

# Marketing Communication Strategy Using Instagram: Gopay In Makassar City

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**Abstract.** This study aims to determine the Gojek Makassar City Branch's marketing communication strategy to promote GoPay. GoPay is a non-cash transaction model to support payment activities. This research method is qualitative, with data sources coming from Instagram accounts (gojekinmakassar). The results of this study indicate that the marketing strategy used to promote the use of GoPay is carried out by maximizing the use of Instagram. Marketing strategies with Instagram are also considered to influence other social media users to get information and social engagement. Instagram features that support the promotion of using GoPay are identified through *Instagram Stories*, *Instagram Reels*, and *Instagram Posts*. The use of Instagram and its features are beneficial to accommodate every marketing effort through a communication strategy that relies on social media platforms such as Instagram.

**Keywords:** GoPay-1; Gojek-2; Marketing Strategy-3; Promotion-4; Instagram-5

## 1 Introduction

A new trend in transactions or payments relies on technological advances and developments [1]. Technological advances have encouraged communities to use more practical systems. The payment system in transactions is one of the impacts of these technological developments. Technological developments have affected payment systems in many countries, including Indonesia [2]. The payment system is carried out through a culture of using non-cash payment systems or known as a cashless society [3]. Cashless payments are becoming popular among the general public today to support transaction and payment activities [4].

Several companies in Indonesia have also developed a payment model with a non-cash transaction model. One company in Indonesia identified using transactions with non-cash payment systems is Gojek. Gojek was founded by Nadiem Makarim and started operating in 2010. Gojek became the first unicorn company in Indonesia. Gojek offers motorcycle taxi services based on applications and smartphones [5]. Gojek then relies on the GoPay feature as an all-in-one digital wallet with easy transactions relying on a non-cash payment scheme for all Gojek services very easily and quickly in sending or receiving money [6]. Gojek services with the GoPay feature have spread and are widely used by the general public in many areas of Indonesia, including Makassar City [7].

Much research on non-cash payments has been done, especially linking the Gojek Company. However, very few studies focus on marketing communication strategies from the

promotion aspect of the features developed by Gojek, namely GoPay, especially in Makassar City. However, several other kinds of literature are still considered relevant to support this research. *First*, marketing communication involves business people and consumers, and currently, marketing communications have chosen an alternative by following the developments and prospects of digitalization [8]. *Second*, marketing and promotion can also be done by relying on social media platforms [9]. *Third*, transactions with non-cash are still considered complicated in several countries in various local contexts because they have their challenges, such as issues of insight and infrastructure development; it is necessary to develop these payment service providers [10].

The purpose of this study is to complete the shortcomings of previous studies by filling the gaps left by conducting an analysis that focuses on marketing communication strategies on social media about the features developed by Gojek, namely GoPay as an alternative for all transactions and payments. There are research questions that can be mapped. (a) How is the marketing communication of GoPay Makassar Branch from the promotion aspect on Instagram social media? (b) What Instagram features are maximized to promote GoPay? From these two questions, it is possible to find out marketing communication strategies related to GoPay as a means of non-cash transactions in Makassar City.

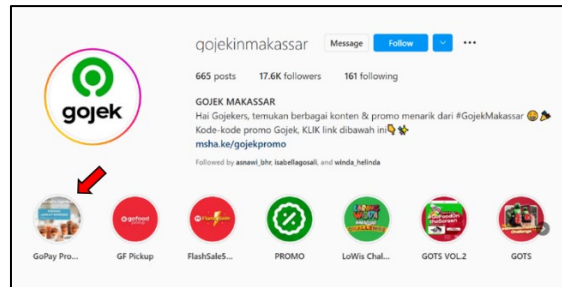
## **2 Method**

This study uses an approach to qualitative research. A qualitative approach is used to conduct an in-depth analysis of the research subject. Data sources come from documentation and the Internet, especially on Instagram social media owned by Gojek Makassar City Branch (gojekinmakassar). Data is collected with search engines on Google Chrome with searches on Instagram accounts. Focus on searches based on relevant keywords related to GoPay. The collected data is visualized in the form of tables or pictures. Model validation is carried out for checking in the data input process to ensure that each data has been entered correctly. The data that was successfully collected and passed the data validation process, then the data is then analyzed to answer previous research questions.

## **3 Results and Discussion**

### **3.1 GoPay Marketing Communication Strategy by Makassar Branch from the Promotion Aspect on Instagram**

The marketing strategy carried out by Gojek through the non-cash transaction feature or digital wallet (GoPay) is carried out using Instagram. The confirmed Instagram account is (gojekinmakassar). The account has a following of more than 17,000 followers. Gojek maximizes using Instagram as a promotional medium. This strategy is also set to enable other social media users to get high information and interaction. Gojek's high social interaction with other social media users can be traced from its number of followers on Instagram (17.6 thousand followers). This tendency is considered favorable to accommodate every marketing effort through a communication strategy that relies on Instagram.



**Fig. 1.** Screenshot on Gojek Makassar's Instagram account regarding GoPay.

Figure 1 shows that the marketing of the non-cash transaction feature or digital wallet (GoPay) by Gojek is carried out with marketing considerations that can gain broad public attention. Some sample strategies are placing Gopay products on the front and foremost, among others. This makes it more likely to get public attention when opening the Instagram application with an account (gojekmakassar). Visual strategies that have been identified in several previous studies to strengthen consumer and product relationships [11]. From this, it is known that Gojek Makassar City Branch, through an Instagram account (gojekmakassar), regulates each piece of content by considering the visualization and placement of promotional content such as GoPay. This is also considered to have influenced the number of followers to actively participate in any information and content about Gopay's promotional and marketing ideas in the future.

### 3.2 Instagram feature as a GoPay promotion option

The placement position by maximizing Instagram features allows other social media users to access real-time information easily. This kind of strategy is already popularly used in the business world. Several other research results assess that using Instagram features such as Instagram Stories impacts product promotion and sales [12]. This trend is possible because social media users also habitually pay attention to other people's content on Instagram, even though these users do not create content at all [13]. The display of Instagram content by maximizing the Instagram Stories feature by Gojek Makassar related to GoPay can be seen as follows:



**Fig. 2.** Display content from Gojek Makassar Instagram Stories related to GoPay.

Figure 2 shows that promoting the non-cash transaction feature or digital wallet (GoPay) on social media maximizes the Instagram Stories feature. GoPay promotions are always associated with products from other companies or partnerships that have partnered together. This encourages people interested in the products offered by Gojek's corporate partners to consider using digital wallets (GoPay) as a medium for accommodating, practical, and affordable non-cash transactions. GoPay's advantages with these aspects are reinforced by promotional and marketing models that prioritize profits by users to obtain other benefits such as discounts (discounts and cashback). Another Instagram feature is Instagram Reels. Promotional content containing GoPay is seen as follows:



Fig. 3. Display of Instagram Reels and Instagram Posts

Figure 3 shows that Gojek uses the GoPay feature as a transaction and payment tool on the Instagram Reels feature. Maximizing Instagram Reels is considered positively impact social media users' interactions. This is identified from the screenshot above, where content about GoPay has a high attachment of 11.4 thousand times watched, among other content. The use of the Instagram Reels feature also has an impact on ideas about product use and sales [14]. Figure 3 shows that the main feature on Instagram, namely Instagram Feeds, is also maximized by Gojek in Makassar City (gojekinmakassar). It is interesting to note the screenshot above, where it is known that Gojek Makassar City places GoPay at the beginning of the Instagram application display. This display is deliberately set to ensure that when other social media users open an account (gojekinmakassar), they will be first found and affected by the GoPay promotional model. Gojek's visual strategy in promoting the transaction and payment model using GoPay on social media based on the Instagram feature has a positive impact on the attitudes of other social media users.

The findings in this study are also in line with existing theories, such as the persuasive theory. The persuasive theory emphasizes the model or process of communication to influence the opinions, attitudes and actions of other people so that the person is involved in the common interest [15]. In this context, it is known that the use of Instagram was chosen as a communication medium in marketing, as was done by the Makassar City branch of Gojek regarding Gopay to influence the attitudes of other social media users to get involved in common interests. There is an attitude of accepting every message and information related to Gopay by social media users. It can be ascertained that the use of social media by the Makassar City branch of Gojek is relatively positive. This kind of persuasive model has also been used in many different cases, especially in maximizing the use of Instagram [16].

The influence of information with the content owned by Gojek in promoting Gopay as an alternative in transactions and payments on Instagram social media tends to affect social engagement. The results of other studies also assume that non-verbal information, such as on Instagram, tends to affect the engagement of other social media users [17]. Social media as a popular medium is used to distribute information faster and it is possible to access it easily, quickly, and in real-time [18],[19]. This trend is exploited by Gojek from the Makassar City Branch through an Instagram account (gojekmakassar) to promote Gopay as a non-cash transaction service with easy access to payment models. From the findings of this study, it is known that the use of social media as a marketing strategy in conducting promotions also needs to consider the social attachment of other social media users by maximizing the features on Instagram such as Instagram Stories, Instagram Reels, and Instagram Post.

#### 4 Conclusion

Gojek's marketing strategy from the Makassar City Branch is carried out by maximizing the use of Instagram. Instagram serves to promote and market aspects of using Gopay. Gopay is an alternative to facilitate payments through non-cash transactions or digital wallets. The strategy for using Instagram was chosen because it is the most popular platform currently used, and its capabilities influence high social engagement. Some features from Instagram support the promotion of Gopay, namely Instagram Stories, Instagram Reels, and Instagram Posts. The limitation of this research lies in the research method, which only relies on data sources from the Instagram social media platform, so a different approach is needed in the future, especially analysis sourced from other platforms.

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