

# Marketing Communication Strategy on Instagram Social Media @ninety-nine.indo in Increase Brand Awareness

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## ABSTRACT

*This study aims to discover Ninety-nine's marketing communication strategy for increasing Brand Awareness through Instagram social media @ninety-nine.indo. This study uses a qualitative research method with a Descriptive approach. The data collection techniques used in interviews, observations and documentation were processed and analyzed using marketing mix theory and persuasion knowledge theory. The study results show that Ninety-nine's marketing communication strategy has succeeded in increasing brand awareness on Instagram, with one of them optimizing Instagram features, most of which have been done well. The marketing strategy to increase Brand Awareness so that it continues to exist, Ninety-nine still has to promote and improve so that its products continue to grow and become more expansive and remain in demand by Consumers, which is by the 7P Marketing Mix by Kotler and Keller, namely: 1) Product. 2) Price. 3) Place. 4) Implement a promotion mix such as Advertising, Sales promotion, Direct marketing, Public relations, and Internet marketing. 5) People (participants/people). 6) Process. 7) Physical evidence.*

**Keywords :** Marketing Communication, Instagram, Ninety-nine.indo, Brand Awareness

## INTRODUCTION

The era of the Industrial Revolution 4.0, which is currently heading towards 5.0, encourages all parties to adapt to the rapid development of the industry. Not only has an impact on social life, but digitalization today is also spreading to the business world. This era is an effort to transform from a business run conventionally to a business run online. Development (Lailia, 2023) Social media has become very important for society to exist and disseminate information. However, the story was different when business actors took over social media. Businesses have also changed the use of social media as an online marketing tool. Many social media accounts such as WhatsApp, Facebook, Twitter, Instagram, Path, Fanpage, and others can be used to share different types of content. Social media allows users to create personal or business profiles, share content such as text, images, and videos, and participate in activities such as commenting, liking, and sharing.

The role of marketing communication in a company's management is vital, especially with the increasing competition in all business sectors. This makes it mandatory for companies to foster communication and relationships with their customers so that they can survive. Marketing communication has become one of the most essential parts of an organization. Marketing communication is constructive for organizations to form and build positive brand awareness in the eyes of consumers. In a sense, consumers interpret product information conveyed by the

organization in the form of perception about the product and the position of the product in the market (Putri, 2020).

Marketing communication strategy is one of the first steps in introducing products to consumers, and it is essential because it relates to the profits the seller will obtain. This applies to product marketing that is done online as well as in person. According to (M. Iwu Iyansyah, 2021), Marketing communication is anything your entire organization does that influences the behaviour or perception of your customers. The marketing communication process is a conversation between you and your customers about what they must say. As you listen to your customers' complaints, send them a message based on those complaints based on that complaint. The fact that Indonesia is the largest social media user country is not surprising. This is sourced from the large number of Indonesia's population, which is superior to our demographics.



Figure 1 : Capture 10 Countries with the highest number of Instagram users in the world  
Source : databoks.katadata.co.id(2023)

Quoted from databooks. Metadata. According to the We Are Social report, in October 2023, there were around 104.8 million users on Instagram in Indonesia. Due to the large number of smartphone users in Indonesia, the use of social media is also increasing. In addition, the tendency of people to communicate and share information online further strengthens Indonesia's position as one of the most significant social media users in the world. The human desire for goods/services attracts the attention of marketers, so they use their efforts to remind, inform and, most importantly, entice consumers to want to make a purchase (Kurniawan et al., 2022); therefore, Instagram social media is used as a promotional medium to reach a wider audience and bring in new consumers.

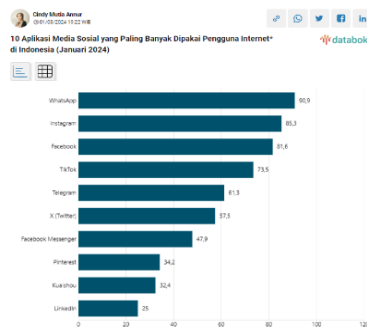


Figure 2: Capture the most used social media applications by internet users in Indonesia  
Source : databoks.katadata.co.id(2024)

The data above explains that Instagram is the number two social media platform, totalling 85.3. Instagram is the most accessed by people in Indonesia (Annur, 2024). Instagram has become a favourite social media platform because of the ease of using the Instagram application for information needs and the ease of sharing photos or videos to be visible to others. An effective Instagram marketing strategy to generate profits for its users is the use of this social media. Utilizing Instagram features such as hashtags and stories can also increase sales as many media users are looking for information. Quoted from the journal (Syaipudin & Awwalin, 2022) According to Wibowo, businesses can use the Instagram social media platform to increase sales and boost their business. In addition, Instagram has evolved to pay attention to business

account owners, as there are unique features for business accounts and store features that can be inserted into their accounts. The large number of Instagram users in Indonesia allows businesses to promote their goods and services, increasing sales. Promotion is a strategy companies use to convey the benefits and usefulness of goods and convince customers to buy.

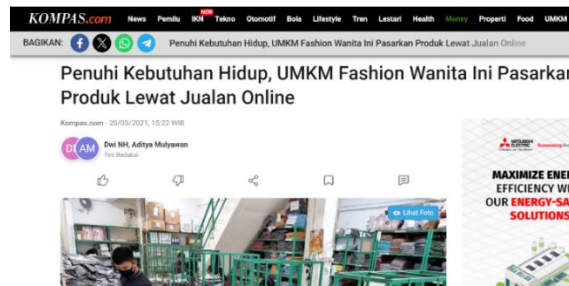


Figure 3: kompas.com media capture  
Source : Kompas.com

According to kompas.com media (Adiyat Mulyawan, 2021), "Starting and maintaining a business is not easy, especially for offline businesses. This is because some people today tend to choose online shopping. Not a few offline businesses have to be willing to close their stalls because of difficulties in getting customers. One of them is Andre and Abdilah, the owners of Belle Fashion's women's clothing store, which started in 2005. In 2014, the brothers had the opportunity to open a store in Tanah Abang. However, two years into the run, the fashion business they had pioneered for 16 years had to go out of business. To meet the needs of life, Andre and Abdilah had to rack their brains. Until finally, they decided to sell their products online on Shopee in 2017". In the example above, previously offline MSMEs are now switching or adapting to online so that consumers can more easily reach these products.

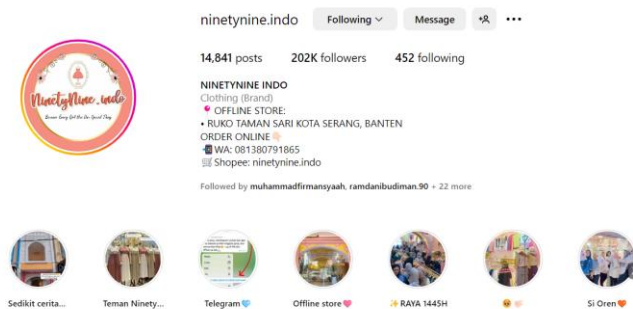


Figure 4: capture Instagram account @ninetynine.indo  
Source : @ ninetynine.indo

Ninety-nine was created in 2014 and has grown rapidly, with the Instagram account @ninety-nine.indo reaching 202 thousand followers on September 9, 2024. This account reaches a wide range of ages, especially teenagers to adults, and reflects the popularity of women's clothing sales. This success demonstrates Ninety-nine's ability to capture the attention of a broad market and build a loyal community on social media. In Indonesia, many fashion businesses use Instagram as the leading platform to sell products. Ninety-nine, located in Serang City, offers a variety of contemporary clothing models that suit customer trends and tastes. Since its inception, Ninety-nine has leveraged Instagram to share products and conduct promotions, using features such as stories, feeds, and live.

Instagram Live is an effective tool for interacting directly with the audience, allowing live broadcasts to be watched in real time. This feature helps Ninety-nine share key moments, hold Q&A sessions, and launch new products, increasing engagement and strengthening relationships with followers. As a marketing tool, Instagram Live provides an opportunity to reach more people authentically and dynamically. It is essential to determine a brand's marketing success in business competition; instilling a brand in consumers is critical to maintaining a business. Therefore, the importance of Brand awareness must be applied to the

minds of consumers and caused by an explosion in brand choice or competition in the market. Competition in the business world is a well-known phenomenon around the world. This competition occurs when companies strive to attract attention and gain more customers than their competitors. This is especially relevant in marketing communication strategies on social media, especially on the highly dynamic Instagram platform. This statement is supported by previous research on Competitiveness written by (Husniar et al., 2023). A New Product Development Strategy as an Effort to Increase Company Competitiveness can be done using an online marketing sales strategy which to increase Competitiveness, namely marketing strategies through e-commerce or marketplaces, in collaboration with Shopee, Tokopedia and Bukalapak and can also use Google My Business.

Brand awareness is a potential buyer's ability to recognize or recall that a brand is part of a specific product category. Excerpted from the article (Trianaputri, 2022) According to Tulasi, Awareness of a brand. *Brand Awareness* is the ability of potential buyers to recognize or remember a brand from a series of similar products. The level of awareness successively starts from recognizing the brand and then recalling it to remember it *at the top of their mind*. In his mind, that is coveted; through social media, especially Instagram, many business actors take advantage of online marketing communication to introduce and expand the reach of their product brands. The high number of social media users can increase *brand awareness*, but an effective marketing communication strategy must support this. Determining the right target is also important so that a brand can be more relevant and suitable for the audience, thereby increasing brand awareness among consumers. This study uses references from previous research to compare research, with the title STRATEGY "MSME Rice Marketing Communication Building Brand Awareness Through Instagram Social Media" written by (Budiarti, 2022), his research results, namely The results of the study show that this effort has given positive results on the brand awareness of PaDi MSMEs. Although it has not reached the top of the mind of the broader community, PaDi MSMEs are noticed by its target audience. Some elements that are criteria for achieving the goal of social media awareness are the number of followers, likes, comments and mentions. This research has the same goal, namely to increase Brand Awareness, but it has a difference, namely the object of the research.

This study refers to other research measuring the effectiveness of marketing strategies through social media written by (SA & Pujiyanto, 2021). The study proves that hospitals use social media for marketing, such as Facebook, Instagram, and Twitter. The goals include improving the hospital's reputation, community involvement, and promoting healthcare. A systematic review of articles from 2016–2020 identified that Facebook is the most widely used platform, followed by Twitter and Instagram. The main benefits include building a global brand image and increasing patient loyalty through better engagement.

This research is also supported by previous research (Fariastuti & Azis, 2019) titled "Onefourthree. Co-Marketing Communication Strategies on Instagram in Increasing Brand Awareness". This research has a problem in the form of public awareness Onefourthree.Co it can cause sales to decrease. The results of this study show that Brand OneFourThree carried out a marketing communication strategy to increase brand awareness.Co On Instagram has been chiefly done well. Marketing strategies to improve *Brand Awareness* In order to continue to exist, OneFourThree.Co must still promote and improve to grow its products, become more expansive, and remain in consumer demand. This previous research used the 7P Marketing Mix theory.

Similar research in the field of marketing communication strategies has been carried out a lot, including in the food sector, such as in the study "Marketing Communication Strategies for Food MSMEs @Mochi\_Momi in Promotion Through Instagram" (Agustine et al., 2023). The difference lies in the approach, where food research emphasizes the visualization of appetizing products, while the fashion industry focuses on product aesthetics. Despite the different fields, challenges such as capturing consumer attention, creating interest, and driving purchases remain relevant across industries. This cross-industry research is important to understand the adaptation of marketing strategies according to the characteristics of each sector.

Based on the description, data, and previous research above, the results of this research are expected to contribute to increasing brand awareness at *Ninety-nine Indo* utilises the 7P *marketing mix* approach (product, price, place, promotion, people, process, physical evidence) and

persuasion knowledge theory. Using the *7P marketing mix* theory allows for the holistic management of marketing elements to create a strong attraction to the brand. In contrast, the theory of persuasive knowledge plays a role in building effective communication to influence consumer perceptions and decisions. With the synergy of these two theories, this research is expected to produce relevant marketing strategies and drive increased brand recognition and competitiveness in a competitive market.

## RESEARCH METHODS

The research approach used by the author in this study is a qualitative descriptive method. According to (Sugiyono, 2023), Qualitative research is a research method based on the philosophy of postpositivism or interpretive, used to research natural object conditions, where the researcher is a triangulation instrument (a combination of observation, interview, and documentation), key, data collection techniques are carried out based on data obtained tends to be qualitative data; data analysis is to understand the meaning, inductive/qualitative, and results qualitative research to understand uniqueness, construct phenomena, and encounter hypotheses.

The research sample was selected using purposive sampling with the criteria of women aged 15-24 years to find three ninety-nine. Indo consumers who use Instagram social media and follow the ninety-nine Instagram accounts have made transactions through e-commerce and WhatsApp after visiting the ninety-nine Instagram. The data source used in this study was primary data from interviews using semi-structured interview techniques. The Owners, namely Ririn Kurniati and Usrotul Uyun, are Marketing Managers of ninety-nine and three ninety-nine. indo consumers. The secondary data was obtained through online data such as screenshots from social media and websites related to marketing communications, social media, and content on Instagram @ninety-nine.indo. The research period lasted four months, from May to August 2024. Researchers will conduct participatory observations in public places to see how adolescents use Instagram in real life.

Which is often called the analytical and interactive method. According to Miles and Huberman (Sugiyono, 2023), there are three types of explanations. Activities in qualitative data analysis are carried out interactively and continue continuously until complete so that the data is saturated. Data analysis activities include data reduction, data display, and conclusion. In the technique of checking the validity of the data, the researcher uses the Triangulation Technique technique. Triangulation techniques are used to test data credibility by checking data from the same source. For example, interviews obtain data and then check with observations, documentation, or questionnaires. If the three data credibility testing techniques produce different data, the researcher conducts further discussions with the relevant data source or others to ascertain which data is correct. Alternatively, maybe everything is true because the points of view are different (Sugiyono, 2023). The results of this study may not be able to be fully generalized to the entire generation because our sample is limited to adolescents in the city of Serang.

## RESULT AND DISCUSSION

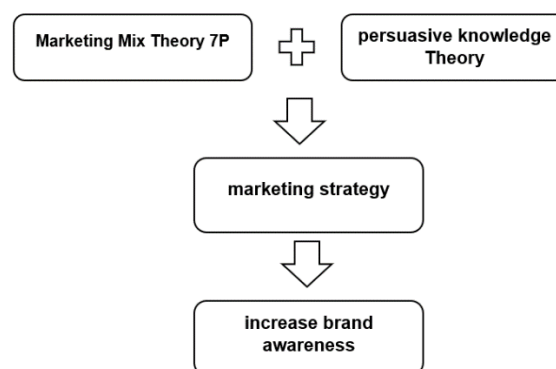


Figure 5: Conceptual Framework of the Research

This research discusses Ninety-nine's marketing communication strategy through Instagram (@ninety-nine.indo) social media to build and strengthen brands in the fashion industry. Using the 7P Marketing Mix theory and Persuasion Knowledge Theory, Ninety-nine leverages Instagram features such as Stories and Live for direct interaction with the audience, as well as focusing on engaging visual content and collaboration with local influencers. Although local competitors also use Instagram, they are less optimal in interaction and more focused on selling through the marketplace. International competitors have an advantage with larger marketing budgets and access to global influencers. To meet this challenge, Ninety-nine needs to innovate by capitalizing on the trend of short video content on platforms such as TikTok and Instagram Reels and personalizing content based on user preferences. With data analysis, Ninety-nine can serve relevant content, increase engagement, and maintain competitiveness in a competitive market.

### **7P MARKETING MIX TO INCREASE BRAND AWARENESS**

Kotler's 7P marketing mix theory can increase brand awareness by optimizing every element, such as products, prices, promotions, venues, people, processes, and physical evidence that are relevant to the planned goals

#### **Product**

The product is the first element in the marketing mix, and Ninety-nine begins product determination by conducting research based on foreign trends adapted to Indonesia. Products that are viral and get positive feedback will be applied in stores. According to Kotler, products can be categorized based on variety and quality. Ninety-nine offers eight product categories: tops, pants, skirts, tunics, robes, one sets, overalls, and jumpsuits. Product completeness, competitive price, and guaranteed quality make Ninety-nine the first choice for fashion enthusiasts.

Ninety-nine also pays attention to the quality and appearance of its products through a strict selection of suppliers. The product aspect includes persuasive knowledge, where the owner's background with experience in online sales and social media drives innovation and the addition of product categories. Market research was conducted to understand consumer responses, and Ninety-nine leveraged Instagram to showcase products with high-quality photos and videos, purging users.

#### **Price**

Price is a crucial factor in consumers' purchasing decisions. At the Ninety-nine Store, pricing is done independently, considering the price from the supplier, the quality of the product, and the category of goods. Ninety-nine differentiates resellers' prices and sets affordable, competitive prices, ranging from IDR 50,000 to IDR 225,000, depending on the product category.

The flexible pricing strategy is tailored to market trends and consumer purchasing power, helping Ninety-nine remain relevant and attractive to various segments. This approach maintains customer loyalty and expands market share amid fierce competition.

The prices are by the target consumers, and Ninety-nine has built a loyal customer base. The aspect of persuasive knowledge is also seen in how Ninety-nine maintains a balance between price and product quality. Price information is conveyed transparently through posts and captions, and offers special promos to increase sales.

#### **Promotion**

Excerpted from the Business Feasibility Study Book Written by (Sudirman Acai, Syahrani, 2022). According to Kotler, Promotion includes various activities companies carry out to communicate and introduce products to the target market. The promotion attracts and encourages consumers to buy the product or service. In practice, promotions or advertisements play a role in introducing products and convincing, persuading, and reminding consumers about the advantages and benefits of the products offered so that consumers are interested in making purchases. According to Kotler, the promotional or advertising tools are identified as follows.

##### **1. Advertising**

Advertising is non-personal commercial communication about an organization and its products, delivered to the target audience through various media. Based on the research results, Ninety-nine uses Instagram and the Shopee marketplace to offer and introduce its products to consumers. Ninety-nine stores also use Telegram by creating groups to interact one-way with consumers to share the latest catalogues, thus making the marketing process more manageable.

However, the main focus of the ad is placed on Instagram. First, through paid advertising on Instagram, and second, by utilizing buyer reviews or testimonials to attract potential customers to access the Shopee account, one of the Ninety-nine marketplaces.

Ninety-nine conducts endorsements with influencers and informative media on Instagram, such as with @awkarin @evi\_sobari, as well as paid promotions with @infoarang, @abouttng@infopandeglang, @dinakarla, @siticelobong, @iis\_sunerli. Implementing a marketing strategy in the form of ninety-nine endorsements also builds a positive image in the minds of consumers to attract the target market's attention by reporting on store activities. This is done to foster a higher interest in consumers' minds for ninety-nine products.

#### 2. Private Sale

Personal sales must be done wisely, considering the target consumer so that it does not seem forced, which can disturb consumers. Ninety-nine stores implement personal selling by providing detailed information about the advantages and benefits of products through the comment feature on Instagram. They also provide mix-and-match consulting services through the Instagram story and live features, allowing customers to get advice on appropriate clothing. To increase effectiveness, Ninety-nine regularly holds live Q&A sessions on Instagram Live, where customers can ask questions and get personalized recommendations. This approach strengthens customer relationships and creates an interactive and informative shopping experience.

#### 3. Sales Promotion

Sales promotion is a marketing activity that provides added value or intensive. A form of sales promotion wants to provoke or persuade market demand. In this case, the Ninety-nine store uses a sales promotion strategy by holding discounts at certain times, such as during New Year's celebrations, Eid, holidays, and other events. In addition, Ninety-nine also holds a giveaway for consumers, which can also increase *brand awareness*. This promotional strategy aims to increase consumer buying interest and increase brand awareness. With these measures, ninety-nine stimulates customers to purchase within the predetermined promotional period.

#### 4. Community Relations

Public relations in marketing communication is carried out by promoting publicity related to the company's identity. This is done so the company has a good image among its consumers. This is based on the results of interviews and observations. In public relations, ninety-nine implements a public relations strategy by live streaming and uploading stories on Instagram to provide information about sales activities in online stores crowded with visitors. In addition, ninety-nine also sponsors various events and is involved in charitable activities such as Friday Blessings. To strengthen relationships with the community and increase *brand awareness*, ninety-nine stores actively participate in local events and social activities. This helps build positive relationships with society, increases brand visibility, and showcases the company's commitment to social responsibility.

### Place

Place includes all activities that aim to distribute products to consumers and expand sales reach so consumers can more easily find the products they need. Ninety-nine chose online sales platforms such as social media, specifically Instagram, with 202 thousand followers, as one of its main channels. In addition, they also take advantage of Shopee's e-commerce, which has 28.5 thousand followers. The popularity of these two platforms proves that Toko Ninety-nine has received much attention and interest from the wider community. Ninety-nine chose to focus on Instagram as its central platform because, currently, Instagram has more users than any other social media. Online product distribution through Instagram is Ninety-nine's mainstay strategy because, according to the owner, the platform is considered the most suitable and effective promotional medium to distribute its products.

In addition, Ninety-nine also does not forget about offline marketing, which is carried out through a physical store on Jl. Sultan Ageng Tirtayasa No.52, Cimuncang, Serang, Banten. This location is near the Royal shopping centre, one of the leading commercial areas in Serang City. This physical store strengthens the presence of Ninety-nine in the local market. It allows consumers to shop directly, making the shopping experience more diverse and affordable for various groups.

The aspect of place in the marketing mix of Ninetynine Stores related to persuasive knowledge can be analyzed as follows: The selection of the location or distribution channel of the product is influenced by the owner's background, which is motivated by online marketing through social media. The owner saw the potential of Instagram as an effective promotional platform, so he decided to sell his products online. Meanwhile, the physical store's location is also considered strategic because it is close to the centre of economic activity at the city level. A virtual place of sale through Instagram is located in the Bio listed Admin Number that will communicate with consumers; it allows users to buy products directly after seeing the product in the ninety-nine Instagram posts.

### **People (SDM)**

The initial strategy on the people aspect implemented by Ninetynine begins with determining the proper market segmentation to adjust the target market to their products. Ninetynine conducts thorough research to identify market segmentation through marketplaces, Google, and social media. From the research results, they can find out which clothing products are trending and in high demand. In addition, the Ninetynine team's participation in offline and online stores also has an important role. Especially on Instagram, a marketing team is responsible for creating concepts, planning, and promotion strategies. The design team then visualized the concept, while the admin was tasked with executing by posting photos and videos on the @ninetynine.indo Instagram account.

The people aspect in the Ninetynine Store is essential, as it is related to human resource (HR) planning, division of labour, recruitment, and employee training. The store has around 14 employees, and the recruitment process is carried out openly by involving recommendations from permanent employees and disseminating information through WhatsApp and Instagram @Ninetynine.indo. Once recruited, employees undergo on-the-ground training, with a 7-day probationary period for customer service positions.

The admin's role is crucial in managing social media accounts, directly liaising with customers, and influencing the quality of online store services. Good interaction from admins can increase customer satisfaction and trust. In addition, employee selection is influenced by the owner's background, which involves the closest people with a passion for learning and responsibility to help grow the business.

Ninetynine builds a personal relationship with its followers through active interactions, such as providing quick responses to comments and direct messages, significantly increasing *user engagement* and loyalty. To support this, Ninetynine's marketing management needs to understand the brand's values strongly to convey consistent and relevant messages, maintain the relationship with the audience, and strengthen the brand in the market.

### **Process**

In the process aspect, it is an activity that shows how services are provided to consumers while purchasing goods. The interview results show the marketing process of Toko Ninetynine online by utilizing social media, where the store will promote the product, starting to post and sell by advertising its products on social media such as Instagram. The process aspect of the marketing mix at Ninetynine Stores also involves persuasive knowledge. The determination of the sales process is based on the owner's experience after being involved in the business world, both online and offline. Ninetynine studies sales flows that can facilitate marketing. From this experience, the owner designed his sales and bidding process flow. This process is an important element that involves all employees, so an error in the flow set can be immediately identified and corrected.

The store has implemented the best possible product sales flow to maintain the trust and image of the company in the eyes of consumers. This process begins with procuring goods to be sold, followed by product promotion through social media platforms such as Instagram. The final stage is the delivery of goods to consumers using delivery services. Ninetynine tries to control communication with employees involved in the marketing, service, and sales processes so that the marketing process runs smoothly and optimally. This is because the process of controlling the flow must continue to be carried out to maintain the smooth operation of the Ninetynine Shop. Marketing process activities are now more effective. The profits know this from the Ninetynine Shop in the sales process. Ninetynine emphasized that a smooth flow will optimize all activity plans that the Owner and Marketing Manager of the Ninetynine Store have set.



Many businesses, including Ninetynine, utilize social media, especially Instagram, for marketing communications and expanding brand reach. With many users, social media can significantly increase brand awareness if the right communication strategy supports it. Ninetynine used a media planner for six months of Instagram content planning, which included three main categories: information, promos, and entertainment. Content is shared daily through features such as Stories, Feeds, Live, and Reels, with lightweight, easy-to-understand captions and a straight or hard-selling approach. Posts of sold-out products will be removed, and the effectiveness of the content will be evaluated based on likes, responses, and comments. To facilitate the purchase process, Ninetynine provides a direct link to the product page in stories connected to the admin or e-commerce such as Shopee. Clear documentation of payment procedures is also important to improve customer satisfaction.

### **Physical Evidence**

The physical environment includes the conditions or atmosphere in which the service operates. This is closely related to the aspect of place that has been discussed earlier. Based on the results of interviews and observations, Ninetynine utilizes the physical environment both online and offline. Ninetynine maximizes internet use through social media and e-commerce, such as Shopee, so potential consumers can easily find and buy products.

The physical environment in the marketing mix of Ninetynine Store also includes persuasive knowledge, both in online and offline environments. This environment is designed based on the experience of Ninetynine. A combination of online and offline strategies requires a neat and organized physical arrangement of the store. Categorical product styling, which is the brainchild of a store marketing manager, is designed to grab consumers' attention and keep the store's appearance organized. This is important because the store's work system combines online and offline sales.

Ninetynine leverages the design and layout of the physical store to create a convenient and attractive shopping experience, with a neat display that makes it easy for customers to find products. Combining physical and digital environments helps build a professional image, attract new consumers, and retain loyal customers. Even though Instagram is a digital platform, physical evidence such as customer testimonials and product reviews is still important to increase the trust of potential buyers. Ninetynine enhances marketing strategies creatively, focusing on audience engagement and trust. Educational content, such as tutorials and explanations of raw materials, can increase user knowledge and build trust. Customer testimonials reinforce the brand's reputation, while visual storytelling through the Stories feature allows Ninetynine to share key moments and interact with followers. Interactivity, such as polls and discussions in Stories, creates a personalized experience that increases user loyalty to the brand.

### **CONCLUSION**

Based on the results of the research and discussion that has been explained about the ninety-nine marketing communication strategy in attracting buyers and increasing brand awareness through Instagram social media @ninetynine.indo, it can be concluded that the marketing communication strategy applied by Ninetynine. Indo uses the 7P marketing mix theory to analyse the persuasion knowledge theory. In the aspect of the ninetynine store, products are by the target market because the entry of goods has gone through a strict selection process; in terms of price, ninetynine has a price that is in accordance with the category and quality of the products sold in the aspect of promotion ninetynine uses social media Instagram as a promotional medium which uses Instagram features such as Stories, feeds, Reels, and Live it can invite consumer interest and increase brand awareness, In the aspect of place Ninetynine distributes its products through WhatsApp and Shopee as well as offline stores located in the city of Serang, in the aspect of people Ninetynine has its qualifications in terms of recruiting employees and has an admin to support the marketing strategy applied on Instagram, in the process aspect Ninetynine upholds the safety and ease of transactions with consumers and the Physical Aspect Ninetynine takes advantage of the online and offline environment, by applying what has been explained that and several interviews with consumers, Ninetynine has succeeded in increasing Brand Awareness on its products.

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