

PINJAM WIFI GLOBAL'S DIGITAL MARKETING COMMUNICATION STRATEGY THROUGH INSTAGRAM: ENHANCING CONSUMER PURCHASE INTENTIONS

Agung Susanto, Irmulansati Tomohardjo, Heri Budianto

Mercu Buana University

agungsusanto075@gmail.com; irmulan_sati@mercubuana.ac.id; heri.budianto@mercubuana.ac.id

Abstract. The increasing business competition encourages companies to implement effective and efficient marketing strategies. Pinjam Wifi utilizes Instagram as a marketing communication medium due to its large number of active users. This study aims to analyze Pinjam Wifi's marketing communication strategy through Instagram using the AISAS model (Attention, Interest, Search, Action, Share) by Sugiyama and Andree. Using a qualitative method and a case study approach, data were collected through interviews, observations, and internal company documents. The results show that Pinjam Wifi follows the AISAS stages with strategies such as paid advertisements (Attention), promotional and discount campaigns (Interest), the use of hashtags (Search), various types of content to increase engagement (Action), and customer reviews shared on Instagram (Share). Additionally, a push & pull marketing strategy is applied through paid advertisements, retail distribution, and business account content. This strategy has successfully increased product sales and Pinjam Wifi's Instagram engagement rate.

Keywords: Digital Marketing Communication; AISAS Marketing; Instagram; Pinjam Wifi.

Abstrak. Persaingan bisnis yang semakin ketat mendorong perusahaan untuk menerapkan strategi pemasaran yang efektif dan efisien. Pinjam Wifi memanfaatkan Instagram sebagai media komunikasi pemasaran karena banyak penggunaannya yang aktif. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran Pinjam Wifi melalui Instagram menggunakan model AISAS (Attention, Interest, Search, Action, Share) dari Sugiyama dan Andree. Dengan metode kualitatif dan studi kasus, data dikumpulkan melalui wawancara, observasi, dan dokumen internal perusahaan. Hasil penelitian menunjukkan bahwa Pinjam Wifi menjalankan tahapan AISAS dengan strategi seperti iklan berbayar (Attention), kampanye promo dan diskon (Interest), penggunaan hashtag (Search), pembuatan berbagai jenis konten untuk membentuk engagement (Action), serta ulasan pelanggan yang dibagikan di Instagram (Share). Selain itu, strategi push & pull marketing diterapkan melalui iklan berbayar, distribusi retail, dan konten bisnis. Strategi ini berhasil membentuk penjualan produk dan engagement rate Instagram Pinjam Wifi.

Kata Kunci: *Digital Marketing, AISAS Marketing; Instagram; Pinjam Wifi.*

INTRODUCTION

The use of appropriate communication messages is a key prerequisite for the success of a communication strategy. The stages of communication and message strategies are designed based on the goal of raising awareness about a product's existence as determined by the company. Promotional program analysis—both internal and via social media—requires the competency of human resources, such as staff or promotional teams, to evaluate and select business opportunities or organizations, and to review the outcomes of sales improvement programs, public opinion, customer attitudes, and consumer interest.

To maintain effective communication activities, message strategies are structured based on the achievement of product awareness, as determined by the company, in shaping consumer perception. This creates a market opportunity for telecommunication companies. Understanding market opportunities is crucial, as it allows companies to assess whether their products have the potential to be marketed to consumers. Moreover, identifying these opportunities enables companies to determine which products are in demand (Kang Yusuf, 2019). In response to such potential, Pinjam Wifi, a mobile WiFi rental vendor, launched a program offering unlimited 5G internet modem rentals for domestic use, as a solution for both local and international internet needs. This program targets users who require fast

and stable internet to support their indoor activities (Usman, 2020).

Pinjam Wifi Global is a portable WiFi modem rental company in Indonesia that operates on a multi-operator network and offers truly unlimited data through mobile WiFi devices, specifically targeting travelers. Unlike conventional roaming services, its usage does not incur traditional roaming fees. Established on 30 November 2017, Pinjam Wifi Global provides internet connectivity solutions for users in Indonesia as well as in over 190 countries worldwide. The company's flagship products include portable WiFi and Smartsim—a combination of eSIM and conventional SIM card—designed to meet the internet needs of international tourists visiting Indonesia and Indonesian citizens traveling abroad (Pinjamwifi.com, accessed September 16, 2024).

The advancement of technology has made the internet an integral part of modern society. Indonesia is among the countries with the most active social media users. According to a report by We Are Social, published in January 2024, the number of active social media users in Indonesia reached 5.35 million, accounting for 66.2% of the country's total population (We Are Social, Digital 2024, accessed September 16, 2024). The report also states that Indonesia's population currently stands at 282.48 million. Another notable statistic shows that there are approximately 5.04 million actively engaged social media users.

According to data released by Napoleon Cat (2024), as of August 2024, the number of Instagram users in Indonesia reached 90.1 million (90,183,200 users). This achievement reflects a month-to-month increase in the use of the photo-sharing platform.

The surge in Instagram usage is closely related to companies' efforts in attracting consumer interest. Many businesses actively utilize Instagram as a key platform to promote their products and strengthen their brand presence.

Based on a preliminary interview with Angelina Amanda Soelistyo, Managing Director of PT PinjamWifi Global, the company's target consumers are individuals in their productive age who require portable WiFi devices with multi-operator networks to access the strongest and most stable signal in a given location. These consumers are also identified as active Instagram users. This was further supported by Ira Sasmita and Karlin, the company's Social Media Marketing Specialists, who emphasized the strategic focus on Instagram for marketing and product promotion. Instagram was chosen due to the relevance of Pinjam Wifi's market segmentation, which falls into the upper-middle class (segment A-B)—a demographic that predominantly uses Instagram.

According to Iman (2020), it is undeniable that Instagram users in Indonesia are predominantly within the productive age group, particularly those aged 18–34 years, commonly referred to as millennials. Active Instagram users are primarily located in major urban areas, such as Jakarta, where digital engagement is significantly higher compared to rural regions.

As of September 16, 2024, the Instagram account of Pinjam Wifi has 74.1 thousand followers, 3,625 accounts followed, and 2,748 posts. The account includes a profile description and features a branded hashtag: #stayconnectedanywhere. It also contains a direct link to the company's official website for product ordering. During the last 30 days of September 2024, the account reached approximately 63 thousand users. Promotional activities appear to be most active on Instagram, as evident from the frequent updates in both photo and video content posted to the account's feed and Instagram Stories. The official Instagram account of Pinjam Wifi is: @pinjamwifi.



Figure 1. Instagram Account of @pinjamwifi

Source: Instagram @pinjamwifi (screenshot captured on September 16, 2024)

The increasing use of the internet has driven companies to implement marketing communications through digital marketing strategies. Today, digital marketing is widely adopted by both national and international companies, which is inseparable from the advancement of internet technology. Digital marketing can take various forms, such as internet marketing through websites, SEO, Google Ads, email campaigns, and social media marketing using platforms like Facebook, Instagram, WhatsApp, and Twitter. Social media is frequently used as a promotional medium for both products and services offered by companies. It serves as a tool not only to stimulate sales but also to measure the reach and effectiveness of promotional efforts (Pakpahan, 2020). One of the most popular and widely used social media platforms today is Instagram. Therefore, the title of this study is: “Pinjam Wifi Global’s Digital Marketing Communication Strategy Through Instagram: Enhancing Consumer Purchase Intentions”.

METHOD

This research is a qualitative study using a case study approach. Qualitative research is employed to investigate, discover, describe, and explain the quality or characteristics of social influences that cannot be adequately explained, measured, or described through quantitative means. The method used in this research is a qualitative case study conducted through a question-and-answer format (interviews). A case study is considered the most appropriate strategy when the central question of the research relates to exploring "how" and "why" a phenomenon occurs, especially in a contemporary real-life context where the boundaries between the phenomenon and its context are not clearly define “how atau why”. The case study approach, as described by Danscombe (in Pambayun, Lestari, 2013: 248–249), outlines its characteristics as follows :

- 1) Emphasis on real-life events
- 2) In-depth examination
- 3) Focus on the relationships between case aspects and processes
- 4) Conducted in a natural setting
- 5) Use of multiple data sources and methods

The case selected by the researcher focuses on Pinjam Wifi Global’s digital marketing communication strategy through the use of Instagram as a social media platform to increase consumer interest.

RESULTS AND DISCUSSION

In this context, marketing communication strategy plays a crucial role in building a business. It is essential for both product- and service-based companies to develop marketing communication strategies that are aligned with market demand in order to ensure business continuity. According to Kotler and Keller (2012), a marketing communication strategy is a carefully planned marketing activity aimed at delivering messages to the public—particularly the target consumers—regarding a company’s products or services. This is done in ways that allow the products and services to be accepted by the market, thereby achieving the desired business objectives.

This study is grounded in the AISAS marketing model as its primary theoretical framework. The researcher aims to describe the research object and analyze the data based on actual, observable facts. Data collection in this study was conducted through in-depth interviews, non-participant observation, and the analysis of company documents. Furthermore, the researcher also incorporates additional theories and conceptual frameworks to support and enrich the research findings.

Marketing communication strategy is essential for every company—whether product- or service-based—that seeks to adapt to market demands in order to maintain business continuity. According to Kotler and Keller (2012), a marketing communication strategy is a carefully planned marketing activity aimed at delivering messages to the public—particularly target consumers—regarding a company’s products or services. This is done through specific methods to ensure that the company’s offerings are accepted by the market and that the intended business objectives are achieved.

Digital communication, also known as online communication, refers to computer-based communication used to send and receive messages or exchange information through digital platforms. The concept of digital communication continues to evolve in line with innovations in internet-based

technologies. Initially limited to SMS, it has now expanded to include platforms such as WhatsApp, Facebook, Instagram, LINE, and even video calls (FISIPOL, 2021).

In the current context, from October 2023 to October 2024, digital communication has proven highly useful, particularly during times when face-to-face interaction is limited. It enables people to remain connected globally. For example, it facilitates the promotion, sale, and purchase of products or services.

Based on the findings of this study, during the period from October 2023 to October 2024, the company underwent a shift in marketing focus—from initially targeting users who needed internet connectivity for domestic use, to now focusing on travelers who require reliable internet solutions for use abroad.

With the shift in Pinjam Wifi's target market, its marketing communication strategy has also undergone changes. Pinjam Wifi now utilizes Instagram as its primary platform for marketing communication. The AISAS communication model is applied in Pinjam Wifi's Instagram marketing activities. According to Sugiyama and Andree (2011:79), AISAS is a model designed to effectively engage target audiences by addressing changes in behavior, particularly in the context of rapid technological advancements in the internet era. (Attention – Interest – Search – Action – Share).

In implementing the AISAS marketing communication model, Pinjam Wifi follows several key stages. In the Attention stage, the company seeks to capture the attention of potential consumers or broader audiences by placing paid advertisements across various platforms, including e-commerce sites, websites, and social media, particularly Instagram. These advertisements are part of Pinjam Wifi's digital performance marketing efforts. The content typically highlights promotions and significant discounts, and is repeated consistently to ensure repeated exposure. This repetition increases the likelihood that the audience will notice the advertisement, thereby moving them into the Interest stage of the AISAS model.

The next stage in the AISAS model is Interest. To generate audience interest in the Pinjam Wifi product, the company launched a campaign offering attractive promotions and discounts through its Instagram content. One such initiative was the "Gebyar 6.6" discount program, launched in June 2024 and valid for one day only. To stimulate interest, Pinjam Wifi posted engaging content related to the "Gebyar 6.6" promotion, highlighting the benefits and advantages of using its product, as well as informing consumers about special offers and potential rewards. The posts were supported by effective copywriting, aimed at capturing the audience's attention and encouraging them to engage with the content on the company's Instagram account..

In addition to the "Gebyar 6.6 Promo & Discount" campaign, Pinjam Wifi also launched another campaign titled "Pinjam Wifi Serba 24 Jam". This campaign began on June 28, 2024, and emphasized round-the-clock customer support. The Instagram post associated with this campaign highlighted that any complaints, issues, or product inquiries could be addressed directly through customer service and technical support, with a notable emphasis that all responses would be handled by real humans, not automated bots. This approach aimed to strengthen consumer trust and deepen interest by showing a commitment to responsive, human-centered service.

After the audience becomes interested (Interest) through Pinjam Wifi's campaigns, the next stage in the AISAS model is Search. At this stage, potential consumers actively seek further information about Pinjam Wifi's products. Based on the findings of this study, Pinjam Wifi facilitates this process by consistently including hashtags in the captions and copywriting of each Instagram post. These hashtags are intended to make it easier for potential consumers to find additional information related to the product. To identify and apply relevant and trending hashtags, Pinjam Wifi utilizes a tool called Tagify. By using this tool, the company ensures that the content is optimized for discovery and can appear in searches related to trending topics and keywords on Instagram. Each piece of content uploaded by Pinjam Wifi is therefore structured not only to inform but also to be easily found by users through strategic hashtag placement..

Pinjam Wifi consistently uses a set of mandatory hashtags such as #PinjamWifi, #stayprotected, and #stayconnectedwhileabroad. For specific campaigns—such as the "Promo & Discount Gebyar 6.6"—additional relevant and targeted hashtags were also used, including: #pakaiwifi, #internetbagus, #kuotadata, #kuotainternet, #pocketwifi, #portablewifi, #wifiindonesia, #jaringanbagus, #wifiportable, #sewawifi, #workfromhome, #studyfromhome, #datainternet, #aksesinternet, #wifi, and #unlimited.

In the Action stage of the AISAS model, consumer engagement becomes one of the key objectives of Pinjam Wifi's use of Instagram. During this phase, Pinjam Wifi actively creates and publishes content tailored to current conditions and the specific campaigns being run—such as the “Gebyar 6.6” Promo & Discount campaign. In June 2024, the company's engagement rate on Instagram stood at only 0.3%. However, after one year of consistently focusing its marketing communication efforts on Instagram, Pinjam Wifi experienced a significant improvement. By August 2024, the engagement rate had increased to 2.8%, approaching the initial target of 3%. This improvement was achieved through the creation and sharing of interactive and informative content, which encouraged higher levels of audience interaction. The content was carefully designed to align with user interests and behavior on the platform, thereby enhancing overall engagement with the brand.

The final stage in the AISAS model is Share. Through Instagram, consumers have the opportunity to share their reviews and experiences using Pinjam Wifi products—whether they found them satisfactory or not. In these user-generated reviews, customers often mention the official @PinjamWifi Instagram account, allowing the posts to be seen and received by the company. These reviews are then reposted by the Instagram admin or customer service team. Reposted customer reviews can be found under the "Testi Cust" highlight on the Pinjam Wifi Instagram profile, which serves as a collection of social proof and helps build brand credibility through authentic user feedback.

In the content creation process, several stages must be followed. It begins with the development of an editorial plan, which involves identifying trending topics relevant for discussion. After that, the social media team seeks approval from the manager to ensure the content aligns with the brand's communication goals. Once approved, the content is passed on to the design team, who adapt the content into visually appealing formats suitable for upload. When all elements—both textual and visual—are finalized and approved, the content is then ready to be published on Pinjam Wifi's official Instagram account. In developing content, in-depth content research is essential to ensure that the intended message is clearly understood by the audience. Additionally, each post is required to include a call-to-action, directing viewers to www.pinjamwifi.com.

From a content perspective, the materials produced by Pinjam Wifi are primarily informative, educational, and designed to encourage audience engagement through questions or responses. Informative content, when saved or shared by followers of the Pinjam Wifi Instagram account, can significantly contribute to increased engagement rates. Examples of such content include information about foreign countries, travel tips, updates on current events or breaking news, product feature highlights, product reviews from influencers, as well as quiz and giveaway content. Despite the diverse types of content produced, recent data shows that breaking news content and promotional discounts tend to receive the highest number of likes and engagement. The composition of content types shared by Pinjam Wifi on Instagram consists of approximately 80% breaking news-related content and 20% quizzes, giveaways, and promotional discounts.

In addition, the Instagram account of Pinjam Wifi includes a link that directs users to the company's official landing page, making it easier for potential customers to rent or purchase products. This landing page provides multiple digital channels for customers to access services, place orders, and communicate with Pinjam Wifi, including the official website, WhatsApp, and e-commerce platforms such as Tokopedia and Shopee.

The high rate of social media usage has driven new innovations in the advertising landscape, both globally and in Indonesia. One of these innovations is the creation of well-packaged, visually appealing advertisements on social media platforms. In recent years, advertisements have proliferated across all major platforms and have become a profitable business opportunity for those who can harness their potential. Social media plays a critical role in modern advertising by attracting greater audience interest, especially in contrast to the growing fatigue toward traditional billboard advertisements that are commonly seen on streets, building walls, and skyscrapers. According to Riwi Hayudayanto (2018), audiences today are more engaged with ads integrated into the user experience of social media, often encountering them immediately upon opening an app—making them more likely to pay attention.

Pinjam Wifi utilizes digital advertising, particularly through social media platforms such as Instagram. The company's official Instagram account is categorized as a business account, which enables access to advertising features. Based on the research findings, Pinjam Wifi engages in paid advertising as part of its performance-based digital ads strategy. The advertisements posted aim to drive user acquisition, with campaign performance indicating an acquisition rate of 70%. The primary target

of Pinjam Wifi's digital marketing efforts is sales conversion. The company has set specific performance targets: a Cost Per Acquisition (CPA) below IDR 100,000, a Conversion Rate (CR) above 15%, and a Click-Through Rate (CTR) of at least 10%. The overall advertising budget allocated for these campaigns is approximately IDR 60,000,000 (sixty million rupiah).

In the field of marketing, there are two well-known approaches: the push and pull marketing strategies. Push marketing refers to strategies aimed at encouraging customers by motivating distributors, agents, and retailers to promote and sell a product. This may involve offering sales-based incentives such as discounts or bonuses. In addition, businesses are expected to assist their marketing partners in overcoming challenges and provide tips to stimulate sales (Soffya, 2021).

According to Soffya (2021), pull marketing focuses on the use of promotional and communication tools to attract consumers to purchase a product. The essence of this strategy lies in its ability to quickly build brand recognition and product awareness in the minds of consumers. Even without direct recommendations from sellers, interested consumers will discover and consider the product if it appeals to them. In contrast, push marketing seeks to drive real-time sales through direct promotion by sellers or advertisements.

In relation to this study, Pinjam Wifi applies both push and pull marketing strategies to promote its products. The combination of these two approaches is intended to broaden market reach and maximize marketing outcomes. Under the push strategy, Pinjam Wifi conducts paid advertising across various digital platforms, including social media (e.g., Instagram) and e-commerce platforms such as Shopee and Tokopedia. According to the research findings, the total marketing budget allocated for paid advertisements amounts to approximately IDR 60,000,000 for a one-year period. Meanwhile, under the pull marketing strategy, Pinjam Wifi launched the "Promo & Discount Gebyar 6.6" campaign on Instagram. This involved the creation of various types of content, including product features, giveaways, polls on Instagram Stories, influencer collaborations, tips, and breaking news updates. These content formats generated active engagement between the Pinjam Wifi customer service team and their Instagram followers. As a result, Pinjam Wifi's Instagram engagement rate increased significantly—from 0.3% in October 2023 to 2.8% in October 2024—demonstrating the effectiveness of content-driven pull marketing in enhancing audience interaction and brand visibility.

Pinjam Wifi leverages various features available on its official Instagram business account. These features play a significant role in supporting its digital marketing and communication strategies. The features utilized include the following:

Followers. The follower count refers to the number of individual accounts or usernames that follow the official Instagram account of Pinjam Wifi. As of the latest data, the account has a total of 75,100 followers. These 75,100 followers represent the primary target audience for Pinjam Wifi's promotional activities conducted via Instagram. All promotional content shared by the account is aimed at engaging this follower base, with the goal of increasing awareness, interaction, and ultimately, product conversion.

Comment. The comment feature on Instagram allows users to leave responses or feedback on a post. Comments appear directly below the caption of each piece of content or post.

Followers of the Pinjam Wifi Instagram account can actively engage by leaving comments on the content that has been shared. These interactions contribute to audience engagement, as the presence of comments indicates that the content has successfully captured interest and encouraged participation from the audience.

Comment activity not only increases the post's visibility through Instagram's algorithm but also helps build a sense of community and two-way communication between the brand and its followers.

Like. The "Like" feature, represented by a heart icon on Instagram, indicates that followers appreciate or find value in the content posted. When followers of the Pinjam Wifi Instagram account find a particular post engaging, relevant, or important, they express their appreciation by clicking the like button. The number of likes a post receives reflects the level of interest or positive reception from the audience. This feature serves as one of the simplest yet most visible indicators of audience engagement and content effectiveness.

Bio/Biography. On Instagram provides a brief overview or identity of the account owner. On the official Instagram account of Pinjam Wifi, the bio includes the full account name, along with a descriptive statement: “Available in 190+ countries and all over Indonesia.” Additionally, the account features the company's slogan: “Stay connected anywhere,” which reinforces the brand's value proposition. The bio also includes a brief description of the product, namely: “Truly unlimited portable WiFi modem,” as well as a direct link to Pinjam Wifi’s official website, allowing users to easily access the platform for more information or to place an order.

Username. The username refers to the unique account name or user handle on Instagram. Each user is assigned a distinct username that differentiates them from other users on the platform. The official business account of Pinjam Wifi uses the username: @pinjamwifi. This username serves as the brand’s digital identifier on Instagram, allowing users to search, mention, and engage directly with the account in a consistent and recognizable manner.

Caption & Hashtag. This feature is used to provide a description or context for each piece of content uploaded to Instagram, whether in the form of photos or videos. The purpose of the caption is to help followers better understand the intent and message behind the post. On the Pinjam Wifi Instagram account, captions are written in a casual yet semi-formal tone, making the content more relatable and accessible for customers. This language style is strategically chosen to maintain clarity while remaining approachable. In addition, hashtags play a crucial role in increasing content visibility and categorization. Pinjam Wifi consistently uses branded and thematic hashtags such as: #PinjamWifi, #stayprotected, #stayconnectedwhilebroad, and #stayconnectedanywhere. These hashtags are intended to create trends, group similar content, and improve discoverability of posts by Instagram users (IGers). Hashtags enhance the chances of content being seen by a wider audience beyond the account’s direct followers, thereby increasing reach and engagement.

Feed. The Instagram feed functions as a visual gallery or album on an account’s profile, displaying all uploaded photos and videos in a chronological layout. Many Instagram users (IGers) organize their feed layout to appear aesthetic and cohesive, aligning with their personal or brand identity. On the Pinjam Wifi Instagram account, the feed is strategically designed to appear neat, visually consistent, and reflective of the brand’s identity. Initially, the content format used a square layout, but during the period of October 2023 to October 2024, it was changed to 1080 x 1350 pixels, a vertical format better suited for both feed posts and Instagram Stories. During this period, the visual design and color scheme of the feed evolved to reinforce the brand image. The feed prominently featured three main colors—orange, white, and black—each color representing different types of content: Orange: content highlighting product features of Pinjam Wifi. White: content showcasing influencer reviews or testimonials. Black: informative content, including breaking news and updates. This color-coding system was implemented to enhance content categorization, improve visual coherence, and align the brand’s aesthetic with its communication goals.

Instagram Stories. This feature is used to share short-form content, with a maximum duration of 15 seconds per story. The content can be in the form of photos or videos, and is only available for 24 hours after being posted. Pinjam Wifi utilizes Instagram Stories as an interactive tool to engage with its followers. Instagram’s algorithm places high value on Stories, making it one of the most effective features for maintaining visibility and audience engagement. Within Instagram Stories, Pinjam Wifi often incorporates interactive elements such as polls and quiz boxes, which serve to encourage two-way communication and active participation from followers. These interactive story formats help strengthen the relationship between the brand and its audience while also collecting informal feedback or insights.

Insight. The Insights feature on Instagram provides statistical data regarding the performance of posts and overall account activity. On the Pinjam Wifi Instagram account, this feature allows the team to monitor key metrics such as: the number of accounts reached by a specific post or overall content, content interactions (likes, comments, shares, saves), and profile activity, including profile visits, website clicks, and contact actions. Instagram Insights serves as a vital tool for evaluating the effectiveness of digital marketing strategies, understanding audience behavior, and optimizing future

content based on data-driven decisions.

Engagement. This feature represents a key statistical indicator on Instagram, commonly referred to as engagement. It reflects the level of interaction between users and the content shared on the platform. On the Pinjam Wifi Instagram account, the content is intentionally designed to generate high engagement. These posts typically consist of informative and relevant content, aimed at attracting user participation.

Mention & Tag. The mention feature on Instagram refers to the act of directly referencing another user's account by including their username (preceded by "@") in the caption of a feed post or Instagram Story. Mentions are often used as a form of appreciation, acknowledgment, or promotion of another account. In contrast, the tag feature allows users to identify or label another user in a post, typically by tagging them in the photo or video itself, rather than within the caption text. Pinjam Wifi actively utilizes both mention and tag features in its uploaded content as part of its social media engagement and collaborative marketing strategy. These features help amplify content reach, encourage user participation, and build partnerships with influencers or satisfied customers.

Endorsement. An endorsement is an activity to promote someone's product or service. An endorsement is someone who can influence their followers, such as celebrities, influencers, Instagram celebrities, or KOLs. To promote its products, Pinjam Wifi uses endorsements from influencers, celebrities, and Instagram celebrities. Endorsements are one strategy used to promote Pinjam Wifi products through Instagram.

Reels. Reels is an Instagram feature used to create short videos up to 1 minute or 60 seconds long. With other features within Reels, videos can be combined with audio, effects, and other tools. Reels on the Pinjam Wifi Instagram account feature videos from influencers previously uploaded to the account's feed.

Marketing Pinjam Wifi's integrated marketing communications strategy for shaping consumer interest. In today's highly competitive global market, marketing strategies must be supported by effective communication to accelerate public acceptance. Integrated Marketing Communication (IMC), based on the theory proposed by Schultz, Tannenbaum, and Lauterborn, is a planning approach designed to integrate, consolidate, and unify all messages, programs, and communication channels that influence customers or potential customers of a manufacturing brand or service organization. This approach aims to ensure that each marketing initiative not only achieves its specific objectives but also aligns with the overall strategic plan.

Pinjam Wifi recognizes that a unified marketing strategy cannot rely solely on promotional activities to face global challenges and remain top-of-mind with the public. Therefore, the company has developed a comprehensive Integrated Marketing Communication (IMC) strategy, expanding beyond traditional promotion and embedding the concept into various elements of its marketing function.

Sales Promotion/ Personal Selling as a form of persuasion in shaping consumer interest. To build consumer interest, the company focuses on two promotional elements, which are part of the promotional elements in the marketing mix: personal selling and sales promotion. Personal selling is carried out by the Pinjam Wifi team, which interacts directly with potential consumers. This team is trained to perform various tasks, from finding potential consumers, approaching them, conducting presentations, and providing after-sales service, so they can successfully convince consumers to purchase Pinjam Wifi products. The personal selling stages carried out by Pinjam Wifi include finding potential customers, qualifying them, and providing after-sales service. In addition to personal selling, the company uses an integrated marketing communications strategy through sales promotions.

Sales promotion is a marketing strategy that uses a direct, persuasive approach through various incentives to encourage product purchases or build consumer interest. To achieve this goal, salespeople employ creative sales strategies with objectives such as building consumer interest and encouraging them to try the promotion, creating an optimistic perspective, engaging existing customers and attracting new ones, and encouraging impulse buying, which involves purchasing something without prior

planning.

Sales promotion and personal selling are marketing communication tools capable of attracting advertisers' interest and providing relevant information about the product or service being offered. Both marketing communication tools are powerful in conveying product or service information and influencing purchasing decisions. Sales promotions offer special incentives to trigger immediate purchases, while personal selling provides a more personal and interactive approach to explaining the product and answering potential buyers' questions. Both can complement each other and be an important part of Pinjam Wifi's marketing strategy to achieve sales targets and business growth.

Marketing Communication as a form of forming consumer interest in Pinjam Wifi. Marketing is another part of Pinjam Wifi's marketing communications. This subsection focuses more on building internal and external relationships with the company. Marketing activities are carried out to establish and maintain existing market share. This method aligns with the Integrated Marketing Communications (IMC) theory developed by Kotler et al., which is the basis for a company's efforts to convey a clear, consistent, and persuasive message about the organization and its products in an appropriate manner by integrating and coordinating various communication channels.

In conveying product messages to customers within the context of IMC, each has its own strengths and weaknesses. Therefore, this Marketing Communications subsection emphasizes promotion to build the market by retaining and nurturing customers, or in this case, building purchasing interest.

This is due to the fact that not all consumers are loyal; however, they can become loyal and devoted customers with a proportionate approach and continuous reassurance. To this end, the marketing department implements a marketing communications strategy. This strategy is intended to generate sales for Pinjam Wifi itself.

Marketing Events as a Tool for Building Brand Awareness. The final sub-section of Pinjam Wifi's Marketing Department is Event Marketing. This sub-section focuses on marketing influence, creating impact, and leaving a lasting impression on every customer who attends a specific event. Research by researchers has identified several benefits from using events. The marketing communication strategy implemented through events is considered successful in building awareness.

Events are also successful in shaping product image and driving sales. The strategies employed by Pinjam Wifi include a calendar strategy based on calendar moments. This strategy is implemented based on major holiday celebrations. The annual time schedule strategy, which refers to the annual plan (time schedule), aims to prepare for events throughout the year in such a way that the schedule is organized as optimally as possible and avoids issues with event execution. Some of Pinjam Wifi's events include the Astindo Travel Fair, Kompas Travel Fair, Garuda Travel Fair, and Travel Mart Internasional (TTC). This method has proven to be the most successful marketing communication strategy for building consumer interest. This aligns with the promotional mix components in integrated communication theory (Kotler, 2017), where sales promotion is a marketing activity that offers added value to a product to achieve greater product value within a specific timeframe with the aim of encouraging sales force efforts. To achieve this goal, sellers use a combination of sales force marketing skills and expertise, advertising, and sales promotion support. Nurturing is defined as a direct persuasive approach using incentives intended to encourage customers to purchase a product directly or to increase the quantity of products purchased. Companies can attract new customers, encourage customers to buy more, compete with competitors' promotions, and develop impulsive buyers.

CONCLUSION

Based on the research findings, this chapter concludes that Pinjam Wifi has successfully utilized Instagram as an effective information platform to shape consumer interest.

The research and discussion on Pinjam Wifi's digital marketing communication strategy, which utilizes Instagram to shape consumer interest (October 2023–October 2024), can be summarized as follows:

1. Instagram was chosen as a marketing communication medium for the Pinjam Wifi product because it is based on the segmentation and economic class of Pinjam Wifi, namely upper middle A-B and

- many people use Instagram and this is still very relevant to the target market of Pinjam Wifi.
2. In implementing its marketing communication strategy, Pinjam Wifi uses the AISAS marketing communication model. Where AISAS itself is an abbreviation of (Attention, Interest, Search, Action, and Share). In implementing the AISAS marketing communication model, Pinjam Wifi goes through several stages. At the attention stage, to gain the attention of potential consumers or the audience, Pinjam Wifi advertises paid advertising on several e-commerce, websites, and social media, one of which is Instagram. Pinjam Wifi advertises to run digital ads performance. The content of advertising related to attractive promos is done repeatedly so that the audience pays attention and is exposed to the advertisement so that the audience becomes interested (interest). The next stage in the AISAS model is interest. To create interest and the audience is interested in Pinjam Wifi products, Pinjam Wifi supports the Gebyar Promo & Fantastic Discount program for its products by explaining the advantages and benefits of using the borrowed wifi product and also good copywriting that can make the audience interested in viewing and reading it on the Pinjam Wifi Instagram account. After the audience becomes interested in the campaign carried out by Pinjam Wifi, the next stage is search, potential consumers can search for information about Pinjam Wifi products through Pinjam Wifi Instagram by writing hashtags. There are mandatory hashtags written in each Pinjam Wifi caption. In the period of October 2023 to October 2024, the hashtags used by Pinjam Wifi include: #PinjamWifi #stayprotected #stayconnectedwhilebroad and the hashtags in the content of the Fantastic Promo & Discount Gebyar 6.6 are #pakaiwifi #internetbagus #kuotadata #kuotainternet #pocketwifi #portablewifi #wifiindonesia #jaringanbagus #wifiportable #sewawifi #workfromhome #studyfromhome #datainternet #aksesinternet #wifi #unlimited. In the action stage, Pinjam Wifi creates content with the content of the Gebyar Promo & Fantastic Discount 6.6 program. The uploaded content can generate interaction and increase Pinjam Wifi Instagram engagement. Content creation is one of the goals of using Instagram as a marketing communication tool for Pinjam Wifi products because it creates consumer engagement/involvement, which can increase engagement rates. The final stage is sharing. Pinjam Wifi utilizes Instagram as a platform for consumers to provide reviews of Pinjam Wifi products. These reviews can be reposted (re-uploaded) by the Pinjam Wifi Instagram account so that other potential consumers can learn about the quality of Pinjam Wifi products. Reviews of Pinjam Wifi products from October 2023 to October 2024 can be seen in the Customer Testimonials highlight on the Pinjam Wifi Instagram account.
 3. Digital Advertising as a Marketing Communication Strategy, Pinjam Wifi utilizes digital advertising as a key component of its marketing communication strategy, leveraging various platforms such as its official website, e-commerce sites like Shopee and Tokopedia, as well as social media channels, particularly Instagram, through paid advertising campaigns. One of the recurring advertising initiatives is the “Gebyar Promo & Diskon Fantastis 6.6” campaign, which is promoted consistently to attract the attention of the target audience and increase product visibility. The repetitive nature of the campaign enhances recall and reinforces brand messaging. To support these efforts, Pinjam Wifi allocates a digital advertising budget of IDR 60,000,000 (approximately USD 4,000) for a one-year period. This investment reflects the company's commitment to maintaining a strong online presence and engaging effectively with digitally active consumers
 4. Pinjam Wifi also employs a push and pull marketing strategy as its marketing communication strategy. In the push strategy, Pinjam Wifi advertises with a paid system on several digital platforms such as websites, e-commerce, and social media, especially Instagram. On Instagram, the ads run contain promotional campaigns and massive discounts, namely the promotion of Pinjam Wifi products for internet abroad in distributing its products through retail, namely e-commerce Shopee and e-commerce Tokopedia. Meanwhile, in the pull strategy, for product marketing communication, Pinjam Wifi uploads content on the Pinjam Wifi Instagram social media business account. This content includes Pinjam Wifi product feature content, giveaway content, poll content on IG stories, influencer content, tips content and hot spots abroad, as well as breaking news content. From the uploaded content, interactions occur between the Pinjam Wifi account and its followers and can shape the engagement rate of the Pinjam Wifi Instagram account.
 5. Pinjam Wifi has repo The engagement rate for the Pinjam Wifi Instagram account has increased. In October 2024, it reached 2.8%. Compared to October 2023, the engagement rate for Pinjamwifi was only 0.3%. Return on Investment (ROI) from Consumer Engagement Activities
 6. rted a Return on Investment (ROI) of approximately 75% from its marketing communication efforts

aimed at generating consumer interest. Of the total resources allocated, 25% was invested in marketing activities, including digital advertising, promotions, and event-based campaigns, while the remaining 75% resulted in revenue generation. In terms of sales performance, retail sales contributed approximately IDR 500,000,000, while revenue from corporate clients showed a comparable or even higher contribution (figure incomplete in source). This ROI indicates that Pinjam Wifi's marketing strategies—particularly those involving targeted digital campaigns and integrated communication efforts—have been effective in converting promotional expenditure into substantial sales outcomes.

REFERENCES

- Ambar. (2017). Komunikasi Pemasaran-Pengertian-Strategi-Bauran. Pakar Komunikasi:<https://pakarkomunikasi.com/komunikasi-pemasaran>
- Asfihan, A. (2022). Instagram Adalah: Sejarah, Fungsi, dan Keistimewaan Instagram, <https://adalah.co.id/instagram/>
- Bari Santoso, Irmulansati (2022). Strategi Komunikasi Pemasaran Mitra Usaha Grab Dalam Mempertahankan Minat Pelanggan Di Masa Pandemi Covid 19. Jurnal Media Kom, Vol. XII, No.2, Des 2022
- Batubara, Juliana. (2017). Paradigma Penelitian Kualitatif dan Filsafat Ilmu Pengetahuan dalam Konseling. Jurnal Fokus Konseling, Volume 3, No. 2, 95-107.
- Chaffey, D., & Smith, PR. (2017). Digital Marketing Excellence: Planning, Optimizing and Integrate Online Marketing Fifth Edition (5th ed.). Oxford: Routledge., & (2013). Emarketing Excellence: Planning and Optimizing Your Digital Marketing, Fourth Edition (4th ed.). Oxford: Routledge.
- Coviello, N., Milley, R., & Marcolin, B. (2001). 'Understanding IT-enabled interactivity in contemporary marketing'. Journal of Interactive Marketing, Vol. 15, no. 4, hh. 18-33.
- Fadli, Rian. (2018). 'Pemanfaatan Media Sosial Instagram Akun @Vapormxpk Dalam Meningkatkan Promosi Penjualan', JOM FISIP, Vol.5, hh.1-16.
- Garjito, D. (2020). Pengertian Influencer, Jenis-jenis Influencer yang Belum Banyak Diketahui, <https://www.suara.com/news/2020/08/22/142445/pengertian-influencer-jenis-jenis-influencer-yang-belum-banyak-diketahui?page=2>
- Gie. (2020). Pengertian Pemasaran Digital dan Berbagai Strateginya <https://accurate.id/marketing-manajemen/pengertian-pemasaran-digital-dan-strateginya/>
- Gunawan, I. (2013). Metode Penelitian Kualitatif: Teori & Praktik. Jakarta: Bumi Aksara Imron
- Iman, M. (2020). Pengguna Instagram Didominasi Wanita dan Generasi Milenial. Good NewsFrom Indonesia, <https://www.goodnewsfromindonesia.id/2020/06/14/pengguna-instagram-di-indonesia-didominasi-wanita-dan-generasi-milenia>.
- Kotler, P. (2002). Marketing Management (10th ed.). Houston: Prentice Hall., & Keller, K. L. (2006). Marketing Management (12 ed.). Essex: Prentice Hall., & (2012). Marketing Management (14th ed.). Essex: Prentice Hall., & (2015). Marketing Management (15th ed.). Essex: Pearson.
- Kriyantono, R. (2010). Teori Praktis Riset Komunikasi . Jakarta: Prenada Media Group.
- Listiorini. (n.d.). 50 Istilah Dalam Instagram yang Wajib Diketahui Para IGers., <https://carisinyal.com/istilah-dalam-instagram/>
- Masyhuri, & Zainuddin, M. (2008). Metodologi Penelitian Sosial dan Ekonomi, Teori dan Aplikasi. Bandung: Alfabeta.
- McQuail, D. (2011). Teori Komunikasi Massa. Jakarta: Salemba Humanika. Morissan. (2014). Periklanan Komunikasi Pemasaran Terpadu. Jakarta: Kencana Prenada Media Group.
- , & Wardhany, A. C. (2010). Teori Komunikasi. Bogor: Ghalia Indonesia. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches. Essex: Pearson Education.
- Pakpahan, L. (2020). Sosial Media Sebagai Sarana Promosi Efektif, <https://latiefpakpahan.com/sosial-media-sebagai-sarana-promosi-efektif/>
- Pambayun, & Lestari, E. (2013). Qualitative Research Methodology in Communication. Konsep, Panduan, dan Aplikasi. Jakarta: Lentera Ilmu Cendikia.
- Tanpa pengarang. Dilihat 16 September 2024, <https://wearesocial.com/digital-2024>
- Erik. (2009). Paradigma Konstruktivisme & Paradigma Kritis. Retrieved November 23, 2020, from

- <https://id.scribd.com/doc/15252080/Paradigma-Konstruktivisme-Paradigma-Kritikal>
- R, D. F. (2006). *Manajemen Strategis* (10 ed.). Jakarta: Salemba Empat.
- Rapitasari, Diana. (2016). 'Digital Marketing Berbasis Aplikasi Sebagai Strategi Meningkatkan Kepuasan Pelanggan'. *Jurnal Cakrawala*, Vol.10, no.2, 107-112.
- Rifai, Z., Faqih, H., & Meiliana, D. (2021). Metode SOSTAC Untuk Penyusunan Strategi Digital Marketing pada UMKM Dalam Menghadapi Pandemi dan Pasca Pandemi. *Evolusi: Jurnal Sains dan Manajemen*, Vol.9, no.1, hh. 87- 94.
- Santoso, W. M. (2016). *Ilmu Sosial Indonesia: Perkembangan dan Tantangan*. Jakarta: Yayasan Pustaka Obor Indonesia.
- Shimp, T. A. (2000). *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*. Jakarta: Erlangga.
- Sugiyono. (2013). *Metode Penelitian Kualitatif Kuantitatif dan R&D*. Bandung: Alfabeta.
- . (2014). *Memahami Penelitian Kualitatif*. Bandung: CV Alfabeta.
- Sugiyama, K., & Andre, T. (2011). *The Dentsu Way*. New York: McGrawHill.
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). *Widya Cipta*, Vol.2, no.2, hh. 271-278.