds. Respondents' diverse answers became a source of insight for author and teams to create advertising content on Instagram Viona Mask so that it is expected that Viona Mask Instagram content is also memorable in the minds of the target audience.
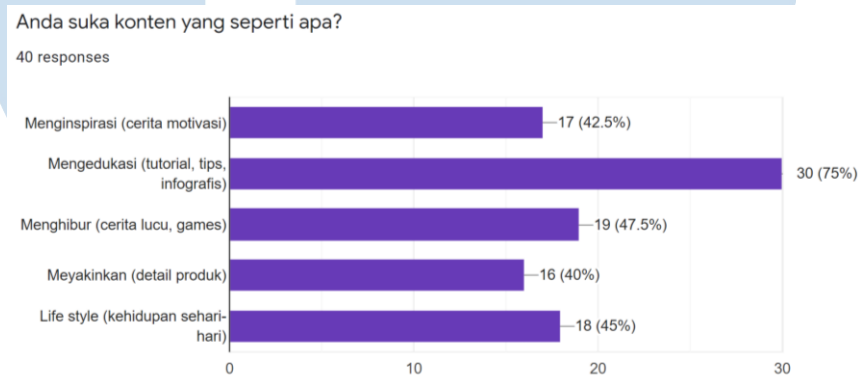
d. Most Preferred Types of Content :

Figure 3.9 Most Preferred Types of Content by Viona Mask Target Audience

Source : Data Pribadi (2021)

Based on Figure 3.9, it can be concluded that the most preffered content by Viona Mask target audience is educational content, which is 75% of respondents. Then entertaining content by 47.5%, lifestyle content by 45%, inspiring content by 42.5%, and convincing content (product details) by 40%.

IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE MARKETING EFFECTIVENESS OF MSME VIONA MASK, Cherie Jesslyn, Universitas Multimedia Nusantara

e. Most Memorable Content for the Audience :

Bagaimanakah contoh konten yang berkesan bagi Anda?
40 responses

Konten yang bisa menghibur penonton

All about fashion style

Kisah inspiratif

Konten yang memberikan informasi baru, tapi dibawa dengan penyampaian yang sederhana dan jelas di maksudnya (contoh: konten penggunaan masker yang benar selama pandemi (sumber. tiktok))
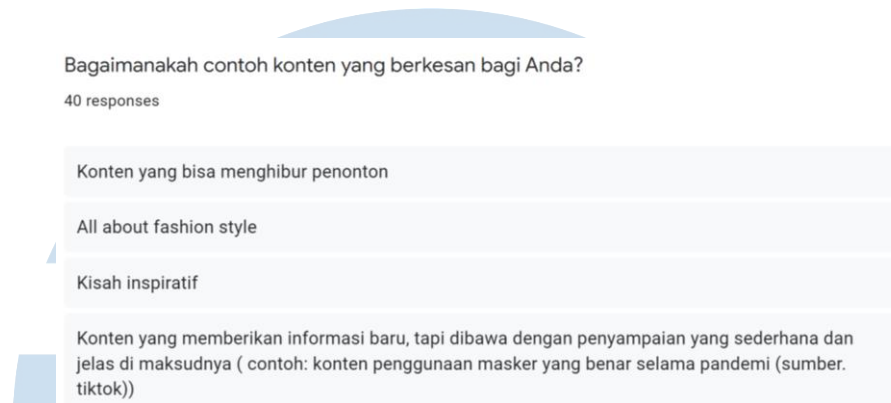
Figure 3.10 Most Memorable Content for Viona Mask Target Audience

Source : Personal Data (2021)

In the question described in Figure 3.10, respondents were asked to describe what kind of content was memorable in their minds. The answers of diverse respondents became a source of insight for author and teams to create content feeds and stories on Instagram Viona Mask so that it is expected that Viona Mask Instagram content is also memorable in the minds of the target audience.

11. Make Media Plan

Table 3.8 Viona Mask Media Plan

No.	Objective, Promotion Mix, Media	Concept	Budget	July I	II	III	IV	August I	II	III	IV
1	**Objective :** Awareness	Inspire : Donation Campaign	Rp 2.400.000								

No		Description											
	Promotion Mix : Direct & Digital Marketing **Media :** IG Feeds & Story Content	Persuade consumers to join the donation program without spending money by following Instagram Viona Mask.												
2	**Objective :** Knowledge, Preference **Promotion Mix :** Direct & Digital Marketing **Media :** IG Feeds & Story Content	Educate : Explaining the pandemic case that increasing, so that we needs to maintain health protocols, one of which is wearing a mask provided by Viona Mask which are safe and comfortable to work.	0											
3	**Objective :** Purchase **Promotion Mix :** Direct & Digital Marketing	Convince : convince buyers by displaying a mask design that is casual, safe, comfortable to use for a long time with affordable price.	0											

	Media : IG Feeds & Story Content											
4	**Objective :** Liking **Promotion Mix :** Direct & Digital Marketing **Media :** IG Feeds & Story Content	Inspire : motivation and encouragement. Educate : tips on using masks and maintaining health protocols, the importance of using masks, combining masks. Entertain : Quiz of the followers daily activities, QnA about audience input. Convince : product catalog + Call to Action.	0									
5	**Objective :** Purchase	Testimonial, review of Viona Mask product.	Rp200.000									

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No		Description		Budget											
	Promotion Mix : Direct & Digital Marketing **Media :** IG Feeds & Story Content												▮	▮	
6	**Objective :** Knowledge, Preference **Promotion Mix :** Direct & Digital Marketing **Media :** Influencer	Ask influencers to wear Viona Mask masks and post them on Instagram.		Rp0									▮		
7	**Objective :** Liking **Promotion Mix :** Direct & Digital Marketing	Cross promote with Financial Consultant Brand		Rp0							▮				

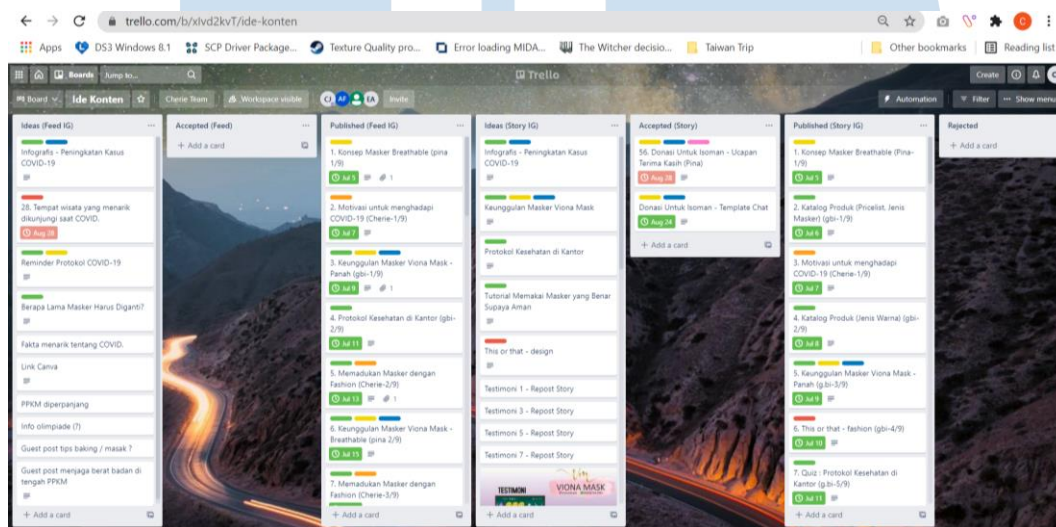| Media : Collaboration									
TOTAL		Rp2.600.000							

12. Create Content Ideas through Trello

Figure 3.11 Viona Mask Instagram Content Ideas

Source : Trello (2021)

In Figure 3.11, you can see the display of Viona Mask content idea planning created with the help of Trello. There is also a post schedule that contains post dates and hours so that it is neat and organized.

CHAPTER III : Product Photography and Editing Tips
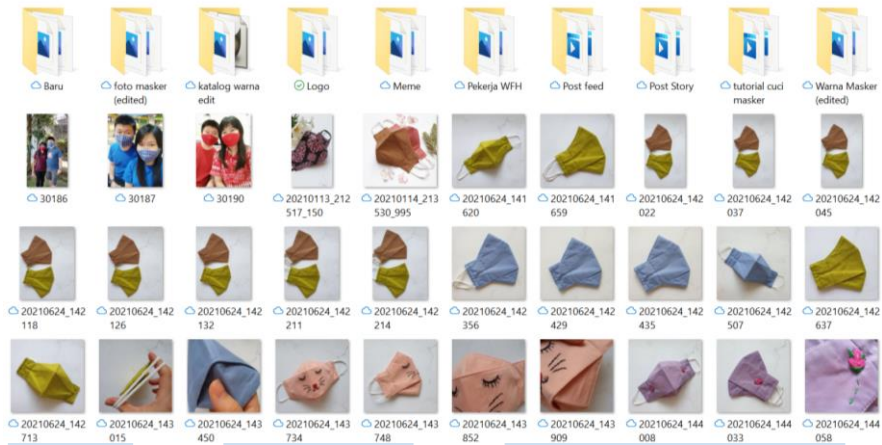
13. Product Photo Collection

Figure 3.12 Viona Mask Product Photo Collection Preview

Source : Personal Data (2021)

To create Viona Mask content featuring products, partners are required to collect product photos with product photo tips and photo edits that have been taught in the material. An example of a product photo preview can be seen in Figure 3.12.

CHAPTER IV : Create Marketing Content in an Instagram *Feed*

Partners directly practice on Instagram as scheduled on content ideas.

CHAPTER V : *Copywriting* and *Hashtag*

14. Admin Persona : Vimin

15. Audience Greeting Name : Vizen

16. *Hashtag :* using Meta Hashtag tools.

CHAPTER VII : Creation of Instagram *Shop*

17. Practice of Creating an Instagram Shop :

It can't be practiced directly because Viona Mask is a store that sells fabric masks, thus violating Instagram's regulations on its community guidelines.
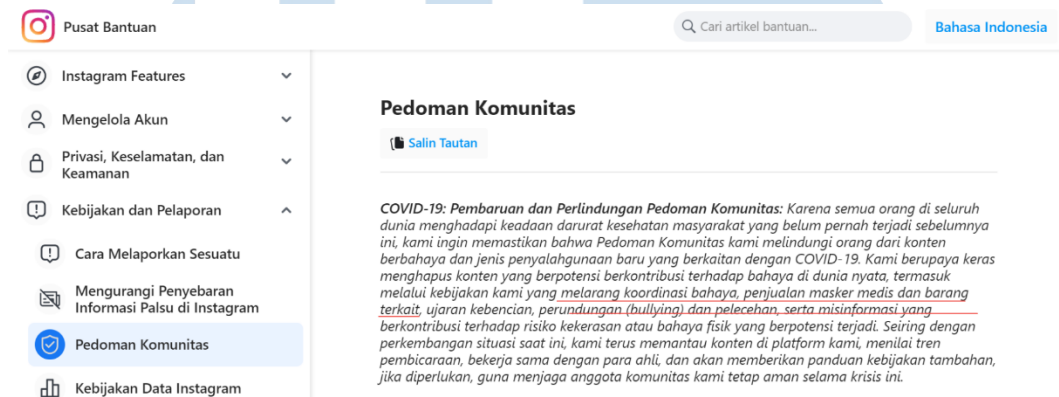

Figure 3.13 Instagram Community Guidelines Regulations

Source : Instagram (2021)

So the creation of Instagram Shop will also not be allowed by Instagram. However, the author still provides an example guide to create an Instagram Shop. So if in the future partners need an Instagram Shop for other stores, partners can already create an Instagram Shop.

CHAPTER VIII : FAQ (Frequently Asked Question) and Closing Technique

18. FAQ (Frequently Asked Question) :

The author team with partners registered the Frequently Asked Question feature on Instagram, which is a feature to estimate questions that are often asked by consumers, gives consumers a choice of questions so that they can be answered automatically. The predicted questions include the following :

IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE MARKETING EFFECTIVENESS OF MSME VIONA MASK, Cherie Jesslyn, Universitas Multimedia Nusantara

a. Mask Pricelist

b. Mask Size

c. Mask Work Process

d. Mask Type

And the preview of the Frequently Asked Question on Viona Mask Instagram can be seen in Figure 3.14.

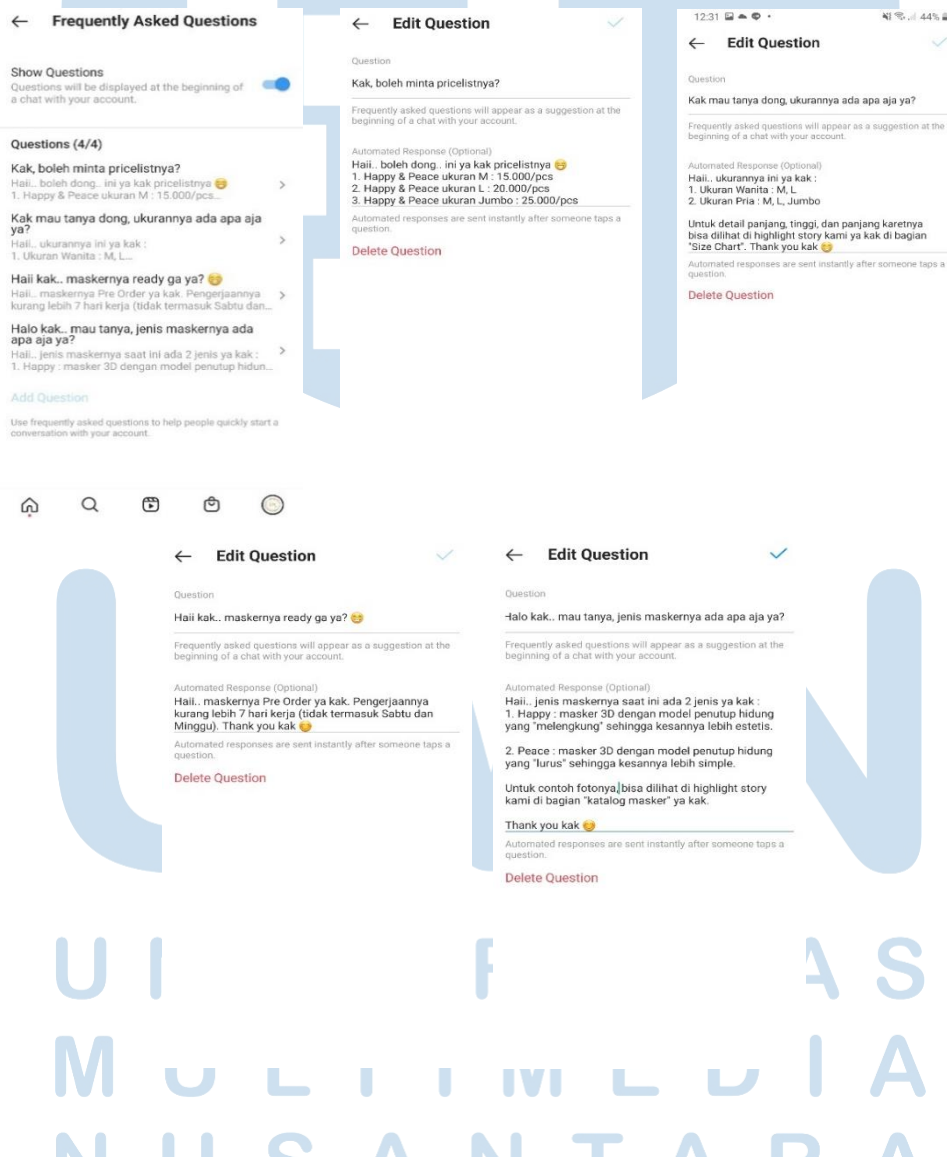

Figure 3.14 *Frequently Asked Question* of Viona Mask Instagram
Source : Viona Mask Instagram (2021)

CHAPTER IX : Collaboration Project

19. Contact one of the Financial Consultant Brand, Heartfelt to create collaborative content :

    This project is categorized as "Cross Promote" because Viona Mask and Heartfelt promote each other. Both Viona Mask and Heartfelt get the benefits because it can reach the target audience of other industries but still relevant. Where Heartfelt who is a financial and investment planner has a target audience of workers aged 27-45 years, match to Viona Mask target audience which is workers aged 27-35 years. With such benefits, Heartfelt finally agreed to collaborate with Viona Mask.

CHAPTER X : Collaboration Content

20. Create Collaboration Content Titled "Menjaga Kesehatan dengan Masker Keuangan" and "Pakai Masker Keuangan, Tidur Tenang Bagai Bayi".

    To combine the financial industry (Heartfelt) with *the fashion* industry (Viona Mask), we used the word "Financial Mask". It means, not only our physical needs a mask, but our finances also need a mask to be safe and protected. It aims to make the *audience* realize that financial planning is important so that our lives can become calm, like using Viona Mask that can make us secure from virus. The post preview of the collaboration with Heartfelt can be seen in Figure 3.15.

Figure 3.15 Viona Mask Collaboration Post Preview with Heartfelt
Source : Viona Mask Instagram (2021)

CHAPTER XI : Instagram Feed Post and Story Advertisement

21. Practice of Creating Ads on Instagram :

As explained in Chapter VII about the Creation of the Instagram Shop,Viona Mask violates the rules of Instagram's community guidelines so it is prohibited to advertise.

Therefore, the author and team outsmarted it by doing CSR (Corporate Social Responsibility) promotions through donation campaigns that invited the audience to follow Viona Mask. If they follow Viona Mask, it means they have donated funds to help dealing covid-19. They don't have to pay with money, just have to follow.

The main goals of the author and team is the brand awareness of Viona Mask in the time of the covid-19 pandemic. Especially because Viona Mask vision is closely related to handling pandemics, namely wanting to protect the world from covid-19 through its mask products. So, this program can create a positive

image and make Viona Mask brand remembered as a society protector for covid-19.

CHAPTER XII : Marketplace Guide

22. Give Tutorials to Create a Store in One of the Marketplace, namely Tokopedia

Because Viona Mask is still focused on Instagram and not ready to open a marketplace, the author and team taught the tutorial to open a store on the Tokopedia marketplace, but did not open a Viona Mask store.

3.3 Science and Technology Details

3.3.1   Instagram

Instagram is a photo and video sharing application that allows users to take photos, videos, apply digital filters and share them to various social networking services including Instagram itself. The total of Instagram users in Indonesia have reached 88.22 million users in May 2021 (Annur, 2021). No wonder so many users can make Instagram a place to sell online.
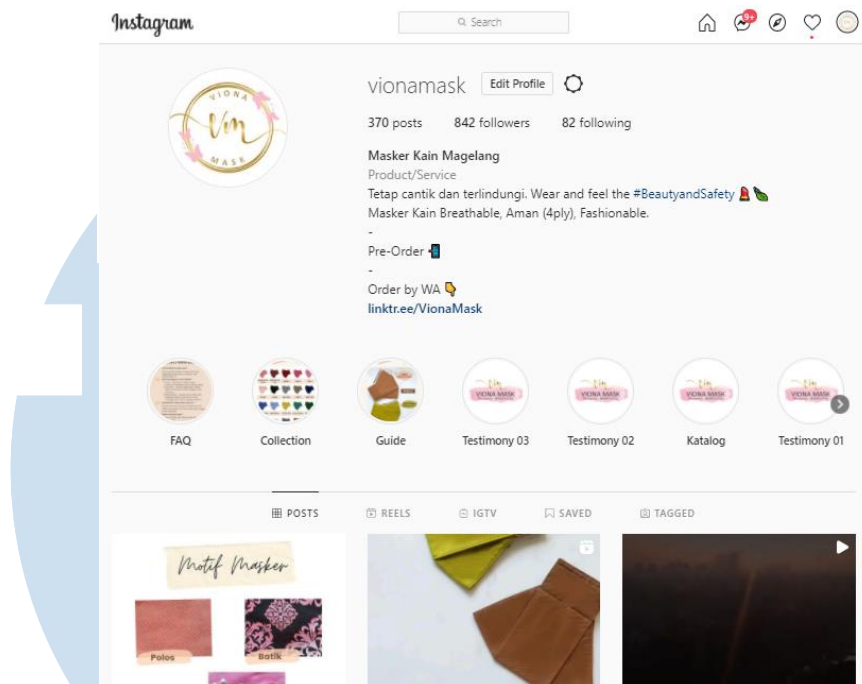
Figure 3.16 Viona Mask Instagram After Program

Source : Viona Mask (2021)

In this activity, the authors uses Instagram as a place to sell Viona Mask products. The benefits of Instagram in this activity are uploading product content, brand, entertainment, education through Feed, Story, Reels, Instagram TV to market and introduce Viona Mask brands and products. The authors also used Instagram as a place to provide information about Viona Mask.
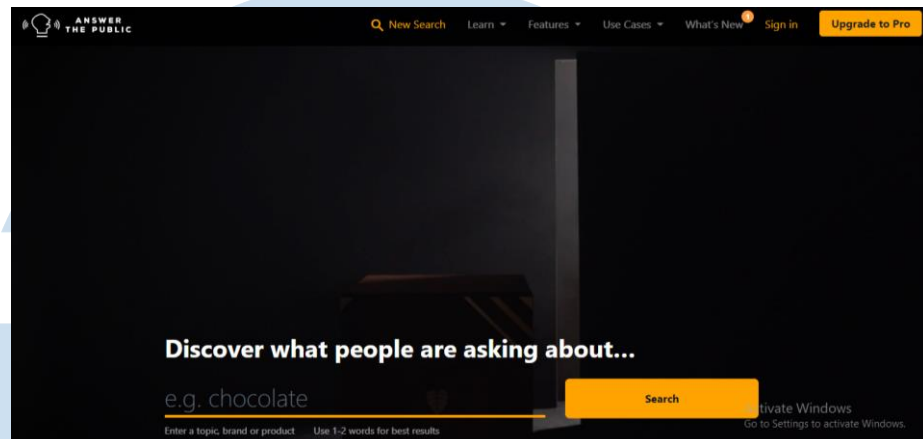
3.3.2 Answer The Public

Figure 3.17 Answer The Public

Source : Answerthepublic (2021)

Answer The Public is a tool used for keyword research to find words or word sets that many people use on search engines for a particular topic. In this activity, the authors used Answer The Public to find out what topics are being sought with the aim of creating targeted content, producing more effective and efficient content.
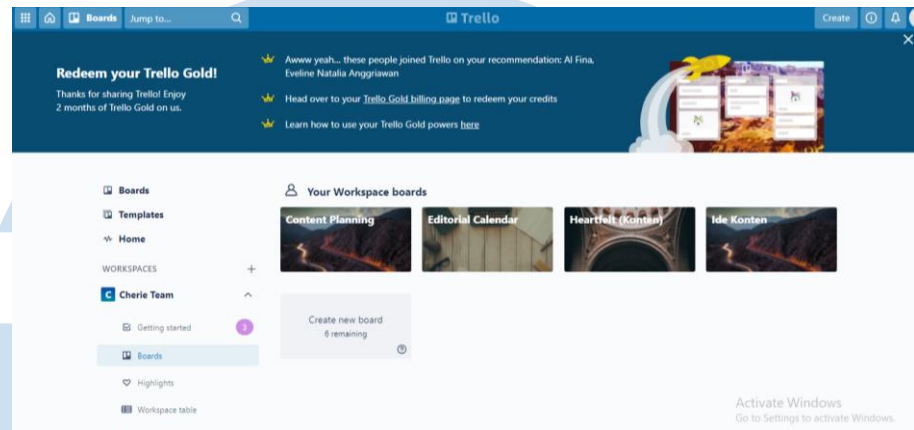
3.3.3 Trello

Figure 3.18 Trello

Source : Trello (2021)

Trello is a website-based application that is used to facilitate the process of collaboration between teams in developing projects more effectively. In this activity, the authors used Trello as Instagram content schedule planning.
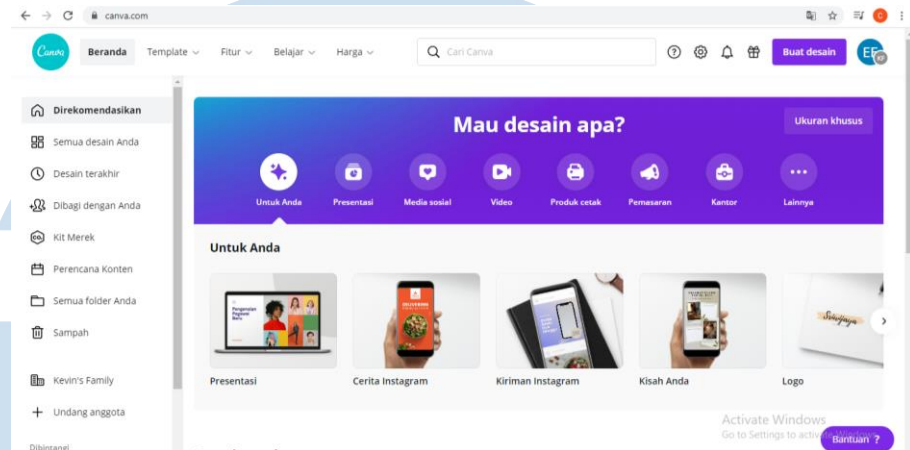
3.3.4 Canva

Figure 3.19 Canva

Source : Canva (2021)

Canva is an online graphic design application that is easy to use, even for beginners. The authors used Canva in this activity as content creation in Instagram Feeds and Instagram Stories. In addition to creating content, the authors also used it to automatically upload content to Instagram with the existing Content Planner feature.

3.3.5 Meta Hashtags

Figure 3.20 Meta Hashtags

Source : MetaHashtags (2021)

Meta Hashtags is an Instagram Hashtag generator to search for the best Instagram hashtags to drive reach on Instagram. The authors uses this to search for hashtags that are relevant to the author's team content.

3.3.6 Marketplace : Tokopedia

Figure 3.21 Tokopedia

Source : Tokopedia (2021)

Tokopedia is a marketplace platform that connects buyers and sellers in Indonesia. With Tokopedia, users can buy products or sell online. The authors used Tokopedia to introduce Viona Mask to the marketplace so it is expected that when sales on Instagram are already crowded, they can open an online store on Tokopedia later.

3.4 Operational and Maintenance Instructions

3.4.1 Instagram

a. Upload Feed Content

1) Select the + icon on Instagram Home

2) Select the photo you want to upload and select "Next".

3) Edit the photo if needed and select "Next".

4) Write the caption you want to give. We can also use the hashtag you want to use.

5) Use the "Mark People" feature to tag other accounts, the "Add Location" feature to add locations.

6) When you're done setting up all the captions, select "share" to upload the photo.

b. Upload Story Content

1) Select "Your Story" or swipe the screen to the right on instagram home.

2) Select the photo or content you want to upload.

Provide posts, and other features such as Instagram music, GIFs,

QnA and more if needed.

3) Select "Your Story" to upload the content.

c. Seeing Insight

1) $Visit\ Ratio = \frac{Profile\ Visit}{Reach}\ x\ 100$

How interesting and useful the content topic is.

2) $Follow\ Ratio = \frac{Follow}{Profile\ Visit}\ x\ 100$

How many readers trust our account and *follow*.

3) $Engagement\ Rate = \frac{Like+Comment+Share+Save}{Reach}\ x\ 100$

Relevance of content to audience interests.

d. Instagram Security

1) Don't click suspicious links.

2) Make sure the link when logging in is correct (Instagram.com).

If a link other than Instagram.com appears, exit immediately.

3) Turn on "two-factor authentication".

e. Determine the Right Post Time

1) Click "Insights".

2) Click "Total Followers".

3) Scroll down.

4) See "Most Active Times".

- Hours = Average time active followers on Instagram in 1 day.

- Days = Average day of active followers on Instagram in 1 week.

f. Advertise on Instagram

1) Click "Profile".

2) Click "Promotion".

3) Click "Select a post".

4) Select the post to promote.

5) Choose goal (post purpose) : more profile visit, more website visit, or more messages.

6) Choose target audience. It can be automatic or customized.

7) Choose a payment method.

8) Determine the budget and duration of the promotion.

9) Click "Create Promotion".

3.4.2 Answer The Public

a. Type the keyword you want to search for and change the country and also language to customize the results in the region.

b. Select search.

c. Then you can see what topics are often sought by most people..

3.4.3 Trello

a. Create an account to be able to use this app.

b. Create a work team by inviting a team project with the click of the + button located at the top right on Trello's main page. Then, select "Create Team". Users will be asked to fill in a team name, team type, and team description. Once it's all complete, click "Continue". Then a new page will appear.

c. Create a Board by going to the team page you've created, and then click "Create a New Boards". Don't forget to fill in your name and privacy level. Users can also set the background on boards.

d. Create a List by clicking the "Add List" menu located under the name boards that have been created.

e. Create Cards in the list by clicking "Add a Cards" which is available on Lists. Enter a name according to the job, then save it by clicking "Add Cards". Repeat this way, if you want to make more Cards.

f. Add anyone who has to do the task. The name of the team member and his responsibilities can be set in this Cards feature. Click "Members" and enter members by clicking on the part of their profile photo.

g. Set a deadline date by selecting the "Due Date" option. Reminder times can be set as desired, two days before the deadline date, or an hour before the collection of tasks. Users don't have to worry, Trello will notify by email or the date on Cards turns yellow.

3.4.4 Canva

a. Designing in Canva

1) Select "Create a Design".

2) We can also choose templates that have been provided such as presentations, story content, content feeds and more.

3) There are many features that can be obtained there that can be inserted into content such as images, icons, logos, text and others.

4) Add backgrounds to attract and customize content with needs by adding text, images and more.

5) Storage is automatically saved.

6) If you want to save to the device can click "download" and match the desired file format.

b. Scheduling Post

1) Open Canva Content Planner.

2) Click the plus sign in the date for the post.

3) Choose a content design from Canva that has been created.

4) Select the time.

5) Select channel : Instagram Business.

6) Fill in the caption, select "Schedule Post".

3.4.5 Meta Hashtags

a. Type a hashtag that is relevant to the content you want to upload.

b. Then there will be a list of related hashtags and we can see the DAPC of the hashtag.

c. Choose the one that matches the average interaction on each of our posts to enter the top post hashtag.

Feature :

a. Hashtag recommendations based on :

1) Potential hashtags: DAPC (Daily Average Post Count) and interactions.

- DAPC : recommended 10 s/d 100

- Average Interaction : average interaction. It is recommended that it is in accordance with the average interaction in each of our posts to enter the top hashtag posts.

2) Account: copying a specific account hashtag.

b. Ranked Hashtag : Provide information on which hashtags are in the Top Post and not.

c. Hashtag Overviews :

1) Account performance overview (data, data usage, number of ratings).

2) Efficiency of hashtag use.

3) Distribution that occurs in our posts.

d. Hashtag Analytics :

1) Overall overview of hashtag performance.

2) Compare the number of hashtag usage with hashtag performance.

3.4.6 Marketplace : Tokopedia

Create an Online Store :

a. Click "Account" on the Tokopedia app.

b. Then click "Store Account".

c. You will be directed to the store's open page. Click "Open a Free Store".

d. Write the name of your store. The name of the store cannot be changed. Make sure you have prepared the appropriate store name. After filling in your store name, fill in the store domain. This store domain will later serve as a store link on Tokopedia.

e. Enter the correct and complete store address. This address will be used by couriers to pick up goods from your store. Complete the street name, building number, RT and RW numbers, sub-districts, to postal codes. Click "Save".

f. The store is finished.