Comparison Analysis of Content of Shopee And Tokopedia E-Commerce Marketing Management Strategies Through Instagram Social Media

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ABSTRACT

Instragram social media provides business opportunities and sells a variety of products at more affordable prices than general stores. Researchers want to see a comparison of promotion strategies through Instagram content from the two e-commerce companies and provide knowledge about the promotional activities carried out, and researchers want to find out how the two e-commerce can lead the e-commerce market in Indonesia. This research will analyze the Business to Customer (B2C) E-Commerce marketing management strategy using content analysis (content analysis). This research is a qualitative descriptive research. Data was collected using library research methods and field research using observation techniques. The results of the study show that on the product indicator, Shopee displays product-related uploads while Tokopedia does not. On the people indicator, both e-commerce displays uploads regarding the people category with the most frequency of uploads compared to other categories. In this people indicator too, Shopee has more uploads related to the people indicator than Tokopedia. On the price indicator , Shopee displays uploads while on Tokopedia it doesn't . On the promotion indicator, which is divided into 4 (advertising, direct marketing, sales promotion, publicity), Shopee does not display uploads related to publicity. Meanwhile, Tokopedia does not display uploads related to advertising and publicity. To refer to the promotion strategy, namely in the Promotions, Shoppe and Tokopedia sections most often display the Sales Promotion category.It's a shame they don't display Corporate Social Responsibility .

Keywords: *Strategy Marketing Management , Social Media , E-Commerce.*

Introduction

Marketing communication plays a very important role in the success of a company's business primarily as a marketing management strategy. Marketing communication or *marketing communication* is a combination of communication science and marketing science. Marketing communication is a tool for companies directly or indirectly to inform, persuade and remind consumers about the products and brands they sell. In carrying out marketing communications it is necessary to have careful planning in advance. When planning marketing communications must determine the media as a communication channel in marketing [1]. *Marketing communications* presenting the "voice" of the company and its brand, and enabling the company to later build relationships with consumers [2]. Marketing communication has two important elements : communication and marketing. In general, communication is a message from the communicator (messenger) to the communicant (recipient of the message) through certain channels to influence the cognitive, affective and psychomotor aspects of the recipient of the message [3]. The message is a set of symbols that are selected and arranged systematically to convey information, or it can be said that the message is the result of communication because it connects the communicator (company) and the communicant (public). Of course, the more companies, the more difficult it is for the public to recognize a particular company. . Therefore, today 's companies not only direct their products, but also improve the quality of their companies and brands. There are many ways companies can strengthen their brand. Having a strong brand or corporate identity will later make it easier for the public to choose reliable and trusted company products [4].

Marketing communication includes a marketing management strategy which is a way to win the company's competition in a sustainable manner [5]. The marketing strategy is also the principle and foundation for the company in carrying out its activities. Currently, jobs using social media are increasingly in demand by many people , especially those who want to expand their business in the *online field* [6]. A promotion carried out through social media can be said to be effective and efficient because it does not cost a lot and has a wider reach when compared to promotional media in the form of print media (conventional promotion) [7]. Leveraging social media is a powerful tool . Currently, social media users in Indonesia continue to increase every day and have form a complete element in life for various circles. Starting from children, teenagers to adults, all use social [8]media . Social media is a communication medium that is owned by almost every internet user, including creative entrepreneurs in Indonesia. So it is very unfortunate if this opportunity is not utilized by business actors [9]. Through social media, marketers can understand market trends and consumer expectations and therefore markets can be identified and targeted. Society can view social media in two ways, namely, *brand awareness* , both *personal brand* or *corporate brand* ; and build relationships *online* [10]. Social media is often seen as a place to promote a product because it is considered cheaper and faster .

One of the social media that is widely used by the public as a place to promote their products and services is *Instagram* . *Instagram is an online* networking facility that allows users to take photos and videos and then share them on social networking [11]*platforms* . Social media reaches domestic and foreign markets so that the market for promoting is very broad and dynamic. It is not surprising that *Instagram* is currently being used more and more by the public. Marketers see *Instagram* as method For reach more *audiences* _ easy . This is evident from the increase in *Instagram* users lately. In 2021 , *Instagram* reportedly reached a new milestone, reaching 2 billion monthly active users (kompas.com).
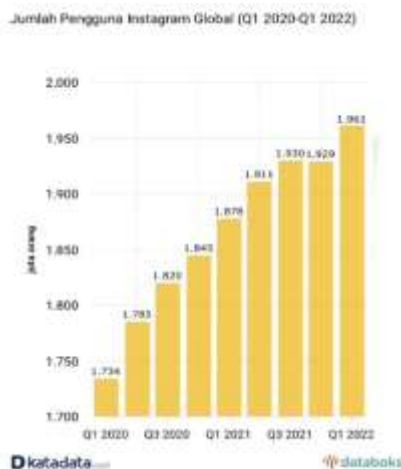

Figure 1 Social media users Global *Instagram* 2020-2022
Source : Napoleon Cat

In 2020 , there are as many as 79% of people have access *Instagram* (Databoks.katadata.co.id). *Instagram* users globally have reached 1.96 billion people in the first quarter of 2022. It can be seen from the graph that *Instagram* has an increase in active users every year (Databoks.katadata.co.id). Paypal with Dailysocial in 2018 published the " *Asian Social Commerce Report* 2018" and stated that 72% of *merchants* in Indonesia use *Instagram* (Dailysocial.id).

Figure 2 Internet and social media users in 2021 in Indonesia
Source : Hootsuite

Development existing technology _ moment This greatly affects the communication process marketing . From the beginning form conventional become internet [12]. Due to the development of this technology, and also driven by the entry of COVID-19 to Indonesia on March 2 , 2020 as well exists Enactment Restrictions Frequent Community Activities called with PPKM for hinder fast transmission of COVID-19, behavior consumer changed . circumstances This impact change _ in fulfillment life everyday . Society is getting avoid the place general and *store offline* , and switch as well as adapt using an *online application e-commerce* . it _ result in emergence competition business growing e - *commerce* competitive . this _ seen from the amount data *e - commerce* website and application users in Indonesia. *Temasek, Google, Bain* & *Company* in their latest eConomy SEA 2021 report predicts that Indonesia *'s e-commerce* trade in 2021 will be around 53.035 billion in 2020. This increase in *e-commerce sales* is an increase in public interest in shopping *online* . *E-commerce* sales growth This is supported by *e-commerce* players such as Shopee and Tokopedia (Setyorini et al., 2019) . In *e-commerce* , there are activities of buying and selling products or services that are carried out electronically using internet access. Based on (Kutz, 2016) , there are various types of *e-commerce* including, *Business to Consumer* (B2C), *Business to Business* (B2B), *Consumer to Business* (*C2B), Consumer to Consumer* (C2C), and *e-commerce applications* [13].

In order to analyze how the promotional strategy carried out by *e-commerce "Shopee and Tokopedia"* on the *Instagram* social network , the author uses four indicators: *product* , *price* , *promotion* , and *people* . The indicators above can answer what the two *e-commerce advertising strategies* via *Instagram* look like .

With the existence of *e-commerce applications* that continue to emerge at this time, this makes consumers choose online stores or *e-commerce* that can fulfill their desires. Therefore, sellers must be able to make their products or services attract consumers' interest in the midst of the many *e-commerce* offerings so that later the transaction process for purchasing goods and using services can occur.

Figure 3 Top of mind awareness *e-commerce data*
Source : (Liputan6.com)

Due to competition and people's enthusiasm for online shopping, especially in the midst of a pandemic, global market research company Ipsos in Indonesia, published the results of research related to competition in the *e-commerce industry* at the end of 2021. Based on survey results, Shopee was ranked first from several of its competitors, such as Tokopedia, Bukalapak, and others. Ipsos conducted this survey using several indicators. The first indicator used is BUMO (*Brand Use Most Often)* , namely how often this *e-commerce* is used, in this indicator 54% of respondents choose Shopee, 30% Tokopedia and 13% Lazada. Second, *Top of Mind* , namely who is first in the minds of consumers, in this indicator 54% choose Shopee, 27% Tokopedia and 12% Lazada.

Third, consumer penetration, namely how much is the number of uses in the number of transactions, in this indicator 41% choose Shopee, 34% Tokopedia and 16% Lazada. Fourth, the transaction value in the last three months, in this indicator 40% chose Shopee, 30% Tokopedia and 16% Lazada. Figure 4 *E-Commerce* with the Most Number of Visitors in Indonesia (Quarter I 2022)
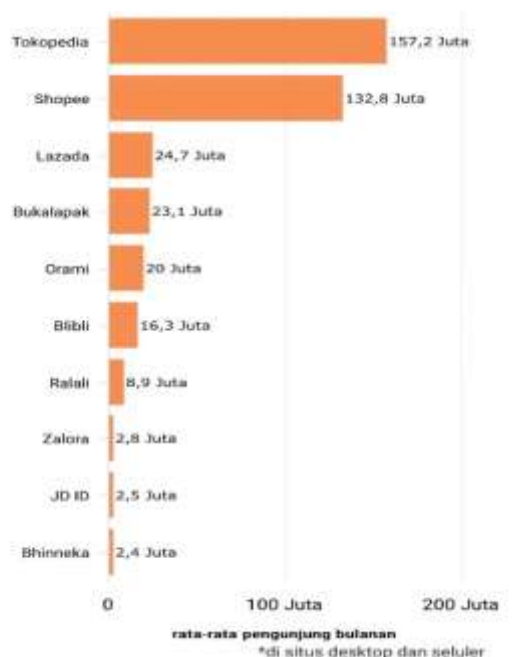
Source: Databoks.katadata.co.id

Currently, many *e-commerce* have sprung up, starting from Shopee, Tokopedia, Lazada, Bukalapak and many others that have not been mentioned. The image above shows that Tokopedia occupies *e-commerce* with the highest number of visitors in Indonesia in the first quarter of 2022. Shopee and Tokopedia have succeeded in becoming *e-commerce* that is widely known by the public.

The researcher chose the *e-commerce focus "* Shopee and Tokopedia" in this research. One of the reasons is because of the brief observations made on the *Instagram accounts* @shopee_id and @tokopedia, the two *e-commerce companies* are promoting via *Instagram* , and Shopee and Tokopedia have a large number of *followers* . *Instagram* has the most number of *followers* , first and second in Indonesia.

Shopee has a marketing strategy that is in line with trends and can be liked by the public. Shopee has a free shipping promotion, which is very popular with customers. From the picture, it can be seen that Shopee is *posting* photos to promote on *Instagram* . This strategy is said to be very effective because it succeeded in attracting public interest. Shopee takes advantage of the moment by carrying out promotions on beautiful dates such as September 9 which is promoted with "9.9 Super Shopping Day". This Shopee *event* will be held from 18 August to 9 September 2022. Here Shopee surprises with the Free COD promo IDR 0, Free Shopping up to 100 RB, up to IDR 9,999 Flash Sale. Apart from the promotions mentioned above, Shopee also provides a COD (Cash on Delivery) feature. The existence of this feature makes it easier for consumers to make payments when the goods purchased have arrived at the location[14]

Apart from Shopee, Tokopedia also promotes it through *Instagram* . From the picture above, it can be seen that Tokopedia is promoting its *event* via *Instagram* . The promotion carried out by Tokopedia is the WIB (Indonesian Shopping Time) *event* . Tokopedia conducted a WIB promotion to increase public interest in shopping. In this *event* , Tokopedia provides discounts of up to 90% and shopping of 20 thousand free shipping with a vulnerable period from 25 September 2022 to the end of September.

Researchers want to see a comparison of promotion strategies through *Instagram content* from the two *e-commerce* companies and provide knowledge about the promotional activities carried out, and researchers want to find out how the two *e-commerce* can lead the *e-commerce market* in Indonesia. In conducting this research, researchers conducted research on *Instagram uploads* belonging to both *e-commerce companies* . The first research period was from 18 August to 10 September 2022, because on that date Shopee began uploading content related to *the* 9.9 "Super *Shopping Day* " *event and the* last event was promoted by Shopee on *Instagram* on 10 September 2022. The research period the second is from 21 September to 30 September 2022, because on 21 September Tokopedia began uploading content related to *the* WIB (Indonesian Shopping Time) event

and this *event* was last promoted by Tokopedia on *Instagram* at the end of the month, namely 30 September 2022. Researchers also chose this period in order to get the latest upload *updates and also make it easier for researchers to analyze Instagram* uploads in both *e-commerce* .

Research methods

This type of research is qualitative research, which is a research that is descriptive in nature and tends to use analysis with an inductive approach [15]. Qualitative research is research that does not use statistics but through data collection, analysis, and then interpretation. Qualitative research is research that is descriptive in nature and tends to use analysis with an inductive approach [16]. Qualitative research is research that does not use statistics but through data collection, analysis, then interpretation [17]. In this study, the authors use the online paradigm to conduct research on various phenomena that exist in the *online realm* . To collect the required data, it is used as follows:

a. Library Research (*Library Research*). To strengthen ideas in analyzing and evaluating the results of field research, a strong foundation is needed from theories from reading books, previous research results, scientific magazines, and other sources related to this research.[18]
b. Field Research (*Field Research*). This was done through a review of the research objects, namely Instagram Shoppe and Tokopedia, to obtain real, precise and accurate data. The technique used is through observation (*Observation*), namely visiting or observing Instagram Shoppe and Tokopedia to see closely how the role of marketing management strategy increases sales [19]

The data collected will be analyzed by 2 methods, namely:

a. Content Analysis Method / Content Analysis
   Content analysis/content analysis is a method for studying and analyzing communication systematically, objectively, and quantitatively towards visible messages [20]. Content analysis/content analysis is a relatively new model of literary study and can be seen from the objectives to be disclosed, because it is used when you want to reveal, understand, and capture the messages of literary works, including poetry [21]So, content analysis/content analysis is an investigative technique that describes objectively, systematically, and qualitatively with analysis to understand the text. An important component of this analysis is the presence of a problem consulted through theory [22]. Content analysis/content analysis in this study covers online Shoppe and Tokopedia marketing strategies, including how to make sales [23]. This content analysis doesn't study people, but the communications that people create [24].
b. Deductive Analysis Method
   Deductive analysis is a scientific method in which facts are analyzed and described with the prevailing theories. [25]Furthermore, it tries to draw conclusions to make suggestions that provide benefits to the business world, especially Shoppe and Tokopedia E-commerce businesses.

Results and Discussion

Marketing mix or marketing mix itself is an application that is used for short-term and long-term strategies that allow a business to influence the desired target response, capture audience and consumer attention, meet consumers and needs and ensure consumer satisfaction [26]. This study uses *marketing mix indicators* , namely *Product, People Price* , and *Promotions* . Researchers observed each image and caption via Instagram included in @shopee_id and @tokopedia in detail one by one according to the sample in this study to assess whether each image and caption displayed the selected indicator elements. Based on the coding sheet, the researcher was able to assess each image and caption with the various rating points listed. Each point will be converted into a percentage per indicator to make it more detailed and detailed.

The results of the researchers' recap with a total of 244 Shoppe Instagram posts and 42 Tokopedia Instagram posts, these observations were continued with the presentation of data by researchers in the form of percentages for each indicator used. Starting from how high the frequency is for each indicator uploaded on Instagram. This frequency is able to see how companies are able to influence targets, responses from consumers and how to fulfill consumers' wants and needs through Instagram social media [27].

The concept of the marketing mix has been developed by many researchers. One of the first to introduce this concept was Neil H. Borden in 1964 who argued that there were 12 marketing elements that could be managed by companies so that the company's operations were profitable, then this concept was developed by Jerome McCarthy in 1964 into 4 elements, namely product, price, promotion, and place. However, in service marketing there are also other tools used, namely *People, Physical Evidence, and Process* which can be understood as 7P *namely Product, Price, Place, Promotions, People, Physical Evidence, and Process.* [28]

Marketing or promotional activities carried out through social media are considered more effective and efficient, because they do not incur a lot of costs and get a wide reach when compared to conventional promotional media. [29]. One of the strategies of advertisers and other marketing communicators is to present guilt and try to persuade potential customers by asserting or concluding that guilt can be removed by using the product they are promoting [30]. For example, in Shopee advertising, it has free shipping facilities, if people choose not to shop at Shopee then they will not get free shipping. Shopee makes persuasive or persuasive words in its advertisements.

In business, products are goods or services that can be traded. In marketing, a product is anything that can be offered to a market and can satisfy a want or need. Researchers divided products into 12 categories, namely Food & Beverages, Clothing, Bags, Care & Beauty, Mother & Baby, Shoes, Household Appliances, Sports & Outdoors, Automotive, Electronics & Accessories, Cellphones & Accessories and Sundries. Researchers Observed from August 18 to September 10, 2022 and September 20 to September 30, 2022

From the results of the research that has been done, the researchers found that on the *product indicator* , Shopee displays uploads related to bags, mother-baby, and outdoor-sports products, while Tokopedia does not display uploads related to clothing, beauty-care, mother-baby, outdoor-sports products. , and automotive. So it can be said that Shopee displays more product categories than Tokopedia. On the *price indicator* , Shopee displays uploads related to price, namely 15 in August and September, while Tokopedia does not have uploads related to *price indicators* . On the *people* indicator , both *e-commerce* displays uploads regarding the *people category* with the most frequency of uploads compared to other categories. In this *people* indicator too, Shopee has more uploads related to the *people indicator* than Tokopedia. On the *promotion* indicator , which is divided into 4 (*advertising, direct marketing, sales promotion, publicity,* Shopee does not display uploads related to *publicity* . Meanwhile, on Tokopedia, Tokopedia does not display uploads related to *advertising* and *publicity* . To refer to the promotion strategy, namely in the *Promotions section,* Shoppe and Tokopedia display the Sales Promotion category most often, but it's a shame they don't display *Corporate Social Responsibility* (CSR).

Conclusion

The results of this study, the researcher found the conclusion that Shopee and Tokopedia from their Instagram posts implemented various promotional strategies which in this study were examined using the 4P Marketing Mix indicator (Product, Price, Promotions, and People). Here's the explanation:

On the *product indicator* , Shopee does not display uploads related to bags, mother-baby, and *outdoor sports* , while Tokopedia does not display uploads related to clothing, beauty-care, mother-infant, *outdoor sports* , and automotive products. So it can be said that Shopee displays more product categories than

Tokopedia. On the *price indicator* , Shopee displays uploads related to *price* , namely 15 in August and September, while Tokopedia does not have uploads related to *price indicators* . On the *people* indicator , both *e-commerce* displays uploads regarding the people category with the most frequency of uploads compared to other categories. In this people indicator too, Shopee has more uploads related to the people indicator than Tokopedia. On the *promotion* indicator , which is divided into 4 (*advertising, direct marketing, sales promotion, publicity* , Shopee does not display uploads related to *publicity* . Meanwhile, on Tokopedia, Tokopedia does not display uploads related to *advertising* and *publicity* . To refer to the promotion strategy, namely in the *Promotions section* , Shoppe and Tokopedia display the Sales *Promotion category the most,* which is also unfortunate because neither of them display *Corporate Social Responsibility* (CSR).

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