

Digital Transformation of Photography Service Marketing on Instagram @premiumphotography_ph

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ABSTRACT

The rapid advancement of technology has made the emergence of many digital platforms make it easier to disseminate information. This study aims to find out marketing communication through Instagram social media on Instagram @premiumphotography_ph accounts. With this phenomenon, this study aims to find out marketing communication through Instagram social media on Instagram @premiumphotography_ph account. The reason for researching this is because it is interesting to discuss and in the digital era there are many significant changes related to life. The focus of the researcher here is Instagram social media, how they can use digital media to market photography services. This research method uses qualitative, data collection techniques through observation on Instagram social media accounts @premiumphotography_ph, observations and interviews. The result of this study is that photo and video vendors from Premium Photography Yogyakarta effectively use Instagram social media as a new platform to convey information related to their services to the public. They package their information in the form of stories and other interesting content published through the Stories feature and feeds on Instagram. The use of Instagram by @premiumphotography_ph accounts as a publication medium has proven its effectiveness in achieving their goals.

KEYWORDS

Instagram;
Marketing;
Photography;
Media Digital

INTRODUCTION

In the ever-evolving digital era, a deep understanding of social media platforms such as Instagram for creative services marketing is becoming increasingly important. The photography industry, which relies heavily on visual presentations, has great potential to leverage Instagram as an effective marketing tool. Techniques often referred to as nonverbal visual storytelling are exciting because it is not easy to convey a message only with visual language (Sabri & Adiprabowo, 2022). However, the effectiveness of using Instagram depends on the quality of the uploaded work and the digital marketing strategy implemented. One of the essential aspects of digital marketing through Instagram is an understanding of the platform's algorithms. Instagram's algorithm determines what content appears in a user's feed and how often it appears. Photographers who want to leverage Instagram effectively need to understand how these algorithms work and how they can optimize their content to increase visibility (Cotter,

2018). Instagram's strength lies in its focus on visual content, which makes it an ideal platform for a wide range of creative industries, including photography. The photography industry, which relies heavily on visual presentations, has found the perfect platform on Instagram to showcase its work and reach potential audiences. For many professional and amateur photographers, Instagram is not just a platform for sharing photos but also a powerful marketing tool to promote their services. This phenomenon has changed how photographers market themselves and interact with potential clients (Fatanti & Suyadnya, 2015).

In Indonesia, the growth of Instagram users is very significant. In 2021, Indonesia was listed as one of the countries with the most considerable number of Instagram users worldwide, with more than 91 million active users (Mayasari, 2022). This figure shows Instagram's great potential as a marketing platform in Indonesia, including for the photography service industry. Yogyakarta, one of the major cities in Indonesia that is famous for its rich culture and art, has a thriving photography industry. The city is home to many talented photographers, whether focusing on weddings, portraits, landscape photography, or other genres. Many photographers in Yogyakarta are starting to utilize Instagram as their primary marketing tool to compete and expand their reach.

One exciting example of using Instagram as a marketing tool for photography services in Yogyakarta is the @premiumphotography_ph account. This account is fascinating to research because it has built a strong presence on Instagram and uses this platform as a primary channel to promote its photography services. Through initial observations, it can be seen that this account consistently uploads high-quality photos, uses relevant hashtags, and actively interacts with its followers. However, while Instagram offers many opportunities for marketing photography services, its use also brings challenges. The fierce competition on these platforms requires photographers to continue to innovate in their content and engagement strategies. Instagram's ever-changing algorithm also affects content visibility, impacting marketing effectiveness (Voorveld et al., 2018).

Research on the use of social media for marketing is not new. Several previous studies have explored the use of Instagram in a marketing context. For example, research by (Cassalo et al., 2017) analyzes the factors influencing consumers' intention to follow a fashion brand's account on Instagram. Meanwhile (Virtanen et al., 2017) researched how Instagram influencers influence the behavior of young consumers. However, studies that specifically discuss the use of Instagram for marketing photography services, especially in the context of Indonesia, are still limited.

Several studies have been conducted in Indonesia on using Instagram as a marketing tool. For example, a study by (Darmawan & Djauhari, 2022) The research discusses the marketing communication strategy carried out by Hybool, a wedding photography business, using Instagram media. The research uses a descriptive qualitative method and found that Hybool effectively leverages Instagram to promote its services. By using features such as highlights, hashtags, and Instagram Stories, Hybool managed to attract the attention of potential consumers and increase its business

turnover. This shows that using social media such as Instagram can provide advantages for businesses in promoting their products or services.

The related research was conducted by (Ade et al., 2019). The results show that the uses Instagram as an online marketing medium by @Kaosdisablun in CV. Purwa Satya is effective in increasing sales. Instagram is used to clear marketing communications, leverage the platform's features, and recognize consumer traits. The utilization of advertising features and business accounts also helps in increasing sales. Most buyers get information about T-shirts through Instagram because this platform makes it easy to find information and make product purchases. Instagram facilitates virtual access to information, increases customer trust, and positively impacts sales, with shoppers coming directly from Instagram ahead of shoppers from Facebook or who come in person. Despite the negative impacts, such as using quotas and photo security, Instagram still provides excellent benefits for @Kaosdisablun.

Therefore, this study aims to fill this gap by analyzing how Instagram is used as a marketing tool for photography services, focusing on @premiumphotography_ph accounts in Yogyakarta. This research is essential for several reasons: (1) Theoretical Contribution: This research will enrich the literature on digital marketing, especially in the context of creative industries such as photography. By analyzing the marketing strategies used by @premiumphotography_ph, this research can provide new insights into how digital marketing principles are applied in the photography services industry. (2) Practical Contribution: The results of this study can be a reference for other photographers, especially in Yogyakarta and Indonesia in general, who are using Instagram as a marketing tool. Successful strategies and identified challenges can help other photographers optimize their presence on Instagram. (3) Contextual Relevance: Focusing on cases in Yogyakarta, this study provides a perspective relevant to the local context. This is important, considering that market characteristics and consumer preferences can differ from one region to another. (4) Analysis of Recent Trends: Instagram is constantly changing regarding features and algorithms. This research will provide an up-to-date picture of how photographers adapt to these marketing strategy changes.

In the ever-evolving digital era, a deep understanding of social media platforms such as Instagram for creative services marketing is becoming increasingly important. The photography industry, which relies heavily on visual presentations, has great potential to leverage Instagram as an effective marketing tool. However, the effectiveness of using Instagram depends on the quality of the uploaded work and the digital marketing strategy implemented. One of the essential aspects of digital marketing through Instagram is an understanding of the platform's algorithms. Instagram's algorithm determines what content appears in a user's feed and how often it appears. Photographers who want to leverage Instagram effectively need to understand how these algorithms work and how they can optimize their content to increase visibility (Cotter, 2018). This includes understanding the importance of engagement rate, posting frequency, use of relevant hashtags, and interaction with followers.

In addition, the concept of social proof is also an essential factor in Instagram marketing. The number of followers, likes, and comments is often considered an indicator of credibility and quality by potential clients. However, research by (Veirman et al., 2017) shows that the relationship between the number of followers and marketing effectiveness is not always linear. Therefore, it is essential to analyze how @premiumphotography_ph builds and utilizes social proof in its marketing strategy. Another aspect to consider is how @premiumphotography_ph builds its brand identity through Instagram. In a highly visual industry like photography, aesthetic consistency, and visual style are vital in building a solid brand. Research (Chen, 2017) shows that visual consistency on Instagram can increase brand recognition and loyalty. Therefore, an essential aspect of this research was analyzing how @premiumphotography_ph maintains visual consistency while offering engaging content.

In the context of Yogyakarta, which is known as a city of culture and education, the marketing strategy of photography services may need to be adapted to local characteristics. For example, how @premiumphotography_ph incorporates elements of local culture in their photography work and how this affects the perception and interest of potential clients. In addition, considering that Yogyakarta is a city with a large student population, how @premiumphotography_ph adjusts its marketing strategy to reach this market segment is also an exciting aspect to research. Another aspect to consider is how @premiumphotography_ph manages client expectations through their Instagram content. Managing client expectations is critical to customer satisfaction in a service industry like photography. Photographers can picture their style, work process, and the client's expected result through Instagram. How @premiumphotography_ph does this through their Instagram content becomes an important aspect to analyze.

In addition, the study will also explore how @premiumphotography_ph uses Instagram to build a community around their brand. Building a community can increase customer loyalty and create effective word-of-mouth marketing. Strategies such as holding photography contests, sharing photography tips, or collaborating with other photographers can build this community. How @premiumphotography_ph implements these strategies and their impact on engagement and business growth is an exciting question to answer. Finally, the study will also explore how @premiumphotography_ph measures the success of their Instagram marketing strategy. What metrics do they use to evaluate the effectiveness of their Instagram campaigns? How do they connect Instagram activity to overall business growth? Understanding this will provide valuable insights into the ROI (Return on Investment) of Instagram marketing in the context of photography services. In the digital era that continues to evolve, a deep understanding of the use of Instagram as a marketing tool for photography services is becoming increasingly crucial. Through the @premiumphotography_ph case study, this study aims to uncover strategies, challenges, and opportunities in utilizing Instagram for marketing photography services in Yogyakarta. The results of this research are expected to provide valuable insights for other photographers, creative industry players, and researchers in the field of digital marketing.

METHOD

This research uses a qualitative approach to explore social phenomena and human experience deeply. According to Creswell and Poth (2018), a qualitative approach allows researchers to understand the meaning attached by an individual or group to a social or human problem. In the context of this research, a qualitative approach allows for a deeper understanding of how @premiumphotography_ph utilizes Instagram as a marketing tool and the perceptions and experiences of account owners and customers—methods of data collection observation, interviews, and document analysis. Data Analysis Techniques used thematic analysis to analyze the data collected. According to Braun and Clarke (2006), Thematic analysis is a method for identifying, analyzing, and reporting patterns (themes) in data (Sitasari, 2022).

Methods of Data Collection Observation, interviews, and document analysis. To ensure the validity and reliability of the data, several strategies will be used, namely Triangulation. Data sources (observations, interviews, document analysis) were used to verify the findings. According to Denzin (2017), Triangulation increases the depth and reliability of qualitative research. Using this methodology, the study aims to provide a deep and comprehensive understanding of the use of Instagram as a marketing tool for photography services by @premiumphotography_ph in Yogyakarta.

Finally, conclusions in qualitative research allow us to answer the formulation of problems formulated from the beginning. However, it may not be because the issues and formulations of problems in qualitative research are still temporary. In qualitative research, conclusions are new things that have never existed before; if the conclusion is presented early and supported by valid and consistent evidence when the researcher returns to the field, the conclusion is credible.

RESULT AND DISCUSSION

Premium Photography Yogyakarta is a documentation vendor founded by Alim; Alim uses Instagram social media to market his photography services. Premium Photography Yogyakarta provides various photography services: graduation photos, pre-weddings, weddings, self-photos, etc. In its marketing communication, Premium Photography Yogyakarta introduced its photography services to its target potential customers, the majority of whom are young. Premium Photography Yogyakarta promotes its business uniquely and interestingly. They make short videos that contain their daily activities as a photographer, packaged in the form of video reels and photos that have been processed so that the results can attract many potential consumers. Alim said, *"The key to his success is creating natural content focusing on marketing and his personal experience. From the interview results, Alim said that Alim emphasized the importance of natural content and not only focused on marketing."*

Several studies on product sales or marketing prove that online platforms or social media can help increase product sales or promote services (Supriyanto & Chikmah,

2023). Many photographers are looking for platforms to increase sales. Online platforms can be an effective tool to increase photographers' income.

Digital Marketing Concept

In this digital era, having the right digital marketing strategy is the key to reaching a wider audience and improving the photography business. From the interview results, Alim said, *"The marketing concept used in Instagram social media accounts @premiumphotography_ph is building websites and online portfolios and utilizing social media."* The marketing concept used in Instagram social media accounts @premiumphotography_ph is to build websites and online portfolios and utilize social media. In photography services, web-based information systems facilitate managing the ordering process and customer data, thus enabling more comprehensive and effective service advertising (Destiarini, 2024).

A website is a collection of web pages that are interconnected and accessible via the internet. In the context of the photography business, a website can be used as a platform to promote services, display portfolios, and facilitate the service ordering process (Rifa'i et al., 2024). In addition to the website, @premiumphotography_ph uses social media, namely Instagram. Alim said in an interview *"that his Instagram account @premiumphotography_ph is active in sharing information through Instagram so that customers who follow the account become part of the online community of the Premium Photography Yogyakarta studio."*

In addition, the @premiumphotography_ph account also provides the latest information through Instagram Stories and re-uploads to the Instagram feed. Furthermore, visual communication is achieved through various images and videos by companies or brands to reach their consumers while creating more incredible experiences, engagement, and reach over their consumers. After that, relevant ads are optimized based on the target and product segment as they allow for more engaging ads (Lesmana & Valentina, 2021). Marketing or marketing strategies are necessary for a company in the business world. The goal is that the product or service to be offered can compete with other competitors (Rizky & Dewi Setiawati, 2020). Modern society has excellent communication challenges, which can cause conflicts, especially among teenagers (Anggraeni & Adiprabowo, 2023).

The massive appeal of social media triggers its users to be more creative in creating and packaging the content of messages that will be conveyed to the audience. The content of an exciting message will be liked by many readers, even open to the possibility of being disseminated to other parties and becoming viral in cyberspace. This is an opportunity for marketers to promote their products quickly and cost-effectively (Sari, 2019). A company's success in building a brand's image depends on the excellent quality, convenience, and status that the company has given to consumers (Ginting et al., 2022).

Social Media Marketing

Social media marketing is a marketing strategy that uses social media platforms to promote products, services, or brands to the target audience. Social media marketing is a form of activity from choosing social media to utilizing selected social media as a means of marketing by involving consumers in the formation of communication to online cooperation by business people, where it is helpful for those who both provide value from the existence of a product and other achievements of marketing goals on social media or the business itself (Ihtifahudin, 2022).

The presence of social media in marketing in the current digital era can be seen from two sides, namely, the advertiser or marketer side and the social media user side. Social media provides a diverse content offering for marketers and advertisers. Content is produced not only in the form of text but also in audio, visual, and audio-visual forms. The use of social media also tends to require cheaper costs (Kusuma & Sugandi, 2019). Observation of Instagram content @premiumphotography_ph, using the principle of netnography (Kozinets, 2015), will reveal the posting pattern, content type, and engagement strategy used. In-depth interviews with account owners and customers (Brinkmann & Kvale, 2015) will provide insights into motivations, perceptions, and experiences related to using Instagram for marketing photography services. Based on research, @premiumphotography_ph focuses more on using Instagram social media as a marketing medium. In addition, it makes it easier to deliver information from potential clients, Instagram followers, and the studio itself. It is also the basis for using Instagram itself, which is used for any business development. In the studio, especially in the online area. Alim said, "Instagram has proven to be an effective platform for building brands, connecting with followers, and creating a supportive photography community."

Content Marketing is a digital marketing strategy that focuses on creating and distributing relevant, helpful, and engaging content to the target audience, aiming to capture their interest and build brand authority (Ekadyasa, 2024). Through content such as blog articles, videos, infographics, podcasts, and more, companies can convey valuable information and solve their audience's problems. By understanding the needs and interests of the audience, as well as leveraging keywords and SEO optimization, content marketing can help companies reach a wider audience and increase their visibility on online platforms. Additionally, quality content can increase audience engagement, build trust, and form long-term relationships with potential and existing customers. With consistency in delivering valuable content, companies can strengthen their brand authority in specific industries, which can ultimately help increase customer loyalty and generate more sales leads (Feriyati & Deslia, 2024).

Instagram as a Marketing Platform

One of the applications of new media is social networking; social networks include Instagram, TikTok, Facebook, Twitter, Skype, and others (Triyanto & Sa'idah, 2023). Premium Photography Yogyakarta uses three social networks: Instagram, TikTok, and Facebook. However, this study only focuses on Instagram media. They use these social media accounts to share their work, build their brand, and create relationships with their

followers. This two-way interaction and communication creates a photography community supporting each other and sharing knowledge. Social networks, both online and offline, play an essential role in disseminating information and building relationships (Juditha, 2017). Social media platforms like Instagram, Facebook, and Twitter have become networks connecting photographers with followers, potential clients, and the photography community. The large number of smartphone and social media users in Indonesia makes social media an easy-to-use tool for business actors to conduct marketing activities (Rafiah & Kirana, 2019). Alim said in an interview *"that using Instagram as a marketing platform allows Premium Photography Yogyakarta to build an online community, provide updates through Instagram Stories, and re-upload to the Instagram feed."*

Through social media, people can communicate with each other and share stories, ideas, activities, and information. Social media can now be said to have become part of the lifestyle of the people of Indonesia. One of the social media that many people in Indonesia love is Instagram (Wainira et al., 2021). One of the social media with many users is Instagram (Anandayan & Adiprabowo, 2023). In conclusion, social media communities have become a platform for self-disclosure and interaction to discuss topics aligned with the interests of diverse parties. These communities have provided a digital gathering space for people to connect with others who share similar interests, experiences, and challenges (Anthony & Niyu, 2023). The high number of internet users is in line with the increase in the number of digital creative industry players, which results in fierce competition. The digital creative industry requires a lot of creative visual content, which must be produced daily for transaction, promotion, and entertainment purposes (Hartanto & Adiprabowo, 2023).

To build communication with the audience, a photographer must have tips and tricks for using social media (Riyadus Solihin & Fiandra, 2021). The object of this research is one of the photo and video documentation vendors from Premium Photography Yogyakarta. The research results obtained from the observation of Premium Photography Yogyakarta's social media accounts in disseminating information and marketing their services use social media accounts, namely Instagram, because they have a reasonably high percentage in their use. They upload their works or portfolios on social media, which has the potential to attract the interest of potential consumers.

CONCLUSION

This study highlights the vital role of social media, particularly Instagram, in promoting photography services and building a community. Premium Photography Yogyakarta, founded by Alim, has successfully utilized Instagram as its primary marketing platform, offering various photography services such as graduation, pre-wedding, wedding, and self-photography. Premium Photography Yogyakarta has effectively managed customer interactions and built a solid online presence by implementing a digital marketing strategy that includes an online portfolio and engaging content. Using authentic and

interactive content on Instagram has enhanced brand authority and fostered strong relationships with the audience and potential clients. This research underscores the significance of Instagram in expanding reach, building a brand, and increasing visibility for photographers in the digital era. It also emphasizes the need for photographers to develop strategies that align with their unique business models, as there is no one-size-fits-all approach. This study will contribute to understanding how photographers can leverage online platforms to achieve their business goals.

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