Instagram Reels as a Branding Medium

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Abstract
Instagram as a media platform that is widely used by all people, from parents, adults to teenagers. Instagram social media can help to grow engagement with its readers. Instagram social media also functions as a branding medium, namely as a medium to build branding or build the image of a person, a business, a product, a company/institution. Branding is an effort to build an image in the eyes of the public. Instagram is developing and innovating, one of which is by bringing up the Instagram Reels feature. The purpose of using Instagram Reels also varies, one of which is as a medium for branding, building personal brands, product brands, corporate brands, destination brands, city brands to nation brands. The purpose of this study is to find out how the Reels Instagram feature can be used as a medium for branding companies / agencies / personal / cities / regions with the aim of building or managing reputation. The research used is the case study method where the research gets data from various data sources and with various tools for data collection. The results show that the Reels Instagram feature can be used as a medium for branding companies/agencies/personal/products/cities/regions with the aim of building or managing reputation. This can be a benchmark in attracting the attention / interest of Instagram users to view video reels repeatedly, so that awareness and engagement is built.
Keywords: Social Media, Instagram, Branding

INTRODUCTION

Social media, currently has been widely used by everyone in parts of the world, including Indonesia. The active role of social media in people's daily activities or activities in socializing and communicating in the sense of having a positive impact. Social media as a means of establishing communication to other users in the form of posts or sharing contentshared by the account owner. The content shared is also of various types. There is personal content, educational content and even business affairs content. Based on the results of a survey on the 2021 Digital Literacy Status produced by the Katadata Insight Center (KIC) and Kominfo, there are as many as 73 percent of people looking for the most information on social media channels. (Katadata Insight Center (KIC), 2022)
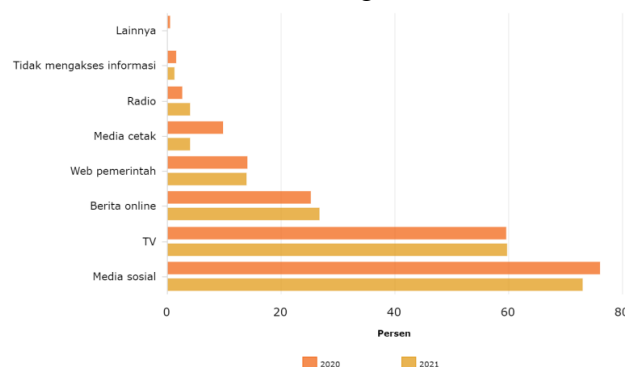

Figure 1. Communication media that is widely accessed by the public(Katadata 2022)

Based on the survey, only 22.4% of respondents rated social media as the most trusted source of information. For the second year in a row, social media has remained ranked first. The first most accessed social media is WhatsApp around 95.9%, then the second is Facebook 80.4%, YouTube 72.2%, Instagram 46.4%, Tiktok 29.8%, Telegram 15.9%, Twitter 8.9% and finally is Line 4.5%. (Katadata Insight Center (KIC), 2022)

(Puntoaji. D, 2011) Social media allows anyone to create, edit, and publish their own news, promotional, article, photo, and video content. Not only is it more flexible and comprehensive, but it is also more effective and efficient, faster, more interactive, and more diverse. How do you use social media like Facebook, Instagram, or other social media as a medium in this case that creates apositive image.

Social media is a participatory online medium where you can publish news, photos, videos, and podcasts. It usually involves a voting process to disseminate media articles. Social media can take many forms, including internet forums, message boards, weblogs, wikis, podcasts, images and videos. Technologies such as blogging, photo sharing pictures, wall posts, e-mail, instant messaging, music-sharing, group creation and voice over IP. Some types of media applications sosial are Bookmarking, Content Sharing, Wiki, Flikcr, Connecting, Creating-opinion, Blog.

Social media has the following functions:
1. Social Media is a media designed to increase human social interaction by using the internet and web technology.
2. Social Media has transformed the practice of one-way communication by broadcast media from one media agency to many target groups (one to many) to the practice of interactive communication between many target groups (many to many).
3. Social Media supports the democratization of knowledge and information. Change from the
user of the message content to the creator of the message itself. (Wijayanto, 2012)

The development of social media is currently widely used for various purposes, ranging from making friends, as a medium for educating certain programs, as a promotional medium and even as branding media.

Instagram as one of the media platforms that is widely used by all circles, from parents, adults to teenagers. This is because Instagram social media has interesting features (Ismail, N., Abidin, Z., & Fatoni, 2017). Instagram social media can help to grow engagement with its readers. Engagement is needed for companies or agencies, because as an online media, companies or agencies need audiences or readers in order to grow awareness and good engagement between the company or agency and followers. To grow this engagement, companies or agencies can carry out routine activities such as posting information, campaign programs, event programs, or competitions.

In addition, socialavailability instagram also functions asa branding medium , namely as a medium to build branding or build an image of a person, a business, product, companies/agencies (Efrida and Diniati, 2020). Branding is an effort to build an image in the eyes of the audience. To do branding, users / owners ofsocial media accounts have their own unique ways such as designing the appearance of social media accounts as attractively as possible or uploading content that it is educational, informational or entertainment that is tailored to the preferred field.

For businessowners, socialmedia is a means to increase customer brand awareness of the products being sold, so as to increase sales. On the other hand, socialmedia , one of which is Instagram, is also used as a medium for self-actualization. A person uploads photos or images that are still related to himself on instagram akun is part of self-actualization so that he can form an image or brand for himself (Nurafifah, 2019).

Brand is defined as a self-identity that distinguishes a person, product or place.   A brand can have six levels:

    a. Attribute. Attributes mean that the brand is associated with certain attributes,

    b. Benefit. Benefits mean that attributes need to translate into functional and emotional benefits,

    c. Value; Value means that the brand also states something about the value of the manufacturer,

    d. Culture. Culture means that the brand also represents a certain culture,

    e. Personality. Personality means that the brand also reflects a certain personality.

    f. User. Wearer means that the brand indicates the type of consumer who bought or used the brand (Philip Kotler, 2002).

Branding, is an activity of communication, strengthening and maintaining a brand in order to provide perspective to others who see it. (Waluyo, Edy, 2016)

Branding is the activity of building a brand or brand. Branding is the process of designing, planning and communicating names and identities with the aim of building or managing reputation. Branding for the company, institution or personal is not just selling or giving rise to a name, but also displaying an identity so that it is easily recognized and distinguished from the others (Karsono;, Purwanto; and Salman; Abdul Matin Bin, 2021).

Instagram is developing and innovating, one of which is by bringing up the Instagram Reels feature. The Instagram Reels feature was first introduced by Instagram on August 5, 2020 and currently the Intagram Reels feature is already used by users around the world even in Indonesia.   Instagram reels are one of the features that are currently popular and are entertainment features (Amalia, A., & Anggraeni, 2022). Instagram's Reels feature allows Instagram users to create short videos that are given music, certain filters and effects that can be shared with friends, followers, or can be found when using the application (Vitasari and Hasanudin, 2022).

The purpose of using Instagram Reels also varies, one of which is as a medium for branding, building personal brands, product brands, corporate brands, destination brands, city brands to nation brands.

With the description above, the author discusses "Instagram Reels as Branding Media". The goal to be achieved by the author is how the Instagram Reels feature can be used as a branding medium for companies / agencies / personal / city / regions with the aim of building or managing reputation.

RESEARCH METHODS

This research uses a case study method, which is a research method that explains comprehensively. The   case study method is also one of the methods used to study a problem in depth, detail and thoroughly, so it requires a variety of instruments and various data sources in data processing (Wulan Putri Adhyanti and Putra, 2022).   Therefore, researchers collect data with documentation, in-depth interviews, questionnaires and live reviews, recordings and other physical evidence (Kriyantono, 2006).

The limitations regarding case studies, Yin said that the case study method is research that investigates phenomena in a real-life context, when the boundaries between phenomena and contexts are not clearly defined, and where multi-sources are utilized. The case study research method is the right strategy to be used in research that uses the main research question how or why (Ratna Dewi Nur'aini, 2020)

The data obtained in the study will then be analyzed qualitatively,   namely an analysis carried out by understanding and compiling data that has been collected and

compiled systematically, then then conclusions were drawn.

According to (Pawito, 2018) dthe nature of determining the results or conclusions on qualitative research of thought inductively is very prominent. Thus, qualitative research is expected to provide the results of an in-depth description of behavior, writing, and speech, and you can observe and study these behaviors, writings, and speech from a comprehensive, comprehensive, and holistic perspective of certain individuals, groups, organizations, and societies being studied.

The object of this study is the Instagram Reels feature on Instagram social media that can be used as a branding medium.

In this study, data were obtained through literature research. Information related to these data can be obtained by researchers based on the findings of research results, dissertations, theses, scientific essays.

RESULTS AND DISCUSSION

Reels Instagram

Instagram reels are a new way of creating and findingentertainingshort videos on the social media app, Instagram. Reels are an opportunity for Instagram usersto bring in and increase the number of followers or so-called followers, increase the amount of time everyone spends their application every day and establish themselves to have a video entertainment platform. Using Reels allows users to record videos up to 15 seconds and add up-to-date and popular music, share filters and effects init.

The launch of Instagram Reels comes as early as last August when the US most likely banned the use of TikTok. Instagram Product Director, Robby Stein said Instagram and TikTok Reels are two different things. Stein said that the biggest difference between Reels from TikTok is related to its ecosystem, where the Reels ecosystem is Instagram users. In addition, another difference is that someone can also share Reels directly to Instagram. Users can also use Instagram's custom filters and AR tools.

The launch of Reels isn't just for americans, Reels is a new mode in the Instagram Stories camera feed, which is located at the bottom of the "Story" side. If you can access it, users will find three menus on the right side, namely "Audio" to add songs, "Speed" to adjust video speed, "Effects" to apply AR effects or filters and "Timer" to set how long the video reels are. Basically, how to use Reels is not much different from how to use ordinary Story. If you are still confused, check out the video below for more details.

Improvements and discoveries continue to be made by the media application sosial Instagram, one of the current ones is the Instagram Reels feature. According to (Rohmi, 2021) to get the Reels feature, users are required to update the Instagram application first through the Google Play Store for Android, and the App Store for iOS. This feature was first introduced by Instagram in five August 2020 and began to appear on user applications around the world gradually. Quoted from Theverge, similar to TikTok, Reels allows Instagram users to create short videos that are given music and can be shared with friends, followers and discovered while using the app.

Reels Instagram than Branding

Reels is a new mode on the Instagram Stories camera menu, located at the bottom next to "Story." If you can access it, users will find three menus on the right side, namely "Audio" to add songs, "Speed" to adjust the video speed, "Effects" to apply AR effects or filters and "Timer" to set how long the video reels are. Cara using Reels is not much different from how to use ordinary Stories.

The use of Reels in improving branding is recognized as quite promising. Later.com noted that utilizing Reels as part of a social media marketing strategy that is able to increase

up to 500% of its engagement with the audience. This is because short-duration videos   are indeed one of the latest trends in the era of digital trans-ormation as it is today. Where the majority of media users sosial tend to like this type of branding content in the form of short videos, as in some fields related to the use of reels which are quite promising by increasing company branding, personal brand, product brand, corporate brand, destination brand, city brand to nation brand (Girsang, D., & Sipayung, 2021).

Since the release of the Reels feature for Instagram users in Indonesia, Reels has been very much enjoyed by users who have the potential to become their marketing or branding targets.   One postwith reels with many likes can indicate that a content reels is said to be interesting, increasing the   possibility of also being liked by someone and leading to dissemination of information from a brand to customers. A large number of comments on a post can present success or impact as it makes Instagram users to take their time to express their opinions.
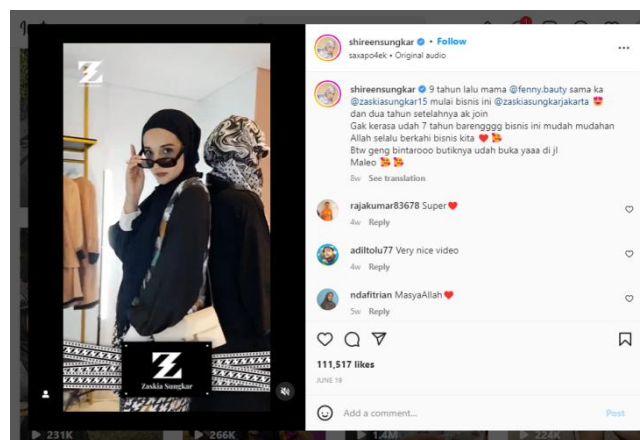

Figure 2. Zaskia Sungkar's Product Branding Reels on Instagram @shireensungkar

Reels can be maximized by   creating content for Branding, as in   Zaskia Sungkar Products as evidenced in the screenshot on IG Shireensungkar, which has reached with the number of viewers reaching 2.2 million.
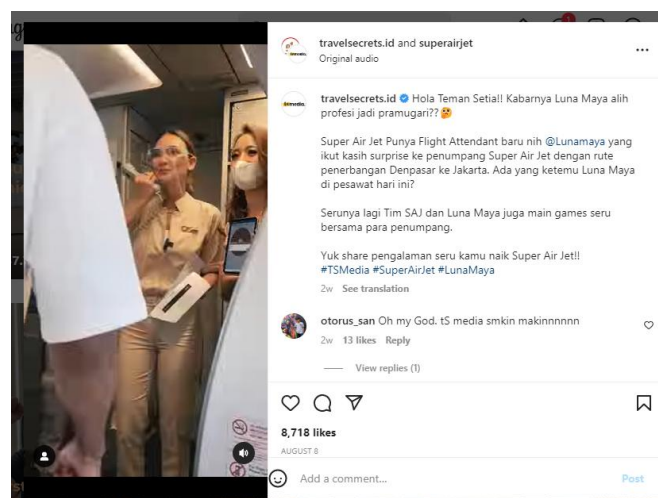

Figure 3. Product Branding Reels on Instagram @superairjet

Then on Super air Jet Branding with   "Before Bording" reels as flight attendants on

those reels are Luna maya (Figure 2). The number of views on these reels reached 432 thousand people. Super Air Jet (SAJ), owned by Rusdi Kirana, is a low-cost airline based in Jakarta, Indonesia. SAJ provides a travel experience with premium quality flights, high connectivity networks, reliable, and transportation at affordable prices for the modern generation. (http://superairjet.com).

Figure 4. Personal Branding Reels on Instagram @ridwankamil

Reels for Personal Branding are also used by Governor Ridwan Kamil @ridwalkamil (Image. 3) to improve his image as Gubernur West Java while introducing Jawa Barat products to published reels.   Reels' post was also shared by the man familiarly called Kang emil about Emmeril Khan Mumtadz who went missing in switzerland's Aare river last month. In the upload, it received various reactions from Instagram users, including from Indonesian celebrities by praying.

Figure 5. Reels Branding University : Universitas Bina Sarana Informatika

Reels are also used to provide University information, carried out by Bina Sarana Informatics University in publishing information about readiness in lectures. Dnature post reels this view 24 thousand and 740 likes. The branding built on thesereels determines the affordable information that is easily received by followers of IG @kuliahbsiaja, the majority of whom are students from Bina Sarana Informatics University.

Figure 6. Reels of Indonesian tourism branding on Instagram @kemenparekraf.ri and @sandiuno

Reels branding the beauty of tourism in Indonesia carried out by the Minister of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia Mr. Sandiaga Uno. In theupload of the reels @kemenparekraf.ri and @sandiuno shows the beauty of panorama and tourism on PahawangIsland, Lampung which is also one of the tourist villagesof Pahawang Island which penetrates 50 villages the best tour in Indonesia and get the title of pandemic winner. These reels received 2,736 likes. Through Instagram reels, the Minister of Tourism for the Creative Economy of the Republic of Indonesia invitesall Indonesians to help in the revival of the tourism economy in Indonesia.

CONCLUSION

Instagram media today canbe recommended as an effectivesocial media in communication. Through Instagram a person can communicate directly withhis relatives or friends either from photos, videos or live.

Instagram iscurrently experiencing developments, one of which is the presence of the Instagram Reels feature. The Instagram Reels feature is a new way of creating and finding short videos in the Instagram app. The use of the Instagram Reels feature is not only used by individuals, but is used by organizations / companies with various motives for use ranging from information / publications, marketing to branding, in this case building a personal brand, product brand, corporate brand, destination brand, city brand to nation brand.

Based on the results of the study,   the Instagram Reelsfeature can be used as a branding medium for companies / agencies / personal /products/cities / regions with the aim of building or managing reputation. This can be one of   the benchmarks in attracting the attention / interest of Instagram usersto see video reels repeatedly, so that awareness is built and engagement.

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