



## Analysis of Instagram's popular social media use as a media for fashion product promotion among generation Z

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### Abstract

Social Media is getting more and more popular in society and is getting more sophisticated. The sophistication of Social Media is increasing and young business people are starting to use it to do business or sell. Instagram is the 3rd Social Media as a Popular Social Media that is often used by the public, especially Generation Z. Generation Z often uses Instagram social media to find various information they need, one of which is Fashion information. This study discusses the benefits, impacts, and attitudes of Generation Z as Instagram users in seeking Fashion information from Fashion business accounts that promote products on Instagram. The type of research used is qualitative research, data collection techniques are observation, interviews, and documentation related to research. The results of this study explain that Instagram is very useful, and has positive and negative impacts, as well as attitudes such as feelings, interests, judgments, personal experiences, and Generation Z's belief in Instagram as a Fashion Product Promotion platform.

**Keywords:** Social media, instagram, promotion, fashion, generation Z

### Introduction

Social Media is a digital platform that can be used to communicate remotely, share and seek information in the form of writing, photos, and videos and is often used as a Product Promotion Tool or Promotional Media. Promotion is a communication tool indirectly to consumers or the public which aims to notify, inform and remind businesses of products.

Social Media Instagram ranks 3rd as Popular Social Media in 2021. Promotions that can be done using Instagram Social Media are using the feeds, story, highlight story features, DM, search, explore, feeds, and story ads, and where these features are used to find product information. Instagram users come from various groups, especially the Generation Z group aged 18-24 years. Generation Z is a generation that has been familiar with technology and the internet since childhood. Generation Z children are often looking for information goods through Instagram Social Media and after searching they will buy the goods if there is something they want.

According to a source from tempo.com, 85% of online shoppers are Generation Z children and 30% of them buy in the fashion sector. There are several types of fashion, namely Vintage Style, Preppy Style, Bohemian Style, Chic Style, Casual Style, and Street Style. Social Media Instagram is often used as a medium for product promotion using features that show various benefits, impacts, and attitudes or responses of Generation Z as Instagram users to the promotion of fashion products on Instagram.

### Literature Review

#### Social Media

Social Media is a long-distance communication tool with individuals or public media and very quickly disseminates information. According to Ali, R., et al (2015), social media is an expansion of real media, Social Media is considered to be faster in spreading information compared to mass media,

because access is easy, fast, and without limits. So Social Media is now more widely used by most people. Due to its popularity and widespread use, Social Media has been seen as a new platform that can be used as a competitive marketing weapon by business companies.

#### Social Media as a Promotional Tool

Social Media as a promotional tool is used to attract consumer attention and assist consumers in making buying decisions. According to Chirumalla, et al (2018) as a promotion tool, social media provides a virtual space for individuals to share and discuss ideas. Social Media allows users to build community through ongoing communication. Information exchange and long-term growth increase members' develop loyal social relationships.

#### Impact of Social Media

1. It's easier to express yourself
2. Dissemination of information can take place quickly
3. Face-to-face interactions tend to decrease
4. Make people addicted to the Internet
5. Generate conflict

#### Attitude

Attitude is a response from individuals to objects in various ways or ways. According to Gerungan (2004: 160), Attitude or attitude is a reaction to the views or feelings of an individual towards a particular object. Even though the object is the same, not all individuals have the same attitude, it can be influenced by individual circumstances, experience, and information and the needs of each individual are different. A person's attitude towards objects will shape individual behavior towards objects.

#### Instagram

Social media that share photos and videos with feeds, stories, DM, highlight stories, market, explore, search, story, and feed features.

## Research Methods

This study uses a descriptive qualitative method that tends to be analytical. qualitative method is a research procedure that produces descriptive data: speech or writing and the observable behavior of the people (subjects) themselves.

This research was conducted at the Faculty of Administrative Sciences (Building D), Krisnadwipayana University Jl. Cempaka Baru No.98, RT.009/RW.005, Jatipaka, Kec. Pondokgede, Bekasi City, West Java 17411.

The method of selecting informants in this study is to use purposive sampling which is a source based on certain objectives or considerations beforehand. Retrieval of information sources is based on a previously defined purpose. Data collection techniques in this study were interviews, observation, documentation, and literature. Data analysis techniques in this study

used the Milles and Huberman methods which consisted of data reduction, data display, and conclusion or verification.

## Result

### 1. Benefits of Social Media Instagram as a Promotional Media for Fashion Products

Social Media can be used in everyday life, one of which is used as Product Promotion Media by businesses or young entrepreneurs, one of which is Instagram. In addition, Social Media also facilitates Generation Z effectively and efficiently in activities such as making it easier to find information, get information, and view and follow current fashion trends. Furthermore, Instagram can be used to communicate with peers to exchange information about Fashion and Fashion account admins to ask more about the Fashion they want. In addition, promotions carried out by Fashion businesses on Instagram are indirect communications to consumers or Generation Z to remind, inform and explain about their Fashion products. Instagram is often used and used to spread fashion information because Generation Z sees public figures such as celebrities and influencers promoting products utilizing endorsements which include fashion business accounts.

Second, Instagram is used for price comparisons from Fashion A business accounts to Fashion B business accounts or more, because Generation Z's income is very limited financially and they are looking for affordable prices with good quality. Instagram has features such as feeds, stories, highlight stories, search, explore, shop/store, ad feeds, and stories for the promotion of fashion products which are also often used by Generation Z to find fashion information. Finally, Instagram can be used as a place for online shopping like a marketplace in general. However, Generation Z doesn't use Instagram as a place for online shopping too often, they are comfortable with the marketplace and the majority of Fashion business accounts on Instagram include their website and marketplace links.

### 2. The Impact of Using the Popular Social Media Instagram for Generation Z to Get Information on Fashion Products

Several impacts are obtained when using Instagram Social Media. First, Instagram makes Generation Z got express themselves using the story feature in terms of Fashion which can also be used to spread fashion information to followers from Generation Z accounts where followers can ask about

the fashion worn by Generation Z. Although not all of Generation Z like this, this is a characteristic of Generation Z which is very confident in all things. Second, Instagram has the advantages of direct messages, video calls, and live features that can communicate remotely and these advantages have an impact, namely reducing face-to-face or face-to-face interactions. Which makes Generation Z increasingly lazy to interact directly.

Third, Instagram makes everything easier, one of which is as above, namely communicating easily and finding and getting fashion information is very easy, detailed, and clear which makes Generation Z dependent and addicted to the internet. This dependence causes toxicity and is very addictive for Generation Z. This is also included in the characteristics of Generation Z which is very proficient in using gadgets in everyday life. Fourth, Instagram is often used to disseminate information, especially fashion information, because Social Media, including Instagram, spreads information quickly, and easily, and has a large number of users all over the world. So, you can disseminate information, get fashion information, or other information anytime and anywhere. Finally, Instagram can create conflicts related to fashion matters, namely discrediting, and dropping the name of the Fashion brand in the comments column of the Fashion account on Instagram which can be seen by everyone and can impact other users on Instagram not being interested in the Fashion brand. Because of this, you have to look for facts in detail by looking at the reviews on their marketplace account or the highlight story feature. This includes characteristics of Generation Z who likes details and thinks critically in examining a problem.

### 3. Attitudes of Generation Z Towards Popular Social Media Instagram as a Media Platform for the Promotion of Fashion Products

Generation Z's feelings when using Instagram to find fashion information are very helpful and useful because apart from promotions carried out by the Fashion account business, Generation Z sees fashion product promotions from celebrities and influencers with endorsement content that already includes the Fashion account. Generation Z is very interested in Fashion promotions on Instagram, because the information conveyed is very clear, complete, and detailed, starting from materials, clothing sizes, prices, and colors available. In addition, the content created is very attractive to Generation Z in the form of photos/videos where there are videos of the products being used or Tyron and there are video testimonials from other buyers.

Generation Z's assessment of Instagram is very good, it becomes easier, more effective, and shortens the time in obtaining and searching for fashion information by using existing Instagram features. Generation Z has personal experience with Instagram because they often use it to find fashion information or other information according to the needs of Generation Z. The attitude of Generation Z has made Instagram the main medium for seeking fashion information because they trust Instagram in seeking fashion information. Instagram is very complete with Fashion information that can be used to mix and match for Generation Z. The fashion style that Generation Z is often looking for is the casual style because it is very easy to find in everyday life such as shirts, t-shirts, pants, and flat shoes and sneakers. This is also included in the characteristics of Generation Z which likes simple things and does not want to

be involved in long processes. Generation Z has been using Instagram to find fashion information for the past 2/3 years.

### **Conclusions and Recommendations**

Based on the description of the research and discussion above, the following conclusions can be drawn:

1. Instagram Social Media, often used as a product promotion tool, especially Fashion and Generation Z can search, get, and see Fashion trends using various features on Instagram. In addition, can communicate and can shop like marketplaces in general.
2. The impact of using Instagram in terms of finding information in Fashion is self-expression, reduced direct interaction, dependence/addiction to technology, easily disseminating information, and can create conflicts that are detrimental to Fashion sellers/businessmen on Instagram.

Attitude is Generation Z's response to promotions on Instagram in the form of feelings/what is felt, interested or not, experience in using, as the main media because they believe in Instagram in finding fashion information and various fashions that are often sought by Generation Z.

### **Recommendations**

1. Generation Z uses Instagram properly and correctly with public media, and peers so that other Instagram users view Fashion accounts.
2. Generation Z is trying not to drop fashion products/brands and not use Instagram too much or too little.
3. Entrepreneurs strive to create promotional content that will attract the attention of Generation Z so that Generation Z can find fashion information more easily.

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