

Instagram as a Medium for Activating the Ruangguru Brand to Upsurge User's Loyalty and Engagement

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Abstract. One example of digital technology use in the world of education is the Ruangguru application. The Ruangguru application, which can be downloaded for free via smartphone, was created by PT Ruang Raya Indonesia since 2014 to build user loyalty and engagement, always carrying out brand activation. Ruangguru is present on social media platforms and one of the platforms named Instagram is the main choice for Ruangguru. This research pays special attention to Instagram as a data source because Instagram is a media that has many modes. By observing brand activation via Instagram, which will take place in 2023, we will analyse what modes are used. It is hoped that from this observation, multimodality can be mapped on the Ruangguru brand activation Instagram that can increase user loyalty and engagement

Keywords: Brand Activation; Instagram; Multimodality; Ruangguru

1 Introduction

Our world constantly changes, that is inevitable. Along with time the development in technology has brought significant changes to the learning system. The conventional learning has transformed into digital learning. This change allows the user community the opportunity to carry out their learning activities flexibly. One use of digital technology that has entered the world of education is the Ruangguru application. The Ruangguru application, which can be downloaded for free via smartphone, is one of the superior products made by PT Ruang Raya Indonesia. Since 2014 Ruangguru has offered a learning process that adapts the curriculum to students in Indonesia. Ruangguru believes that through technology educators, students and parents can be helped to carry out their activities more effectively and efficiently.

In its initial phase, Ruangguru was managed only by two employees excluding the founder and received external funding from East Ventures. After a year of running, Ruangguru succeeded in expanding its business to the city of Yogyakarta. Ruangguru also succeeded in obtaining additional external funding from East Ventures and a series A round from Venturra. Not only that, local and international awards continue to arrive. [1]

Ruangguru has dominated the tutoring market, especially the online market for quite some time. Ruangguru also collaborates with various parties; including collaborating with 32 provincial governments and more than 326 city and district governments in Indonesia [2]. Since 2021 Ruangguru has focused on three pillars: 1/ Access to Education, 2/ Quality Content, and 3/ Employment. For the Education pillar, Ruangguru has provided free teacher training modules that have been accessed by more than 340 thousand teachers; for the second pillar, Ruangguru has provided comprehensive and differentiated quality education content between levels and

fields, making Ruangguru the most comprehensive platform among edu-tech platforms in Indonesia; For the third pillar, Ruangguru has also provided more than 300 job readiness and skills training programmes that have been used by millions of users. Ruangguru also organises intensive career guidance that has been attended by more than 32 thousand participants. [3]

Ruangguru as online tutoring is quite obvious to be targeting the urban community consisting of gen Z and Alfa, who are digital savvy, as the main consumers. This generation has been digital native since birth, so the smartphone they own has become integral part of their life, it is like an inseparable reflection of their identity. All their daily activities can be done through gadgets that can be accessed anytime and anywhere using their fingertips. Gen Z and Alpha have different ways of learning from previous generations. Therefore, Ruangguru's presence offering digital learning for this generation of consumers is an appropriate learning method. This is quite in accordance with their characteristics of being open-minded, engrossed in digital technology, which indicates convenience, flexibility and fast-paced accessibility.

To increase loyalty and strengthen user engagement, Ruangguru must of course continue to carry out brand activation. In this case, social media is the main choice for Ruangguru. Ruangguru uses the social media with the most users, namely Instagram, as a promotional medium and brand activation information in the form of photos, videos, captions, and utilizing other features. This research pays special attention to Instagram as a data source. This choice is based on the reason that Instagram can provide a wide source of data from online users, and as an observation space that can explain the dynamics and changes that are taking place in society today [4]

Instagram is a multimodality medium for the reason that Instagram is an electronic medium that creates digital modes through images, writing, layout, sound and video, etc. In the realm of multimodality communication on Instagram, it shows how design has become an important issue. What design best suits the content? What is the most attractive to get the attention of the audience? What is the most appropriate way to create a design so that it has the ability to reach the targeted audience? On Ruangguru Instagram, which is used as brand activation, we can see all the modes that are used. Through close observation, this research aims at mapping the multimodality concept on the Ruangguru Instagram brand activation, which can increase the loyalty and engagement of the users.

2 Methods

This research on Ruangguru utilizes valid data sources obtained from many sources using steps based on observations that do not just come from opinions, but rather the facts that are read to strengthen the conclusions that will be drawn. The research stages include: (1) Observations made on Ruangguru Instagram. Apart from that, we also observe websites and applications that are Ruangguru digital artefacts to observe developments in the services and features they always offer; (2) Collect comprehensive data from the observations made in the first step. Then create data categorization based on the brand activation concept. Apart from that, the library references that support this research are based on valid sources such as books, journals, previous research, or articles from various media that document the development of Ruangguru; (3) Multimodality analysis in the Ruangguru brand activation.

This research analyses the form of visual elements as the research object. For that reason, observation needs to be an important part of the research process. As suggested by Aland and Darby, the process of visual works observation would be easier if it follows the process in stages

and planning. Furthermore, Aland and Darby suggest this, "...The majority of plans for analysing artwork included in Art Connection are variations of an approach which is cantered around four basic stages outlined by Edmund Feldman, a leading American art educator. These four stages are: (1) description, (2) analysis, (3) interpretation, (4) judgement. By working through these four stages you will gain important information which will help you to understand..." [5]

The research data collected for this article are in the form of primary data observed directly by the researcher on the impressions of Ruangguru instagram and reels as the research object. Population data collection and samples were done using a mobile phone. Data collection and observation were carried out for 6 month, from 25th of June to 25th of November 2023, total 278 for IG Feed and 255 for IG Reels. [6] Due to the large number of interactions posted, this article will only refer to a few examples, which are awareness and soft sales in nature, rather than directly promoting and selling Ruangguru's programmes. This is because the strength of Ruangguru Instagram content is in the soft sales content. The research data has been limited to seven themes classification: Indonesian History; Inventor; National Day; Motivation; Collaboration; Information & Promotion; Quiz. The data in this study includes in-depth observation of the data, sorting and categorising in the form of a table of visual and sound elements that display narratives and visual messages.

3 Results and Discussion

Brand activation is a natural step in a brand's evolution. Brand activation is an expression of the approach to brand management in an organization as stated by Morel, Preisler, Nystrom [7]. In the world of communication, brand activation is brand management in the form of all activities starting from brand formation, including marketing, planning, executing, analysing, developing and monitoring for positive results for both parties, consumers and companies. [8] All the strategies discussed above inform us that brand activation can be done on all channels that connect to the consumers. In the aspect of communication with consumers, various forms of brand activation include: (1) Direct Marketing; (2) Social media ; (3) Promotions; (4) Event Marketing; (5) Sponsorship. The application can be carried out through educational activities, musical performances, sporting events, or others. [9]

Social media is a promotional medium that is connected in a social network that allows many individuals to build their public profile. Social media also does not require much cost and can reach a wider social network. According to Kotler & Keller that social media is a means used by consumers to carry out information sharing activities in the form of text, images, video, and audio with each other and with companies or vice versa [10]. As a result, social media has become a promotional medium for a company to build a brand according to the representation that users want. Education technology companies such as Ruangguru do combine many media in communication. In addition to social media, Ruangguru also conducts several activation activities that use live streaming through its app even though it has already done publications through other mainstream media. This is also one way for brands to increase the effectiveness of brand activation. In today's digital era, where consumers are already familiar with their gadgets, the right media to expand the reach of brand activation is through digital platforms or online media as Ruangguru has done.

Instagram is one of the major alternatives for Ruangguru for brand activation since Instagram uses the concept of interaction between users by way of following or being the

followers. Users can also add comments to the photos or videos whether they like them, send them, to save them in an account. Since it was first introduced, the popularity of Instagram as social media grows higher and higher in terms of the significant rise of its users.

Instagram is a media that has multimodality. Multimodality comes from the words multi, mode and modality. Modes are 'sources' that are shaped by society to create meaning. Pictures, writing, layouts, speech, moving images, are examples of different modes. Modality is the way in which something happens or exists, the way in which information or meaning is conveyed or the way in which a device is organised to convey information or meaning. Multimodality utilises the electronic medium by creating digital modes through images, writing, layout, sound, and video, etc. So we can conclude that multimodality is the use of multiple modes to create a single artefact. The set of modes or elements can be arranged to create a rhetorical situation so that the concept conveyed is more easily accepted by the audience; Image placement and content arrangement create meaning; The source of communication is not only single but multimodal.

Multimodality is a theory that looks at how humans communicate and interact with each other, not only through writing (one mode) but also through speaking, gesturing, looking, and visual forms (many modes). Instagram is a modality that refers to a format used to store and disseminate information. In the form of a screen, information on Instagram the logic of communication is no longer like the logic of reading a textbook. But with the screen it can be very free to organise it. On Instagram, the logic of images increasingly determines the form and use of writing.

Ruangguru is fundamentally a learning application. There are four main methods of multimodal learning: visual, auditory, reading and writing and kinaesthetic (VARK). Some experts believe that people prefer one to the other; for example they have a preference for visual learning, however the evidence to back this up is sparse. As a learning application, brand activation through Instagram also refers to the multimodality of learning. Ruangguru Instagram mostly covers the 4 modes or at least two of the four modes.

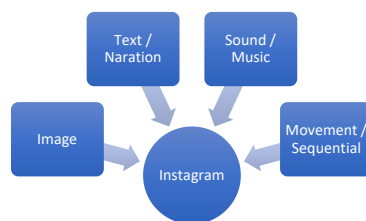


Fig. 1. Diagram of multimodality in Instagram.

The following are analyses of some examples of multimodality found on Ruangguru Instagram, in order of Seven theme classification (table 1).

Table 1. Samples of Ruangguru Instagram Feed & Reels

No.	Theme	Title	Modality
1	Indonesian History	POV: Rengas Dengklok Incident when it takes place in Gen Z era	Image photo BW; Graphic Element Shape & Colour; Typography - Headline, Sub headline, Text, Caption; Music; Movement - photo
2	The Inventor	Mbah Moedjair, the Story of the inventor of Mujair Fish from Blitar	Image photo ; Graphic Element Shape & Colour; Typography -; Headline, Sub headline, Text, Caption; Music; Sequential

3	National Day	Happy Hero's Day	Image Illustration - Full Colour; Typography - Headline, Sub headline, Text, Caption
4	Motivation	Lagi Banyak-Banyaknya Tugas Tapi Harus Tetep Happy Kiyowo (Despite having so much works, still be happy)	Image Photo & Illustration- Full Colour; Graphic Element Shape & Colour; Typography - Headline, Sub headline, Text, Caption
5	Collaboration	Giveaway Nature Republic and <i>Ruangguru Balik Lagi</i> (Ruangguru is back again)	Image photo; Graphic Element Shape & Colour; Typography -; Headline, Sub headline, Text, Caption; Sequential
6	Information & Promotion	<i>Melamun Ada Manfaatnya</i> (Daydreaming has its benefits)	Image Illustration - Full Colour; Typography - Headline, Sub headline, Text, Caption; Sequential
7	Quiz	<i>Tebak Kota di Indonesia</i> (Guess the City in Indonesia)	Image photo & Illustration - Full Colour; Typography - Headline, Sub headline, Text, Caption ; Music; Sequential

Ruangguru's historical-themed brand activations are always created with a narrative geared towards young people (generation Z). The sample of National use four modes: visual, text (writing), audio, and sequential (page swiping). Ruangguru builds on these two important events to make them less boring and easier to understand for the younger generation by using language and music that is familiar to the younger generation. The text uses terms that we often see on social media or conversations among young people, such as 'POV', 'Gais', 'like a real person', 'Kuy', is a contemporary language style to attract the attention of young people as the main target of Ruangguru.

Ruangguru's inventor theme was also created with a narrative geared towards the youth (generation Z). The sample of Inventor use four modes: visual, text (writing), audio, and sequential (page swiping). These reels, it contains brief information about these inventions. There are quite a few Ruangguru Instagram reels with this Inventor theme, and they all have the same pattern, at the end of the information, is an invitation to find out more about other inventors through the Ruangguru application.

The samples found in National Day use only two modes: visual and text (writing). Each activation of the brand with the National Day theme has the same pattern, i.e. every major Indonesian day is commemorated with congratulations and using illustrations adapted to the theme of the national day. The illustrative style is also made according to the character and style that the young generation likes, but without audio or music. The last information compiled in the caption also has a moral message that is adjusted to the theme of the national day.

For Instagram, which has content that motivates readers, there is quite a variety of visual styles used. The samples of Motivation apply two modes: visual and text (writing). The samples are to motivate the generation to keep their spirits up on Monday, the day that is considered the toughest as it is the first day of work or school after the weekend holiday.

Ruangguru also collaborates with other brands. The samples of Collaboration employ three modes: visual, text (writing) and sequential (page swiping). The collaboration was Ruangguru and Nature Republic giving away NCT 127 merch, a Korean Idol that has many fans in Indonesia.

This Ruangguru Instagram grouped under the information theme has many visual styles because the content delivered also varies. There is information about school majors, about exam try-out schedules, and other light-hearted information that is not directly related to learning programmes or programmes sold by Ruangguru. Program Promotion is the most common content on Ruangguru Instagram, because it aims to sell Ruangguru programmes. Promotional

programmes include discounts, instalments, cheap packages, etc. The samples of program information and promotion apply three modes: visual, text (writing) and sequential (page swiping).

This Instagram quizzes are made in different types of guessing. They can be crossword puzzles, picture guessing or maths formulas. The sample of quiz uses four modes: visual, text (writing), music and sequential (page swiping).

4 Conclusion

Ruangguru is essentially a learning app. There are four main methods of multimodal learning: visual, auditory, reading and writing and kinaesthetic (VARK). As a learning app, in brand activation through Instagram, Ruangguru also refers to the multimodality of learning. Ruangguru also builds Instagram content so that it does not become boring and is more easily understood by the younger generation by using language and music that is familiar to the younger generation. For the younger generation, multimodality in a medium is a must, considering that today's younger generation or better known as gen Z has a way of learning that focuses more on audio and visual learning, as well as using gadgets through games and interaction. Consequently, Ruangguru brand activation must also always adapt to the needs of gen Z, to increase the loyalty and engagement of gen Z as users.

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