Social media branding on Instagram account @recharge.id

M. Hidayattulloh & F. Maharani
Telkom University, Bandung, Indonesia

ABSTRACT: At present, social media is not only used as personal documentation but also as media branding for businesses in Indonesia. Recharge is an application-based power bank rental service provider company using Instagram in branding through the official account @recharge.id. Through this account, Recharge posts images, videos, and captions that are in accordance with product positioning. This study aims to analyze the form of social media branding that can increase consumer confidence related to a product. Through this study, researchers will analyze social media branding on the official Recharge Instagram account, @recharge.id. This research uses a qualitative method with a case study approach. Apart from that, this research uses social media branding theory which is supported by theories from advertising and visual communication design. In this study, the authors conclude that the use of social media as media branding with product positioning support will foster consumer knowledge and beliefs related to a product.

Keywords: branding, social media branding, Instagram branding, power bank, Recharge

1 INTRODUCTION

The increase in smartphone usage also facilitated the access to social media. The presence of mobile-based social media applications allows smartphone users to access social media anytime and anywhere. Based on data released by We Are Social, there are 160 million active social media users in Indonesia and an increase of 10 million users compared to 2019. Based on this data, the five social media sites that are most often accessed by the Indonesian are YouTube, WhatsApp, Facebook, Instagram, and Twitter (inet.detik.com, accessed July 9, 2020).

From a number of social media sites that exist today, Instagram is a social media app that is often used by various businesses to carry out the branding process. A large number of Instagram users are businesses that cannot be separated from their ability to upload a variety of content such as videos, images, and text and allowed to comment between account holders and the public, making Instagram widely used for promotional and branding purposes (Hidayattuloh & Riandy 2019).

Of the many businesses that use Instagram as media branding, Recharge which is an IoT- (Internet of Things) based company providing application-based power bank rental services in Indonesia, has an official account @recharge.id for conducting promotions and product branding. Looking at the Instagram account owned by Recharge, it emphasizes the functional side of its social media branding activities. Information about the type of service and product function that distinguishes it from other product services becomes quite dominant in the content found on Instagram @recharge.id.

In this study, researchers will carry out social media branding analysis from the functional side found on the Instagram account @recharge.id. This research will emphasize aspects of increasing consumer knowledge about the product being compared. Based on the explanation from Davis (2015), social media branding that puts forward the functional aspects allows consumers to recognize the benefits of the product and understand its functionality.

2 RESEARCH METHODS

The object of this research is the image and text content contained in the social media account @recharge.id. To examine the object of research, researchers use the case study method. Case studies can be specific to a single case and can try to understand the case in a particular context, situation, and time (Raco 2010).

As stated in the previous discussion, this research limits the process of social media branding by prioritizing functional aspects to increase understanding of the functions and benefits of these products. According to Davis (2015), increasing product knowledge by consumers in social media branding can be used as a personal experience to consider before carrying out the purchase process. This cannot be separated from the role of social media in providing offers and understanding regarding the services of a product. Nowadays, social media has become a trend among businesses and has the potential to connect consumers easily (Purwiantoro et al. 2016). Based on exposure by Davis, social media branding does not mean it is aimed at purchase intentions—bringing brands closer and buying are two different things. In social media branding, consumers are basically more interested in obtaining knowledge about the services and offerings of a product. This is inseparable from the role of social media as a tool for researching a product by consumers.

In this study, in addition to theories about social media branding, researchers also use advertising and visual communication design theory to better understand aspects of persuasion that exist in visual and textual social media accounts @ recharge.id. Apart from that, the authors took three Instagram posts containing images and text as research samples that were compatible with the discussion.

3 RESULT AND DISCUSSION

The information technology that is present at this time makes it easy for businesses to get closer to their consumers. The presence of social media is able to provide product-related information to consumers while allowing consumers to engage directly with brands through various activities that exist on social media and make brands live in the minds of consumers (Yusuf 2016). Apart from that, social media has a considerable impact in establishing a relationship between brands and consumers (Semuel & Setiawan 2018)

As explained in the previous discussion, Recharge is a power bank rental service application that is placed in various places. This service is different from the charging stations that already exist, where consumers are required to bring a personal charger to charge their mobile phones.

Looking at the Instagram posts on @recharge.id, it appears that the emphasis on the position of the product values leads to the ease of making power bank rental through applications that are often conveyed in a number of images and captions. Unique product position and the ability to live in the minds of customers is a form of positioning. By definition, positioning is concerned with how to build trust and confidence in consumers and potential customers. Apart from that, positioning can be said to be a starting point in building product differentiation that can compete with its competitors (Kartajaya 2005)

In conducting this research, researchers examined that Instagram was used as media branding for Recharge in conveying product positioning to differentiate it from competitors as well as providing education to consumers in terms of increasing knowledge and trust in Recharge products.

Looking at the content provided on Instagram @recharge.id, information about the type of product is conveyed through an image that is equipped with information containing an affirmation of the type of product service.

Figure 1 is one of the images contained in the account @recharge.id. It is a visualization that resembles a comic panel with text placed in a speech bubble that reads “hati resah karena nggak bawa charger? Solusinya pakai recharge aja!” In the text, there is an affirmation of the products offered. Apart from that, it seems that the situation formed in the sentence is a decrease in mobile phone battery power which is very commonly experienced by the public at the present time. This

Figure 1. Delivery of product positioning through the comic panel. (Image source: www.instagram.com/recharge.id)

is in line with what is expressed by Davis (2015) wherein social media branding demands to be a problem solver for consumers. The use of the comic style in the delivery of messages makes the information conveyed more attractive. By definition, comics are sequences of images arranged in accordance with the purpose of the message to be conveyed (Gumelar 2011). In addition to communicating through comics, the visual style in the picture is conveyed through cartoons. This is very suitable for ReCharge's target audience since the cartoon style is very popular among the younger generation (Artawan et al. 2015).

Information about the type of service is not only shown in the text contained in the picture. It also looks at the caption that supports the image which shows descriptive sentences that state the position of the product as an application-based power bank rental service.

Figure 2. A comparison between recharge and recharging station products. (Image source: www.instagram.com/recharge.id)

Unlike the previous image which emphasizes more on informing the product's position, this picture shows the comparative value where the product compared is to its competitors, in this case the charging station that is often found in public facilities. Unlike charging stations where consumers must carry their own smartphone chargers, ReCharge places more emphasis on the practical aspects where consumers just rent and use the power bank provided by ReCharge. This is in line with what was expressed by Davis (2015) where the use of social media as a media is used to convey the strength of the product where consumers get a picture of the service/use of a product that is tailored to personal experience before deciding on a purchase.

Comparison is one style of advertising in the delivery of messages. In comparison, product promotion is often positioned as superior compared to competing products and directly emphasizes the value of the main message (Suyanto 2006). The comparison value contained in the picture display is charging the mobile battery with a charging station and recharge product.

Apart from the emphasis on aspects of product positioning, Instagram @recharge.id also displays visualizations related to the use of the product. This is because the use of the ReCharge power bank is different from the charging station commonly used by the public.

Figure 3. Demonstration of the use of recharge products. (Image source: www.instagram.com/recharge.id)

Looking at Figure 3, we can see the process of using the Recharge power bank application. The picture is displayed through the slide feature on Instagram where each slide contains steps in the process of borrowing a power bank through the recharge application. From an advertising perspective, instructions for use are included in the demonstration style. The demonstration is an ad style designed to illustrate the advantages of a product. This ad style is very effective in convincing consumers about product quality (Suyanto 2005). The use of a delivery style that is able to convince consumers about the product is in line with positioning in branding that aims to convince consumers about a product.

4 CONCLUSION

As one of the most popular social media sites in Indonesia, Instagram is often used by businesses in branding for a number of products, one of which is Recharge. Various features that are owned by Instagram, such as slides, captions, and other features, make it easy for Recharge to convey messages that are in accordance with product positioning to the public. In use of the product, as well as the procedure for borrowing the product. The message is conveyed through a visual and textual style that is in accordance with the condition of the consumer. This is in line with what Davis (2015) stated that in social media branding, consumers are basically more interested in obtaining knowledge about services and product offerings.

REFERENCES

- Artawan, C. A., Ketut, N., and Astuti, R. 2015. *Kartun Sebagai Elemen Visual Media Pembelajaran Lalu Lintas Ditlantas Polda Bali*. Segara Widya, 3(1):418–427.
- Davis, R. 2015. *Social Media Branding for Small Business: The 5–Sources Model*. New York: Business Expert Press.
- Gumelar, M. 2011. *Cara Membuat Komik*. Jakarta: Indeks.
- Hidayattuloh, M. and Riandy, A. 2019. *Digital Brand Building of PT Kereta Api Indonesia Indonesia Through Instagram Account @ KAI121*. 6 Th Bandung Creative Movement International Conference in Creative Industries.
- Kartajaya, H. 2005. *Positioning diferensiasi brand*. Jakarta: gramedia pustaka utama.
- Purwiantoro, M. H., Kristanto, D. F., and Hadi, W. 2016. *Pengaruh Penggunaan Media Sosial Terhadap Pengembangan Usaha Kecil Menengah (Ukm)*. Jurnal EKA CIDA, 1(1):30–39. <http://journal.amikomsolo.ac.id/index.php/ekacida/article/view/19/11>

- Raco, J. R. 2010. *Metode Penelitian Kualitatif Jenis, Karakteristik, Dan Keunggulannya*. Jakarta; Grasindo.
- Semuel, H. and Setiawan, K. Y. 2018. *Promosi Melalui Sosial Media, Brand Awareness, Purchase Intention Pada Produk Sepatu Olahraga*. Jurnal Manajemen Pemasaran, 12(1):47–52. <https://doi.org/10.9744/pemasaran.12.1.47>
- Suyanto, M. 2005. *Strategi perancangan iklan televisi perusahaan top dunia*. Yogyakarta: Andi.
- Suyanto, M. 2006. *Strategi perancangan iklan outdoor kelas dunia*. Yogyakarta: Andi.
- Yusuf, F. 2016. Optimalisasi Program Branding Dan Aktivasi Merek Di Era Digital. Jurnal Komunikasi, 7(1):7–13. <http://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/2169/1531>