

Examining the Usage of Instagram as the Strategy to Build the Brand Value of PT Ayo Media Network

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Abstract: In this digital era social media has become an essential tool in marketing strategy and building brand value. Brand value is a valuable asset, which includes the perceptions and values associated with the brand. PT Ayo Media Network one of the largest media companies in West Java, is a media company that continues to operate and develop to this day. This article will examine how customer interaction through the PT Ayo Media Network Instagram account can provide a positive and valuable experience, ultimately increasing the company's brand value. This research uses a qualitative research method with a SWOT analysis approach. From the data analysis conducted, it was found that the company's strengths were still more significant or dominant compared to its weaknesses and opportunities which are still more powerful than the threats the company must overcome. That way, the company is found to be in quadrant one position.

Keywords: brand value, instagram, marketing strategy, swot analysis

Abstrak: Di era digital ini media sosial telah menjadi alat penting dalam strategi pemasaran dan membangun nilai merek. Nilai merek adalah aset berharga, yang mencakup persepsi dan nilai yang terkait dengan merek. PT Ayo Media Network salah satu perusahaan media terbesar di Jawa Barat, merupakan perusahaan media yang terus beroperasi dan berkembang hingga saat ini. Artikel ini akan mengkaji bagaimana interaksi pelanggan melalui akun Instagram PT Ayo Media Network dapat memberikan pengalaman yang positif dan berharga, yang pada akhirnya meningkatkan nilai merek perusahaan. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan analisis SWOT. Dari analisis data yang dilakukan diketahui bahwa kekuatan perusahaan masih lebih signifikan atau dominan dibandingkan dengan kelemahan dan peluang yang masih lebih kuat dari ancaman yang harus diatasi perusahaan. Dengan begitu, perusahaan ditemukan berada di posisi kuadran satu.

Kata kunci: analisis swot, instagram, nilai merek, strategi marketing

I. INTRODUCTION

Technological developments have significantly impacted various fields, especially the media industry. Technological developments have changed the media from conventional to digital. The ability of digital technology is starting to dominate human life, transforming messages and conveying them more efficiently, making it easier to find the latest information so that they can build social networks outside of communities that are becoming more practical (Handojo, Al Juhani,

Apiani, & Johan, 2021). In this increasingly advanced digital era, social media has become an essential tool in marketing strategy and building brand value for companies. One of the most popular and significant social media platforms is Instagram. Instagram is not just a place to share photos and videos; it has also become a powerful communication channel between companies and customers. In this context, this article will discuss using Instagram to build brand value for PT Ayo Media Network, a leading news media company.

Business potential in the creative industry, including the media, continues to grow in Indonesia. With today's technological developments, the mass media continues to experience changes (Handojo, Al Juhani, Apiani, & Johan, 2021). Brand value is a valuable asset for a company, which includes the perceptions and values associated with the brand. Brand value is not only limited to financial aspects but also includes valuable customer experience elements. In the case of PT Ayo Media Network, customers who want to read the news will seek information through their Instagram accounts. Social media is currently used as the primary tool for various groups of people regarding economic development. Bold or digital media, previously only used to exchange information or communicate remotely, can now be used by the media to conduct marketing activities for specific companies or groups (Nuriyanti, 2019). Through this platform, customers will experience a unique and different experience associated with the company's brand. In related literature, research has been conducted on the role of social media in marketing and brand value building.

A study by Godey et al. (2016) regarding luxury brands' social media marketing efforts highlights their influence on brand equity and consumer behavior. Hajli and Lin (2020) also investigated the role of social media in creating brand equity. The study by Kabadayi and Price (2014) regarding consumer engagement with brands on Facebook discusses interactions such as likes and comments that can affect brand

perception. In addition, Stieglitz et al. (2014) and Wu et al. (2019) present an analytical and conceptual approach to understanding the influence of social media on information systems and brand value creation.

In the field of research on the use of social media to build brand value, several studies have provided valuable insights. Godey et al. (2016) researched social media marketing efforts by luxury brands and found that the effective use of social media can influence brand equity and consumer behavior. They emphasize the importance of managing consistent and engaging content on social media platforms to build substantial brand value (Godey et al., 2016). Hajli and Lin (2020) researched social media's role in creating brand equity. They found that social media can be a powerful platform for communicating brand values to customers, strengthening emotional bonds, and creating sustainable positive experiences (Hajli & Lin, 2020).

In the context of interactions between consumers and brands through social media, Kabadayi and Price (2014) have researched consumer behavior, such as liking and commenting on brand content on Facebook. They found that this consumer interaction can influence brand perception and strengthen the relationship between brands and consumers (Kabadayi & Price, 2014). Stieglitz et al. (2014) reviewed social media analytics and an interdisciplinary approach to understanding the behavior of social media users. They emphasize the importance of applying social media analytics to identify trends, consumer

preferences, and brand perceptions that can influence brand value (Stieglitz et al., 2014). Wu et al. (2019) focus on brand value co-creation through social media. They state that collaboration between companies and customers on social media platforms, such as Instagram, creates mutually beneficial brand value (Wu et al., 2019).

Creating a difference to a brand in the business market means moving companies to be able to create unique brand values for their consumers. The brand value assessed by customers also shows the brand's ability to compete with competitors (Gupta S. G., 2020). The purpose of having a particular strategy in competing with other competitors is so that companies in that market can determine their position. That way, companies can protect themselves best against competitive pressures or influence them positively (Hernawan, Musafa, & Dewi, 2020). Therefore, a media that use media should have an appropriate strategy to build brand value in their media to interact with their audience. With the right strategy, the media can represent a strong presence for their audience.

The strategic decision-making process is always related to developing the company's mission, goals, strategies and policies. Thus, strategic planning must analyze the company's strategic factors, namely strengths, weaknesses, opportunities, and threats. Strategic planning is developing and maintaining a strategic fit between organizational goals and capabilities and changing marketing opportunities (Hernawan, Musafa, & Dewi, 2020). A SWOT

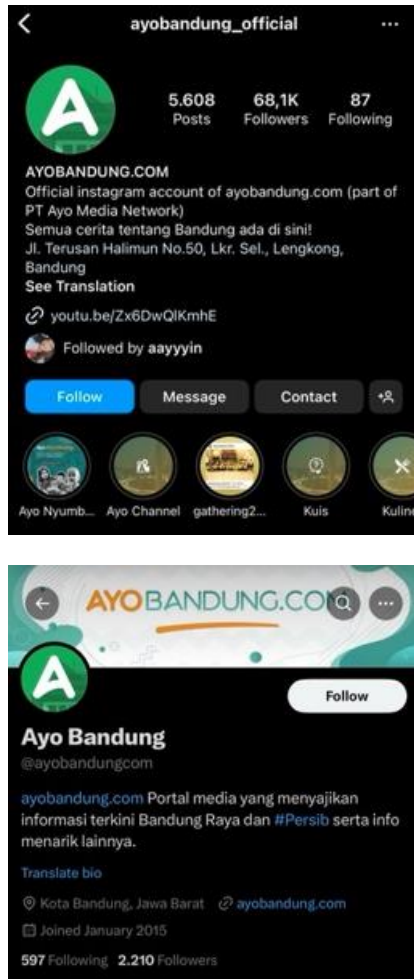
analysis determines the right strategy for a company to implement based on public and market conditions, where opportunities and threats are used to identify the company's external environment and compare it with the strengths and weaknesses obtained through internal environmental analysis (Galavan, 2014).

These studies provide a deep understanding of the role of social media, including Instagram, in building brand value. In this context, the use of Instagram by PT Ayo Media Network is not only limited to presenting news to customers but also providing a unique experience that shapes their brand perception. When customers visit their Instagram account to read the latest news, they get the company information they want and engage in an immersive and fulfilling experience. This interaction creates an emotional bond between the customer and the brand, building brand value. Therefore, an analysis that applies the SWOT method will provide a more comprehensive understanding of the strengths, weaknesses, opportunities, and threats of using Instagram to build PT Ayo Media Network brand value.

Combining these studies' findings with a focus on PT Ayo Media Network, this study aims to analyze the use of Instagram as a strategy to build company brand value. This article will examine how customer interaction through PT Ayo Media Network Instagram account can provide a positive and valuable experience, ultimately increasing the company's brand value. The research method

we use will involve qualitative analysis. We will survey the company representatives and analysis of Instagram account content will be added to gain an in-depth understanding of the strategy adopted.

Image 1. PT Ayo Media Network's Instagram & Twitter Profile



Source: Processed by Researcher (2023)

From Image 1, there is a significant difference in the number of followers on PT Ayo Media Network's Instagram and Twitter social media. The Instagram account @ayobandung_official has 68.1 thousand followers, while the Twitter account @ayobandungcom only has 2,210 followers. With this significant comparison, the researcher chose Instagram as the primary media in

viewing and further researching the brand value built by PT Ayo Media Network through Instagram social media accounts.

This article will significantly contribute to understanding the use of Instagram as an effective strategy for building brand value. In an increasingly competitive business environment, understanding how to utilize social media optimally will provide a competitive advantage for companies. Based on these things, the research question is:

1. What is the strategy carried out by PT Ayo Media Network in building brand value through strengths, overcoming weaknesses, taking advantage of opportunities, and overcoming threats that the company has?
2. What alternative strategies can PT Ayo Media Network use based on the SWOT analysis?

II. LITERATURE REVIEW

A. SWOT Analysis

This research uses a qualitative research method with a SWOT analysis approach. According to Rangkuti (1997) who stated meaning SWOT is the process of identifying various factors which are carried out systematically in order to be able to formulate an appropriate organizational strategy. The analysis is based on the logic that can optimize Strengths and Opportunities. But in tandem, this analysis must also be able to minimize threats and weaknesses. It is known that the process of making strategic decisions is always directly related to company policies, strategies, objectives, and mission development. That is, strategic planners must analyze various

strategic factors of an organization or company starting from strengths, opportunities, threats, and weaknesses.

SWOT analysis is considered to have many benefits or advantages compared to other analytical methods. The following describes some of the benefits of using the SWOT analysis method (Hardiyanto, Soejanto, & Berlianty, 2018):

1. SWOT analysis can help see a problem from four sides at once which forms the basis of a problem analysis, namely strengths, weaknesses, opportunities/opportunities, and threats.
2. SWOT analysis can provide results in the form of a study that is sharp enough to give directions or recommendations to maintain strengths while increasing profits based on current opportunities, reducing deficiencies, and avoiding threats.
3. SWOT analysis can help "dissect" an organization from four sides which can be the basis for the identification process, and with this analysis, we can find sides that are sometimes forgotten or not seen so far.
4. SWOT analysis can be a powerful instrument in conducting strategic analysis to find the right and best steps according to the situation.

III. RESEARCH METHOD

This research uses a qualitative research method with a SWOT analysis approach. Shank (2002) defines qualitative research as "a form of systematic empirical inquiry into meaning" (p. 5). By systematic he means "planned, ordered and public", following rules agreed

upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experiences. Denzin and Lincoln (2000) claim that qualitative research involves an interpretive and naturalistic approach: "This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them" (p. 3).

The data collection is done by way of direct interviews with the directors of PT. Ayo Media Network Bandung. In this case, the authors used in-depth interviews. According to Kriyantono (2020, p. 291-293), in-depth interviews are a way of collecting data and information which is carried out face-to-face with informants in order to obtain complete and in-depth data. This interview distinguishes between respondents (people who will be interviewed only once) and informants (people who the researcher wants to know or understand and who will be interviewed several times). It is usually the main tool in qualitative research combined with participant observation. When conducting in-depth interviews, the interviewer has relatively no control over the response of the informant, meaning that the informant can freely provide answers. The task that must be carried out by researchers is to ensure that informants are willing to provide complete, in-depth answers and if necessary nothing is hidden. This can be achieved by trying to make this interview take

place informally, such as having a normal conversation or chatting. In-depth interviews have unique characteristics.

The EFAS and IFAS matrix in SWOT analysis compare external factors, that is, opportunities, and threats, with internal factors, that is, strengths and weaknesses. After that, the results of the internal and external factor matrix that have been compiled will be entered into the SWOT matrix. With this SWOT matrix, a strategy that the company can use will be determined. According to Rangkuti (2014), there are four different quadrants in the SWOT matrix, namely:

1. Quadrant 1 SO (Strength - Opportunity)

Companies in this quadrant can use an aggressive strategy that can encourage companies to maximize their strengths and take advantage of existing opportunities.

2. Quadrant 2 ST (Strength - Threat)

Companies in this quadrant use a diversification strategy. The strategy is used to encourage companies to make changes to cover their weaknesses. Companies are faced with many threats but have strengths that can be optimized.

3. Quadrant 3 WO (Weakness - Opportunity)

Companies that are in this quadrant can use a turn-around strategy, which is a strategy that encourages companies to optimize their existing strengths because they are faced with threats that can destroy the company. In this quadrant, the company still has great opportunities, but some weaknesses must be overcome.

4. Quadrant 4 WT (Weakness - Threat)

In this quadrant, the company can use a defensive strategy. A defensive system is used so that the company can maintain its position with all its capabilities. In this quadrant, the company is full of internal threats and weaknesses.

IV. RESULT AND DISCUSSION

A. SWOT Analysis

Two factors are examined in this study, namely external and internal factors. External factors include opportunities and threats, while internal factors include strengths and weaknesses. These four factors were obtained through interviews with PT Ayo Media Network representatives. The factors obtained are as follows:

a. Strength

1. Company branding is already big enough.
2. Qualified human resources with adequate numbers.
3. Have a qualified allocation of funds for marketing activities.
4. Has various distribution channels (Channels/Platforms) for its products.
5. Instagram social media followers have quite a lot.

b. Weaknesses

1. Lack of content management in social media publications.
2. There is a performance gap between one platform and another.
3. Lack of personalization on Instagram.
4. The level of interaction with the audience is low.

5. Content or publication design doesn't follow trends.
- c. Opportunities
1. The mass media business industry is getting more advanced and wider.
 2. There are developments in features or technology for digital marketing activities.
 3. Increased public preference for digital literacy.
 4. Required by almost all business units/individuals for digital marketing and dissemination of information (Advertising means).
 5. Internet and social media users continue to increase in Indonesia.
- d. Threat
1. There are a variety of similar media in the market (competitors).
 2. There are a variety of similar media in the market (competitors).
 3. Indonesian people tend to prefer gossip news.
 4. The rapid dissemination of information and the uncertainty of the situation.
 5. It's easy for people to be swayed by opinions, so it's easy for a bad stigma to appear against digital mass media.
 6. Cybercrime.

B. IFAS and EFAS Matrix

Based on the SWOT analysis results, the analysis is continued with the calculation of weights and ratings. This calculation is carried out to serve as a basis for researchers to

determine the company's position (Syafa'at & Wahid, 2020). Therefore, from the determination of the weights and ratings that have been carried out, the results are shown in the following table:

Table 1. IFAS Table (Internal Factor Analysis)

<i>STRENGTH</i>				
No.	Strength	Bobot	Rating	Score
1	Company branding is already big enough.	0,23	9	2,07
2	Qualified human resources with adequate numbers.	0,08	6	0,48
3	Have a qualified allocation of funds for marketing activities.	0,2	7	1,4
4	Has various distribution channels (Channels/Platforms) for its products.	0,07	8	0,56
5	Instagram social media followers have quite a lot.	0,05	7	0,35
Sub Total		0,63		4,86
<i>WEAKNESS</i>				
	Weakness	Bobot	Rating	Score
	Lack of content management in social media publications.	0,1	2	0,2
	There is a performance gap between one platform and another.	0,1	1	0,1
	Lack of personalization on Instagram.	0,04	4	0,16
	The level of interaction with the audience is low.	0,08	3	0,24
	Content or publication design doesn't follow trends.	0,05	4	0,2
Sub Total		0,37		0,9
TOTAL (STRENGTH + WEAKNESS)		1		5,76

The table above shows that the value of strength is higher than the value of weakness. This shows that PT Ayo Media Network's

strengths in its strategy to build brand value through Instagram are more significant and powerful than its weaknesses.

Table 2. IFAS Table (Internal Factor Analysis)

<i>OPPORTUNITY</i>				
No.	Opportunity	Bobot Rating Score		
1	The mass media business industry is getting more advanced and wider.	0,2	8	1,6
2	There are developments in features or technology for digital marketing activities.	0,08	6	0,48
3	Increased public preference for digital literacy.	0,17	7	1,19
4	Required by almost all business units/individuals for digital marketing and dissemination of information (Advertising means).	0,03	6	0,18
5	Internet and social media users continue to increase in Indonesia.	0,09	7	0,63
Sub Total		0,57		4,08
<i>THREAT</i>				
No.	Threat	Bobot Rating Score		
1	There are a variety of similar media in the market (competitors).	0,18	1	0,18
2	Indonesian people tend to prefer gossip news.	0,04	4	0,16
3	The rapid dissemination of information and the uncertainty of the situation.	0,08	3	0,24
4	It's easy for people to be swayed by opinions, so it's easy for a bad stigma to appear against digital mass media.	0,03	4	0,12
5	Cybercrime	0,1	2	0,2
Sub Total		0,43		0,9
TOTAL (OPPORTUNITY + THREAT)		1		4,98

The table above shows that the opportunity value is higher than the threat value. This indicates that the strength of PT

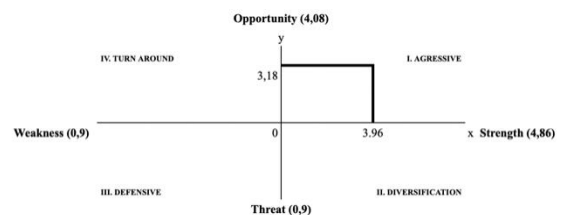
Ayo Media Network has more opportunities than threats.

C. SWOT Matrix

Sampling using the interview method with the Regional Manager of PT. Ayo Media Network Bandung was done to get primary research sources and depart from interviews. Sampling using the interview method with the Regional Manager of PT. Ayo Media Network Bandung was carried out to obtain primary research sources and departed from interviews. With the IFAS and EFAS tables generated above, we can arrange a SWOT matrix of 4 quadrants. These are results obtained from the SWOT analysis of the company PT. Ayo Media Network Bandung.

Through the SWOT matrix in Table 3., an overview of PT Ayo Media Network's strategies to manage Instagram accounts are generated to build brand value. SO strategy is a strategy that can be used to optimize the strengths possessed by the company by taking advantage of the opportunities it has. Strategies that can be carried out, for example, are to maximize the advertisement feature on the platform used, maximize performance on the platform used by the company, and expand the variety or variety of content on the company's Instagram.

Image 3. SWOT Matrix PT Ayo Media Network



Source: Processed by Researcher (2023)

In addition, the position of PT Ayo Media Network is determined by the SWOT matrix and IFAS and EFAS analysis. To find out the quadrant position, the sum of the IFAS table is (the number of strengths minus weaknesses), ie. H. (4.86 – 0.9), as the X axis 3.96. If the y-axis is 3.18, the result is obtained from (4.08 – 0.9), reducing the number of opportunities and threats from the EFAS table. The intersection point is in quadrant 1, which is a growth position. This position supports aggressive steps to continue developing all aspects of the organization because it will likely provide optimal benefits if the right strategy is implemented. Companies in Quadrant 1 have many strengths and opportunities that can be used as the primary weapon in determining the strategy for running their business so that they can bring optimal benefits when using the appropriate strategy. Also, in quadrant 1, the company uses an aggressive strategy where the company has a strong competitive base and operates in a fast-growing market. Such companies are better off adopting and pursuing strategies such as market development, market penetration, product development, etc. An example is a company that can carry out product development, such as expanding topics in news writing to develop a broader market than before.

To analyze the brand value built through Instagram, the PT Ayo Media network can implement the strategy obtained per the company's position in Quadrant 1. First, by maximizing the advertisement feature on Instagram social media. Second, maximizing

and developing the performance of the company's social media platforms, and third, expanding the variety on Instagram.

The first and second strategies related to marketing carried out through digital social media platforms are also relevant to brand value. A study by Godey et al. (2016) found a significant influence between marketing efforts on social media with brand equity and consumer behaviour, where these two things will then influence the formation of brand value. To maximize the advertisement feature and develop the performance of PT Ayo Media Network's Instagram presence, PT Ayo Media Network can employ several strategies.

Firstly, having a well-defined target audience and effectively utilizing Instagram's targeting options is important. This ensures that the ads or any campaign the company is doing on Instagram reach the right people interested in the content offered by PT Ayo Media Network. Secondly, having a clear brand identity and consistently aligning all content and messaging with it is also important. This helps in building a strong and recognizable brand presence on Instagram.

Thirdly, engaging with the audience is essential. Responding to comments, messages, and mentions promptly shows that the company values its followers and encourages a sense of community. The next one, regularly posting high-quality and relevant content that resonates with the target audience. Creating high-quality images, compelling videos, and captivating captions can help convey the message effectively.

Table 3. SWOT Matrix Table

SWOT	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Company branding is already big enough. 2. Qualified human resources with adequate numbers. 3. Have a qualified allocation of funds for marketing activities. 4. Has various distribution channels (Channels/Platforms) for its products. 5. Instagram social media followers have quite a lot. 	<ol style="list-style-type: none"> 1. Lack of content management in social media publications. 2. There is a performance gap between one platform and another. 3. Lack of personalization on Instagram. 4. The level of interaction with the audience is low. 5. Content or publication design doesn't follow trends.
Opportunity (O)	S-O Strategy	W-O Strategy
<ol style="list-style-type: none"> 1. The mass media business industry is getting more advanced and wider. 2. There are developments in features or technology for digital marketing activities. 3. Increased public preference for digital literacy. 4. Required by almost all business units/individuals for digital marketing and dissemination of information (Advertising means). 5. Internet and social media users continue to increase in Indonesia. 	<ol style="list-style-type: none"> 1. Maximize the advertisement feature on the platform used (S22, S3, O2) 2. Maximize performance on each enterprise platform (S1, S4, O1, O5) 3. Expanding the variety of content on Instagram (S3, S5, O4, O3) 	<ol style="list-style-type: none"> 1. Capacity building and employee specialization in handling marketing platforms (W1, W5, O2, O4) 2. Increase content interactivity with audiences (W3, W4, O1, O5) 3. Improve content consistency and intensity across platforms (W2, O2, O3)
Threat (T)	S-T Strategy	W-T Strategy
<ol style="list-style-type: none"> 1. There are a variety of similar media in the market (competitors). 2. Indonesian people tend to prefer gossip news. 3. The rapid dissemination of information and the uncertainty of the situation. 4. It's easy for people to be swayed by opinions, so it's easy for a bad stigma to appear against digital mass media. 5. Cybercrime. 	<ol style="list-style-type: none"> 1. Emphasize unique selling points (S1, S5, T1) 2. Increase the speed of spreading news and content (S2, S4, T3) 3. Recruit or work with a cybersecurity company (S3, T5) 4. Maintain news and content credibility (S2, T2, T4) 	<ol style="list-style-type: none"> 1. Maintain competitive advantage and be sensitive to changes or trends (W1, W2, W4, W5, T1, T3) 2. Presenting varied content (W3, T2, T4)

Source: Processed by Researcher (2023)

Additionally, PT Ayo Media Network can use the features on Instagram, such as Instagram Stories and Reels, to provide a more interactive and immersive experience for their audience. Collaborating with influencers or partnering with relevant brands or KOLs can also help expand the reach and credibility of their advertisements. Lastly, monitoring and analyzing the performance of the ads using Instagram Insights and other analytics tools enable PT Ayo Media Network to make data-

driven decisions and optimize their campaigns for better results. By employing these strategies, PT Ayo Media Network can maximize the advertisement feature on Instagram and effectively promote their content or services to a broader audience.

The third strategy that can be carried out is its relevance to the study of brand value. The survey conducted by Godey et al. (2016) found that producing and creating interesting and consistent content on social media can build

strong brand value for the company. PT Ayo Media Network can take several approaches to expand the variety on Instagram. Firstly, they can diversify the types of content they share. Instead of focusing solely on images or text-based posts, they can incorporate a mix of photos, videos, infographics, and others.

Secondly, PT Ayo Media Network can explore different formats and features Instagram offers. They can leverage Instagram Stories to share real-time updates, exclusive content, or interactive updates. They can also experiment with Reels to create entertaining clips. By embracing these diverse formats, PT Ayo Media Network can cater to various audience preferences and capture attention in different ways. Collaborations can also be done with KOLs or brands by doing takeovers, guest posts, or joint campaigns. Lastly, PT Ayo Media Network can actively seek feedback from its audience and use it to guide its content strategy. By understanding what their followers want to see more of or what topics they are interested in, PT Ayo Media Network can create a more diverse and relevant content mix on Instagram.

IV. CONCLUSION

Using the SWOT analysis method in developing strategies to build brand value through Instagram can be used as material for PT Ayo Media Network. PT Ayo Media Network can use this method to understand more about the internal and external conditions of the company. From the data analysis conducted, it was found that the company's strengths were still more significant or

dominant compared to its weaknesses. Likewise, with external factors, PT Ayo Media Network has opportunities that are still more powerful than the threats the company must overcome. That way, the company is found to be in quadrant 1 position. Quadrant 1 shows companies can optimize their capabilities and take advantage of existing opportunities to develop marketing or business strategies at PT Ayo Media Network. The strategy that can be applied to companies in this quadrant is an aggressive strategy, such as market development, market penetration, product development, etc.

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