

Volume: 5
Number: 2
Page: 314 - 318

Article History:

Received: 2024-01-02

Revised: 2024-02-12

Accepted: 2024-03-15

UC ESPORT INSTAGRAM MANAGEMENT

Natanael Axelino Antari KASHOGIE¹, Hilda Yunita WONO²

^{1,2}Ciputra University, Indonesia

Corresponding author: Natanael Axelino Antari Kashogie

E-mail: naxelino@student.ciputra.ac.id

Abstract:

Marketing using the internet or electronic media has experienced a significant increase. The development of this technology is increasingly mushrooming because the internet makes it easier to search for information and communicate quickly and remotely. One of them is carrying out promotional activities on social media. The activity promoted on social media is UC Esports. UC Esport is one of the SMEs popular with many people because it plays MOBA games such as Mobile Legends, Valorant, PUBG, etc. UC Esport faces problems because fewer players are visiting UC Esport's Instagram to buy products and events. Therefore, researchers want to examine how UC Esport manages its Instagram account using social media theory and find out what UC Esport needs to improve in its Instagram account. This researcher used a quasi-qualitative research method. Data was collected using interview and documentation methods. The data is processed using the results of interviews, which are then transcribed, and all data is presented systematically. Then, the data will be validated using three triangulation data sources, which were collected from 3 sources in this research: managers, UC Esport followers, and UC Esport UKM leaders. After validation, researchers will conduct a reliability test. The reliability test used dependency and triangulation with experts to provide further information about this research. This research shows that UC Esport can manage an Instagram account, as evidenced by the many followers, merchandise purchases, and people participating in UC Esport activities.

Keywords: Promotion, Social-Media, Instagram

INTRODUCTION

Indonesia is the country with the largest population in Southeast Asia. Survey results from Worldmeters (2023) show that Indonesia has the largest population, with 273.52 million people, accounting for 40.9% of the population of Southeast Asia from Indonesia. The population in Indonesia grows 1.07% per year. Indonesia has the fourth highest population in the world and the largest population to date. Indonesia's high population makes internet users increasingly popular, one of which is social media. Based on survey results from We Are Social (2023), data was obtained on 212.9 million internet users in Indonesia using social media. The number of social media users in January 2023 decreased by 12.57% compared to the previous year, which was 191 million people. One of the types of Internet frequently used by Southeast Asian residents is social media.

Social media is a medium used by the Indonesian population to interact and disseminate information. Apart from being used for interaction, social media is a very effective tool for promotional activities. According to We Are Social and Hootsuite data, the number of social media users worldwide reached 4.76 billion in January 2023. The number of social media users in Indonesia in January 2023 has reached 60.4% of the total population. One of the most widely used social media sites by Indonesians is Instagram. Based on survey results from Napoleon Cat (2023), there were 109.33 million Instagram users in Indonesia as of April 2023. Compared to the previous year, the number of Instagram users in Indonesia increased by 3.15%. In April 2022, the number of Instagram users in Indonesia was 105.99 million. Instagram in Indonesia experienced a decline from June 2022 to January 2023. Then, Instagram rose again in level since February 2023. The large number of



This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 license

Instagram users. Used by various business owners to run businesses such as food, drinks or clothing. The activities carried out are carrying out promotions and disseminating information. Instagram also has features to support promotional activities. The features offered by Instagram are Paid Advertising, Business Accounts, and Reels.

East Java Province is the province that improves business performance the third most in Indonesia by managing Instagram. One of the cities in East Java that has improved the platform for managing Instagram is the city of Surabaya. According to We Are Social (2023), social media has become a lifestyle for some people who use it to access various things. One of the platforms used is Instagram. Instagram is a social media platform with many users, presenting an excellent opportunity to increase marketing business. Instagram has many business features, such as Instagram shopping and IG ads. One of the private universities that focuses on Entrepreneurship is Ciputra University. Entrepreneurship is not only taught but also all activities, including one extra in UKM. One of the UKM activities that is popular with students is UC Esports because Esports is very popular with UC students and has the most Instagram followers of all UKM at Ciputra University.

The students manage UC Esports's Instagram and consistently upload exciting content so that many Ciputra University students choose UKM Esports. Of the several UKM Esport universities, UC Esport is among the most Instagram followers in Surabaya because it is famous for its students' abilities at UC, has many achievements, and holds large and small events. Not only that, students who take part in tournament activities to represent UC also have exemplary achievements and more experience than other universities. The reason why esports has so many fans is because it has several MOBA games that are often played in several tournaments. Not only that, UC Esports also consistently uploads various content, important information, and significant events and sells products such as UKM Esports jerseys. In managing Instagram content, UC Esports has designed several pieces of content uploaded from stories and feeds for four years. However, UC Esport still needs help: fewer players visit UC Esport's Instagram to buy products and events. Therefore, this research was designed to see and review further how UC Esport manages its Instagram account so that it can be a model for other UKM Instagram accounts.

Formulation of the problem, based on the background of the problem and research object, the problem formulation for this research is "How is Instagram UC Esports managed?" This research aims to find out how UC Esports manages its Instagram account. The scope of research This research was conducted from January to June 2023 because followers started to increase, and there were many significant events, such as the MLBB tournament to represent the campus, which were thoughtfully managed by the UC E-sports team. The data collection and processing period is from June 2023 to January 2024, located at Ciputra Citraland University Surabaya, conducting interviews with the Head of UKM Esports, Esports Members, UC Esport Instagram account managers, and UKM Esports experts.

METHODS

This research uses a quasi-qualitative research method. According to Prof. Dr. Burhan Bungin (2022), the quasi-qualitative method is one of the methods that has a foundation in quantitative methods. However, quasi-qualitative research must still be declared qualitative because it influences quantitative research. Researchers used a quasi-qualitative research method to explore the management of UC Esport's Instagram account. In researching the management of UC Esport's Instagram account, data is needed to support research. The data collection method that will be carried out for this research is an interview. The interview is one of the ways researchers carry out





to obtain information data from research subjects. In quasi-qualitative, interviews should consider how researchers get data for their research.

According to Herdiansyah (2015), several interviews must be conducted to obtain the data researchers need. First, the pre-determined interviewees must be identified. Second, determining the type of interview. Third, prepare and check the recording device. After conducting interviews, Documentation is one way that researchers collect data in the form of documents and recordings from sources. This Documentation is more practical because it uses documents to be recorded. The benefit of Documentation is that it complements interview data, so researchers get more complete data. Quasi-qualitative research approaches often rely on triangulation methods and dependability tests to ensure the validity of the data collected. According to Sugiyono (2016), data analysis is a process of searching and compiling data collected from field notes, interview results, and information from other people. The measure of data saturation obtained will be marked if there is no data or information. Researchers will use data analysis methods; first, transcript. This method is used to transcribe several questions for interviews. This research will record the results of interviews with UC Esport account managers and long-time followers of UC Esport. The recorded interviews will be transcribed by researchers using voice recording. Second, data reduction is an essential stage in the research process that requires skills to organize and summarize abundant information. In dealing with large and varied amounts of data, data reduction becomes a strategic step to focus on things relevant to the research theme. This process involves careful analysis and selecting key elements that provide valuable insight into the research question. According to Prof. Dr. Burhan Bungin (2020), triangulation is a sophisticated and comprehensive research strategy that combines various data sources, theories, or methods to obtain a more profound, complete and verified understanding of the phenomenon or topic being researched. This approach involves collecting and analyzing data from various sources to obtain diverse and comprehensive viewpoints. Data sources include interviews, observations, Documentation, or secondary data from literature or previous studies. According to Wijaya (2018), researchers used triangulation with three aspects: data source, theory, and time. It can help ensure that the data collected is more reliable and valid. By combining various points of view and approaches, researchers can avoid bias or errors that may appear in one particular data source or method.

RESULT AND DISCUSSION

Instagram is one of the social media used by business owners to promote their products or services because Instagram offers quite complete business features so that the products or services offered to consumers can be well segmented. UC Esport is one of the SMEs that uses the Instagram platform to promote products and events to consumers. Instagram has advantages that help UC Esport in managing content shared for promotion. UC Esport is one of the SMEs that uses an Instagram account to promote and introduce its products to its followers and consumers. In marketing, UC Esports uses content to promote its products and significant events using Instagram. As for the features offered by Instagram, if you use the business feature, first is the story feature, one of the features on Instagram that UC Esports uses to upload daily content for 24 hours, such as merchandise, jerseys, and events. Stories that are shared can be analyzed by UC Esports using analytical tools on each story to see how many people have seen the story content that has been shared and how many people have visited the profile. However, in creating story content, UC Esports could have been more optimal in the content shared on Instagram.

The advantages of the story content in the form of photos of events, tournaments, and marches that Doux Butter has shared are that it is pretty exciting and can make fans interested in taking part



in UKM UC Esports activities. However, the lack of story content is less attractive to followers because some are not to their taste, and some cannot attend the activity due to obstacles. This was conveyed from interviews with followers where followers preferred story content with the theme of promoting events, tournaments, and merchandise. The message conveyed in the content uploaded in the story aims to attract fans to participate in UKM UC Esport activities because UC Esport carries out promotions every time an event is held. This also extends to content shared on UC Esports feeds and reels. Most content from feeds and reels is the same as stories, namely photos or videos of events and merchandise, so they are attractive when uploaded. This content is interesting enough to attract fans of UC Esport. However, there still needs to be more content from UC Esport's Instagram account. This can be seen in the uploaded content; the interaction between owners and managers is limited to giving likes or viewing the content that has been uploaded; there is no effective two-way communication process regarding the content that has been uploaded, such as providing comments from fans or followers of any content that has been uploaded.

Managers use data to evaluate each uploaded piece of content and whether there are deficiencies in creating story, feeds, and reel content so that it can reach its followers. However, this feature could be utilized more optimally because, as a result of interviews, managers use this feature to evaluate uploaded content and create data for uploading content. In creeds to be content planners and exciting themes for their followers. Meanwhile, as a result of the interview, Instagram account followers said they preferred content themes such as events, products, tournaments, or merchandise because it could be a consideration for them when participating in UC Esports activities. The only thing differentiating stories, feeds, and reels is the time to upload the content.

From the results of discussions on UC Esports Instagram, there was a diversity of opinions and points of view among the four participating speakers. The discussion illustrates the importance of diverse perspectives in discussing topics surrounding esports. Each resource person may have a different background, experience, or knowledge in the esports industry, resulting in different approaches and views on the issues discussed. The four sources may present arguments that support their respective points of view based on research, direct experience, or personal understanding of the topic. These differences of opinion can enrich the discussion and provide broader insight to the audience, allowing them to view the topic from different points of view and stimulating critical thinking.

CONCLUSION

In this research, researchers examined the topic of UC Esports Instagram Management using Yusuf's Instagram theory. The journal explains the features of Instagram, including using Instagram for business, as well as the advantages and disadvantages of these features so that it can be a reference for researchers to find out what shortcomings there are in the management of Instagram that UC Esports has carried out. Researchers collected data from interviews with three sources and one expert to review the management of UC Esports' Instagram account and whether it has been appropriately managed.

From the analysis and discussion results in this research, the researcher answered the problem formulation for this research. Researchers can conclude that UC Esports has researched content used as content material that will be created and uploaded. UC Esports still needs to manage its Instagram account because more players and visitors need to buy products and merchandise. However, UC Esport still needs to be more optimal in evaluating uploaded content; the uploaded content needs to be more consistent and more effective in creating direct interaction between followers and UC

Esport itself. Thus, this has caused a decrease in the number of consumers and followers visiting the UC Esports Instagram account.

REFERENCES

- Bungin, B. (2020). *Social Research Methods* 3.
- Bungin, B. (2022). *Social Research Methods* 2.
- Charlesworth, A. (2018). *Digital Marketing: A Practical Approach*. United Kingdom: Routledge.
- Ghyanti, K. F. (2016). Efektifitas Promosi Produk Organik "Bee Organic Food" Melalui Media Sosial Instagram. *Skripsi*.
- Herdiansyah, H. (2015). *Metodologi Penelitian Kualitatif untuk Ilmu Psikologi*. (Rosidah, Ed.). Jakarta: Salemba Humanika.
- Hartawan, Y. (2017). Media Sosial Sebagai Media Massa Dikalangan Remaja (Studi Etnografi Virtual Tentang Identitas Dan Presentasi Diri Remaja Indonesia Di Instagram). *Jurnal Retorika*, 9, 155-174.
- Kottler, P., & Keller, K. L. (2016). *Handbook of Research of Effective Advertising Strategies in The Social Media Age*. Cambridge: IGI Global.
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas Media Instagram dan e-Wom (Electronic Word of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101-115.
- Luttrell, R. (2015). *Social Media: How to Engage. Share and Connect*.
- NapoleonCat. (2023). Jumlah Pengguna Instagram di Indonesia <https://mediatamacreative.com/jasa-promosi-caleg-pricelist/>
- Pham, P. H., & Gammoh, B. S. (2015). Characteristics of Social-Media Marketing Strategy and Customer-Based Brand Equity Outcomes: A Conceptual Model. *International Journal of Internet Marketing and Advertising*, 9(4), 321-337.
- Sugiyono. (2015). "Apa Itu Dependability?"
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Taan, H. (2016). Peran Promosi dan Tata Kelola Wisata Religi Bongo Dalam Meningkatkan Daya Saing Pariwisata di Kabupaten Gorontalo.
- Wijaya, H. (2018). *Analisis Data Kualitatif Ilmu Pendidikan Teologi*. Makassar: Sekolah Tinggi Theologia Jaffray .
- Wono, H. Y., Supriaddin, N., Amin, F., Indriastuti, Y., & Sufa, S. A. (2023). Media Sosial, Literasi Digital, dan Inovasi Bisnis Trikotomi Baru Dalam Manajemen Strategi. *Branding: Jurnal Manajemen dan Bisnis*, 2(1).
- Wono, H. Y., & Aji, I. D. K. (2020). Preferensi Komunikasi Pemasaran Terpadu Perguruan Tinggi di Surabaya Pada Era Posmoderen. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 6(02), 171-186.
- Worldmeters. (2023). Pertumbuhan Melambat, Jumlah Pengguna Media Sosial Global Capai 4,76 Miliar Hingga Awal 2023," February 7, 2023. <https://databoks.katadata.co.id/datapublish/2023/02/07/pertumbuhan-melambat-jumlah-pengguna-media-sosial-global-capai-476-miliar-hingga-awal-2023>.
- We are Social. (2023). Jumlah penduduk menggunakan Internet di Indonesia. <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Zhu, Y. Q., & Chen, H. G. (2015). Social Media and Human Need Satisfaction: Implications for Social Media Marketing. *Business Horizons*, 58(3), 335-345.

