ANALISIS PENGGUNAAN MEDIA SOSIAL INSTAGRAM DALAM PENINGKATAN
JANGKAUAN DAN INTERAKSI KONTEN DI PT POS INDONESIA KCU BANDUNG TAHUN 2024

ANALYSIS OF INSTAGRAM SOCIAL MEDIA USAGE IN INCREASING CONTENT REACH AND INTERACTION AT PT POS INDONESIA KCU BANDUNG IN 2024

Sulthan Rafi Deevan Haryadi[1] , Leni Cahyani[2]
Fakultas Ilmu Terapan, Universitas Telkom
lenicahyani@tass.telkomuniversity.ac.id

ABSTRACT

This research examines the phenomenon of using Instagram social media by PT. POS Indonesia KCU Bandung in 2024. The rapid development of Instagram social media as a promotional medium can increase the reach and interaction of a company. Even though Instagram can increase reach and interaction, based on field observations there are several things that pose challenges in optimal use of Instagram social media. The effectiveness of content strategy, social media management, performance measurement and human resources are challenges in optimizing Instagram to increase reach and interaction from the company to customers. The aim of this research is to analyze the use of Instagram social media in increasing the reach and interaction of content at PT POS Indonesia KCU Bandung in 2024. This study uses a qualitative approach through observation, documentation and in-depth interviews with the company's social media team and analysis of content published on Instagram . The data collected includes insight into the strategies used, challenges faced and perceptions of the effectiveness of social media in achieving company communication goals. The research results show that the use of Instagram at PT. Pos Indonesia KCU Bandung has been doing quite well in increasing the reach and interaction of content. However, there are several things that need to be improved, namely increasing human resources in charge of managing Instagram and Instagram content. These findings are expected to help companies formulate more effective social media policies to support their business goals.
Keywords: *Social media, reach, interaction.*

INTRODUCTION

PT Pos Indonesia (Persero) has undergone several changes and growth during the period 2019 to 2024. PT Pos Indonesia has become a courier and logistics service solution that reaches more than one million MSMEs and 4,700 corporations. The company's market share has grown by 4.1 percent since 2020 to July 2021. PT Pos Indonesia has implemented seven transformations to face future challenges.

PT Pos Indonesia is currently continuing to face the challenges of developing its services. PT Pos Indonesia continues to expand its logistics and courier service network throughout Indonesia. They focus on delivering packages, letters and other goods with better efficiency and speed. The company is undergoing a digital transformation to improve efficiency and quality of service. PT Pos Indonesia is working with more MSMEs to help them in product distribution and marketing. This helps MSMEs increase market access and competitiveness.

PT Pos Indonesia continues to innovate and transform to face the challenges of the times. On November 16, 2023, PT Pos Indonesia launched Robotic Sorting Machine and RFID technology at the Surabaya Postal Processing Center (SPP). The Robotic Sorting Machine enables a more efficient and accurate sorting process with the help of robots.

RFID (Radio Frequency Identification) technology is used to automatically identify and track the position of packages.

PT Pos Indonesia formed this directorate to focus on conducting trials and producing innovations. They gathered a team consisting of millennials to conduct research, experiments and creativity in developing products and services. PT Pos Indonesia empowers human resources (HR) with digitalization training. New employees are required to have coding skills and experience in creating applications and websites. Digitalization helps companies in providing information and services.

PT Pos Indonesia has utilized Instagram social media as a tool to increase marketing effectiveness. PT Pos Indonesia uses Social Media Analytics as a tool to understand and optimize content performance on Instagram. Social Media Analytics helps in measuring the interaction, reach and effectiveness of marketing campaigns. Instagram provides Insight features for business profile users. By utilizing Insight, PT Pos Indonesia can understand user behavior, track content performance and make decisions based on data. The use of Insight on Instagram helps PT Pos Indonesia in increasing the effectiveness of product and service marketing. Data analyzed through Insight helps companies understand audience preferences, measure campaign impact and optimize content.

PT Pos Indonesia has utilized Instagram social media as a tool to increase marketing effectiveness. Influencer marketing in Indonesia is growing due to the high level of social media penetration and the amount of time spent by Indonesian people on online platforms. The increasing number of brands entering the Indonesian retail market makes it difficult for consumers to decide what to buy. Recommendations from social media influencers are a major factor in customer purchasing decisions.

PT POS Indonesia KCU Bandung, as part of the largest logistics and postal service company in Indonesia, faces challenges in expanding its reach and increasing interaction with customers in this digital era. Although the company already has a strong customer base, the increasingly tight competition in the logistics industry and changes in consumer behavior that are increasingly connected digitally require more innovative and effective marketing strategies.

By understanding and implementing effective hashtag usage strategies, PT POS Indonesia KCU Bandung is expected to achieve their marketing goals, increase brand awareness and strengthen relationships with their customers. This study will provide in-depth insights and practical solutions to maximize the potential of Instagram as a marketing tool for PT POS Indonesia KCU Bandung.

RESEARCH METHODS

This study uses a qualitative approach method. Qualitative research methods are research approaches that aim to understand social phenomena from the perspective of participants or research subjects. According to Sugiyono (2020:9), qualitative research methods are rooted in the philosophy of positivism or interpretive and are used to examine the natural conditions of objects. In this method, the researcher acts as a key instrument, data collection is carried out through triangulation (a combination of observation, interviews, documentation), the data obtained is qualitative, data analysis is inductive/qualitative and the results of qualitative research are shown to understand meaning, find uniqueness, construct phenomena and formulate hypotheses.

RESULTS AND DISCUSSIONS

In this chapter, the author will explain the focus of this study aims to analyze the use of Instagram social media in increasing the reach and interaction of content at PT POS Indonesia KCU Bandung in 2024 with a qualitative approach. Where at this stage the author collects data by conducting interviews, observations and documentation to obtain more complete information. The author describes the data that has been collected as it occurs in the field.

CONCLUSION

Based on the results of the research and data analysis that have been carried out, it can be concluded that the use of Instagram social media by PT POS Indonesia KCU Bandung in 2024 has a significant influence on increasing the reach and interaction of content. Some of the main points that can be concluded are as follows:
1. Increased Content Reach:

Optimal use of Instagram with the right content strategy, such as the use of relevant hashtags, strategic posting times and collaboration, has succeeded in significantly increasing the reach of PT POS Indonesia KCU Bandung content. This can be seen from the increase in the number of followers, the number of views and the number of accounts reached by each post.
2. Content Interaction:

Content interaction including the number of likes, comments and shares also showed a positive increase. Interactive content, such as quizzes and posts that invite followers to actively participate, have proven effective in increasing user interaction.
3. User Engagement:

Consistent use of Instagram Stories and reels features also plays an important role in increasing user engagement. These features allow PT POS Indonesia KCU Bandung to convey information in a more interesting and interactive way.

REFERENCES

[1] Abdillah, L. (2022). *Peranan Media Sosial Modern.* Palembang: Bening Media Publishing.

[2] Affilla Fetty Anggraheni, B. H. (2023). Analisis Pemasaran Media Sosial Pada Merk Uniqlo: Studi Kasus Uniqlo Di Indonesia.

[3] Dea Rizqy, A. A. (2024). ANALISIS PENGGUNAAN MEDIA SOSIAL DALAM PEMASARAN DIGITAL (STUDI PADA PENGGUNAAN INSTAGRAM UNTUK BISNIS).

[4] Elliyana, E., Agustina, T., Kadir, H., Imanuddin, B., Yuliani, Mohdari, H., . . . Rahman, S. (2022). *Dasar - Dasar Pemasaran.* Malang: Ahlimedia Press.

[5] Farida Yulianti, L. P. (2019). *Manajemen Pemasaran.* Sleman: Deepublish.

[6] Hayati, R., & Situmorang, W. (2023). Media Sosial Instagram Sebagai Bentuk Validasi Dan Representasi Diri. *Jurnal Sosiologi Nusantara*.

[7] Marissa Grace Haque-Fawzi, A. S. (2022). *STRATEGI PEMASARAN KONSEP, TEORI DAN IMPLEMENTASI.* TANGGERANG SELATAN: Pascal Books.

[8] Martadi, & Haidar, N. (2021). Analisis Konten Visual Post Instagram Riliv Dalam Membentuk Costumer Engagement. *Jurnal Barik*.

[9] Mayangsari, I., & Sutrisno, A. (2021). Pengaruh Penggunaan Media Sosial Instagram Humasbdg Terhadap Pemenuhan Kebutuhan Informasi Followers. *Jurnal Common*.

[10] Musnaini, Suherman, Wijoyo, H., & Indrawan, I. (2020). *Digital Marketing.* Purwokerto Selatan: CV. Pena Persada.

[11] Nuraeni, R., & Puspitarini, D. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*.

[12] Puspasari, D., & Hadithya, R. (2023). Pemanfaatan Sosial Media Marketing Melalui Konten Pada Instagram Dalam Upaya Meningkatkan Brand Image Sebuah Produk. *Jurnal Manajemen Bisnis Dan Keuangn*.

[13] Putri Wibowo, A., & Sastika, W. (2022). Pengembangan Konten Media Sosial Instagram Mufidah Official Tahun 2022. *E-Proceeding Of Applied Science*.

[14] Putri, F. A. (2023). Analisis Pengaruh Electronic Word Of Mouth (E-WOM), Brand Image, Dan Social Media Marketing Terhadap Keputusan Pembelian Pada Produk Jam Tangan (Studi Kasus Pada Produk Woodka).

[15] Rahmaty, U. (2023). Analisis Penggunaan Instagram Pada Akun @Serambinews Sebagai Media Jurnalistik Baru.

[16] Rahmaty, U. (2023). ANALISIS PENGGUNAAN INSTAGRAM PADA AKUN @SERAMBINEWS SEBAGAI MEDIA JURNALISTIK BARU.

[17] Rauf, A., Tovtora, F., & Sopiyan, A. (2024). Pengaruh Digital Marketing Dan Green Promotian Terhadap Keputusan Pembelian Toyota Raize. *Digital Business Journal (DIGIBIS)*.

[18] REYHAN. (2021). Analisis Digital Marketing Nimco Indonesia Dan Starcross Distro Dalam Meningkatkan Penjualan.

[19] Ritonga, M., Pristiyono, & Nurdiana. (2023). Analisis Pemasaran Interaktive Dalam Menarik Minat Konsumen Berbelanja Online Dan Kepuasan Berbelanja. *Journal Of Trends Economics And Accounting Research*.

[20] Robi Martin, D. E. (2024). Analisis Penggunaan Sosial Media Influencer Dalam Meningkatkan Brand Image Suatu Produk (Studi Kasus Pada Mie Uda Bro Padang). *JURNAL ILMU KOMUNIKASI DAN MEDIA SOSIAL (JKOMDIS)*.

[21] Sagita, G., & Wijaya, Z. (2022). Penerapan Digital Marketing Sebagai Strategi Pemasaran Bakmi Tando 07. *Jurnal Ekonomi, Bisnis Dan Manajemen*.

[22] Sugiyono (2020:9), qualitative research methods are rooted in the philosophy of positivism or interpretive and are used to examine the natural conditions of objects.