

CHAPTER I INTRODUCTION

I.1 Research Background

The modelling profession is arguably the most important field of work in the fashion world. A model can be defined as a person who is employed to display or represent fashion designs, fashion accessories, bags, shoes and other fashion design products. The goal is for advertising or promotion to consumers. Not only in Europe or America, the development of the modelling world in Indonesia is very fast. Nowadays many people can become models even though their profession is not a model.

The development of the fashion industry in Indonesia as well as the development of information technology and the internet has opened up space for model agency businesses to develop, so that many new model agencies have sprung up. As of January 2020, there are eleven model agencies in Jakarta that have professional models and as of May 2020, there are 72 model agencies spread across various cities in Indonesia. There are 5 top modelling agencies in Indonesia namely JIM models, Kimmy Jayanti School, azzura model, Mojang Geulis Bandung, savage models (Jay, 2021).

Nyongsqee is one of the biggest modelling agencies in Bandung, formed in July 2020 by Frisha Reghina and so far has got more than 1000 jobs, this modelling agency provides for hunting, exploration, competitions, performances, fashion shows and also a temporary catalogue for Nyongsqee's own talent. There are 32 models, and so far the marketing is through social media Instagram, and consumer transactions through direct messages on Instagram or WhatsApp.

There are quite a lot of Indonesia's top model agencies because this business continues to grow. This models represent the result of the characterized look of clients who put the makeup on the model's face. and also the wedding dresses that they sell to the wedding organizer.

There are high fashion models that give rise to premium branded clothing models. Women who enter this type of modelling usually have achieved a professional modelling career. Generally this model appears in magazines such as Vogue and

Harper's Bazaar. Catwalk models are usually to walk on the catwalk for fashion shows. Glamour models are usually for women who have more curvaceous bodies than catwalk models. This glamour model usually accepts work as a swimwear and lingerie model. The last is petite and plus size models. Where this model is usually for a special target consumer. While plus size models are usually women who have clothing sizes XL and above.

In 2019, modelling agencies in Indonesia experienced a significant rise, especially in big cities such as Bandung. Generally, modelling agencies focus their business on modelling services in promotion and make-up for competitions. The existence of a modelling agency facilitates both the clients in need of models and people who want to become models.

Nyongsqee is one of the businesses engaged in modelling service. Located in Bandung and established in 2020, the company provides services specialized in make-up models.

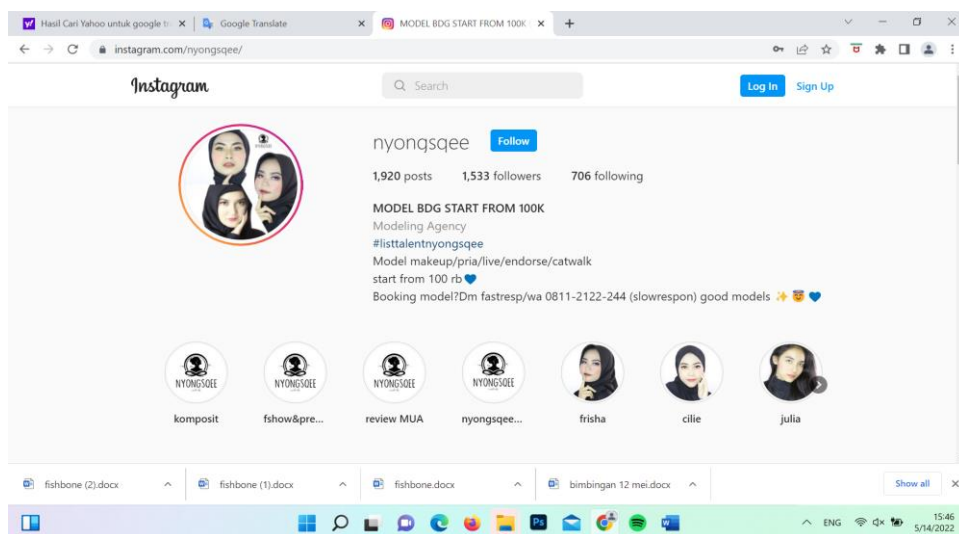


Figure I. 1 Nyongsqee Instagram Account View

(Source: Screenshot Instagram, Real-Time May 24th, 2022)

Nyongsqee is one of the businesses engaged in modelling service. Located in Bandung and Nyongsqee employs social media such as Instagram and Whatsapp, which currently use more in their Instagram. Nyongsqee modelling agency has an Instagram with the name “Nyongsqee”.

with 1533 followers, 706 following, 1920 posting, and 12 highlights. This account is an Instagram account officially created by Nyongsqee, with the aim of engaging people on Instagram to see and use their services. Currently, the Nyongsqee business can provide 40 jobs on model per month. Seeing the sale, the owner aims to expand the market, especially the Bandung city area. However, in meeting its objectives, the owner has constraints, namely limited costs, labour, and marketing which is currently done only by marketing products on Instagram, conducting sales promotions, word of mouth and the use of WhatsApp. With these obstacles, Nyongsqee business owners cannot achieve their goals. This can be seen in Nyongsqee sales from product sales, which still look volatile because sales of the products produced depend on the marketing process carried out.

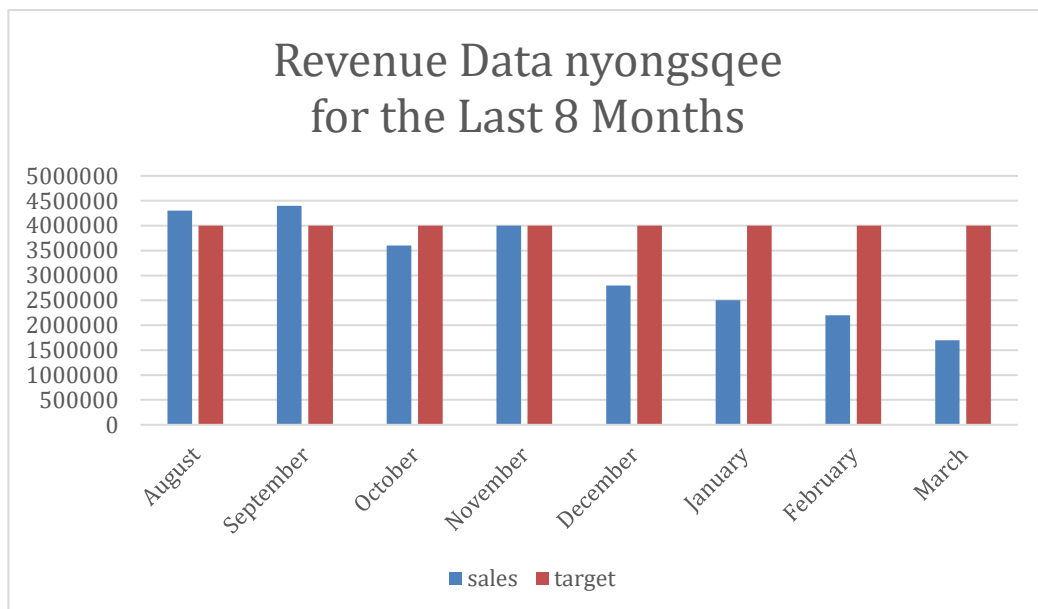


Figure I. 2 Revenue Data Nyongsqee for the Last 8 Months

(Source: Nyongsqee Internal Data (2021))

Based on Figure I.1, it can be seen that the income from august 2021 to march 2022 tends to fluctuate and there are several months that do not reach the target, namely: October, December, January, February and March.

The income obtained by Nyongsqee still does not reach the revenue target of 4 million rupiah. The achievement of income against the target of 4 million rupiah is only 37,5% which is for five months. So, Nyongsqee must improve the remaining target of achieving income which is 62,5%. With there still

those who do not reach the target, it becomes an important problem to know the cause of the difference in income that occurs in order to get the targeted income.

With income problems that do not reach the target caused by some symptoms of problems experienced by Nyongsqee, because of low brand awareness, low engagement rate of Nyongsqee Instagram, and business strategy is not effective and more modelling agencies with their own characteristics. So, in-depth observations using fishbone diagrams based on interviews with Nyongsqee owners to identify the root cause of some of the symptoms of problems experienced that resulted in fluctuating Nyongsqee sales and target revenue and not reaching the target. In Figure I.3 is the fishbone diagram of Nyongsqee.

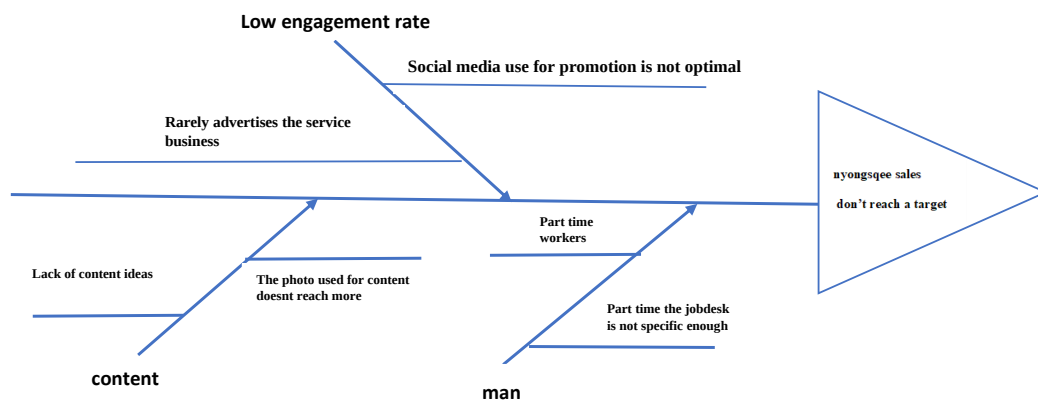


Figure I. 3 Fishbone Diagram of Nyongsqee

Figure I.3 is a fishbone diagram of Nyongsqee that explains the root cause of Nyongsqee sales revenue not reaching the target. There are three problems, namely: Engagement rate, man, and content is not optimal. Based on the results of an interview with the owner of Nyongsqee, there are some symptoms of income problems not reaching the target.

I.2 Alternative Solutions

Alternative solutions are potential solutions for root analysis based on the symptoms of the problem summarized in the fishbone in Figure I.4. With the aim to solve problems and analysis of the selection of solutions from several existing alternatives. Table I.1 shows an alternative solution based on the symptoms of the problem.

Table I. 1 List of Alternative solutions

No	Root of the Problem	Problem Description	Potential Solution
1	Content	• The photo used for content doesn't reach more engagement • Lack of content ideas	-Create a content ideas based on social media trends
2	Low Engagement Rate	• Social media use for promotion is not optimal • Rarely advertises the service business	-Use Instagram ads to reach more insight - do an advertisement to increase brand awareness
3	Man	• Part time workers • The job desk is not specific enough	-design a specific job desk for workers so the time used effectively

In table 1.2 is the table that describes the root of the problem and potential solutions. We choose promotion as the root of the problem to be studied because from the background of the problem that has been studied, it is known that the instagram marketing strategy used by Nyongsqee have not been implemented effectively. overcome the promotion problem in Nyongsqee and the potential solution will be given a range of assessment from scale 1 to 5,with the intent of value are:

- 1) Strongly disagree
- 2) disagree
- 3) neutral
- 4) agree
- 5) strongly agree

With the assessment scale carried out with a range of assessment scale of 1 to 5 that aims to find out the potential of the Best solution that will be implemented on sales don't reach a target problem faced by Nyongsqee, The potential of the best solution based on the total value weight spread to the consideration of the solution that has been determined namely relatively easy, relatively cheap, has a significant impact, and a faster process to be implemented. Assessment of each potential solution based on the consideration of the solution determined together with Nyongsqee to find out the ability to fix the problem with the potential solution to be implemented. Table 1.2 is the result of a scale assessment of potential solutions that will be implemented to Instagram marketing strategy improvement by sales that didn't reach a target of Nyongsqee.

Table I. 2 Solution Implementation Process

No	Root Problems	Solution Implementation Process				Total
		Easy	Cheap	Significant Change	Quick to Implement	
1	Content	3	2	4	3	12
2	Low Engagement Rate	3	4	5	5	17
3	Man	2	1	3	2	8

Table 1.2 is an assessment of the potential solution to be implemented based on the consideration of the that has been determined so that with the results of the assessment together with Nyongsqee obtained the results of the value of each potential solution, from the results of potential solutions, the design of improvement to marketing strategy program to increase effectiveness in Instagram Nyongsqee obtain the highest value 17 , the potential solutions chosen is the most effective solution to fix marketing strategy that affected sales decreasing of Nyongsqee. Because hire a workers is more costly and create content planning is harder than increase low engagement rate. With the results of consideration of selected solutions are expected to increase the sales with optimal use of Instagram marketing strategy. Therefore, the solution to the root cause of the problem is low engagement rate, this is because it requires a relatively easy process, relatively inexpensive financing, significant changes, and is fast to implement in improving

it. In addition, the solution was chosen due to considerations of the resources and capabilities of the Nyongsqee. The choice of a solution from the root cause of the low engagement rate requires further observation and supporting data. In addition to a survey on service quality, the existence of Nyongsqee needs to be known how well Nyongsqee is known because the service can be accepted by the market. In conducting the review, a preliminary survey on brand awareness was conducted to 15 respondents who are people aged 18-55 years in Bandung, related person to modelling service business, and are active Instagram users.



Figure I. 4 Brand Awareness of Nyongsqee

(Source: Preliminary Survey, 15 respondents)

Based on Figure I.4, the low number of respondents who know Nyongsqee reaches 40% when compared to the high number of respondents who do not know Nyongsqee. So, it is proven that Nyongsqee has not succeeded in doing brand recognition effectively. Meanwhile, if the company uses a well-managed Instagram, it will affect the effectiveness of brand awareness. As the main marketing platform, Instagram Nyongsqee has a big enough role to increase brand awareness. The low level of Nyongsqee brand awareness can be influenced by inappropriate social media management. To prove this, a preliminary survey was conducted using third parties, namely the analytical media socialblade.com and

keywordtool.io to find out the engagement rate and Instagram analytics history on Nyongsqee Instagram. The results of the engagement rate on Nyongsqee Instagram can be seen in Figure I.5.



Figure I. 5 Nyongsqee Engagement Rate

Source: Socialblade.com(2020)

Based on Figure I.5, the engagement rate on Instagram Nyongsqee is 0.19%. Engagement calculations on socialblade.com are based on the average level of followers engaged with Nyongsqee Instagram posts. Engagement rate is generally used as a standard metric to measure content performance on social media by measuring audience engagement on each piece of content, including Instagram. On Instagram, the number of likes, comments, and saves greatly affects the engagement level of an account. The level of engagement can affect consumer brand awareness because the more consumers interact, the public's knowledge of a brand will increase.

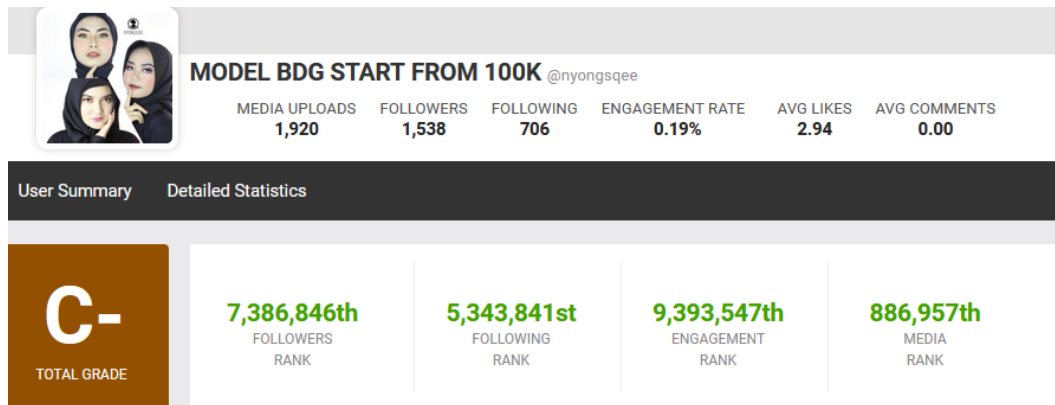


Figure I. 6 Instagram Engagement Rate of Nyongsqee

(Source: Social Blade)

Based on Figure I.6, the social media index on Nyongsqee Instagram is at a total value of C-. This shows that Instagram social media managed by Nyongsqee is still not good enough. Not only that but also obtained Instagram analytic history regarding monthly follower data obtained by Instagram Nyongsqee for the last 2 months. The results of the data obtained can be seen in Figure I.7

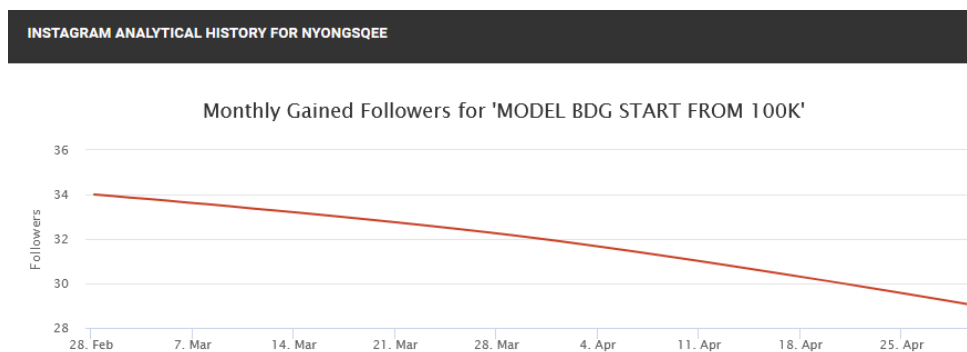


Figure I. 7 Month Gained Followers of Nyongsqee's Instagram

Based on Figure I.7, the monthly data for Instagram Nyongsqee followers gained, Instagram Nyongsqee has experienced an unstable decrease in the number of followers since February . This shows that the Bling It On marketing program is still less effective in attracting new sales, so Nyongsqee brand awareness is still quite low. Based on the results of interviews from the owner, the data is influenced because the uploads made by Nyongsqee only focus on the result of the model that has been used by the makeup artist, without adding other content that affects

engagement. The number of followers on Instagram that is owned is useful for calculating and increasing engagement rates because Instagram is one of the social media used to interact. This shows that Instagram social media as a marketing communication medium used by Nyongsqee is not effective in reaching visitors. Therefore, based on a preliminary survey and socialblade.com media analytics, Nyongsqee is proven to have a low brand awareness value in Instagram social media reviews.

The low value of brand awareness and effectiveness of Instagram management can be caused by influence or pressure from competitors. Therefore, observations were made to compare the quality of Instagram Nyongsqee against local modelling agency business. The following is a comparison of the quality of Instagram Nyongsqee with Kimmy Jayanti School, Mojang Geulis Bandung, and JIM models. The selection of three competitors is determined based on local brands that have best practices in using Instagram as a focused marketing medium.

Table I. 3 Comparison of Nyongsqee and Competitor Engagement rate

Brand	Instagram Account	Follower s	Total Grade	Engagement Rate	Engagement Rank
Mojang geulisbandung	@mojang.geulisbandung	64,6k	B-	0,68%	7,938,825
Jim models	@JIM Models	42,1k	B-	1,32%	5,858,465
kimmyjayanti	@kimmyjayantischool	80,1k	B-	0,24%	9,585,935th
Nyongsqee	@Nyongsqee	1,5k	C-	0,19%	9,393,547th

Based on information in Table I.3 that Nyongsqee is the lowest position among the three competitors. Nyongsqee has the lowest followers of 1.5k compared to the three competitors. In addition to the number of followers, Nyongsqee also has the lowest rating because of the average comments and likes, social media index and engagement rate which is very far below

the three competitors. Therefore, Instagram Nyongsqee has low quality as a media of marketing platform that results in brand awareness and lower levels than the three competitors.

Table I. 4 Result of In-Depth Interview

No	Criteria to be considered	Nyongsqee's Instagram Weaknesses
1	Frequency of uploads in stories on Instagram.	Not regularly uploading Instagram stories.
2	Frequency of uploads in Instagram feeds.	Not regularly uploading Instagram feeds.
3	Take advantage of profile features.	Do not take advantage of the profile feature.
4	Take advantage of reels features.	Do not take advantage of the reels feature.
5	Interesting and informative highlights.	Less interesting and informative highlight.
6	Feeds on Instagram must be varied.	Less varied Instagram feeds.
7	Feeds on Instagram must be attractive.	Less attractive Instagram feeds.
8	Stories on Instagram must be interactive.	Less interactive Instagram stories.
9	Captions should be more informative and match with the contents uploaded.	Less informative and do not match the caption with the contents uploaded.

In Table I.4, the results from the in-depth interview show the criteria that must be considered by a business that uses Instagram social media and are presented in order of the most chosen criteria, especially the weaknesses in Nyongsqee Instagram. All respondents stated that the shortcomings of Nyongsqee instagram were that they did not meet several criteria that must be considered. This data supports the owner's opinion regarding the low increase in the number of followers who have decreased, and the engagement rate is low.

Based on internal data as a starting point in digging for information, interviews with owners regarding the problem of sales who have not achieved their targets, reviews of service quality, survey results to respondents and socialblade.com analytical media in reviewing brand awareness that has low values, it can be concluded that there are several problems what happened to the Instagram social media used

by Nyongsqee as a marketing communication media. Nyongsqee Instagram has not been able to convey the benefits and uses of the service which is one of the brand awareness to increase the number of followers and engagement. In increasing awareness, the right method is needed to increase the effectiveness of Instagram management, especially for Instagram as a social media used and focused by Nyongsqee. Therefore, it is important to design improvements to Instagram used by Nyongsqee as an appropriate online marketing communication media to increase public awareness about Nyongsqee by considering the criteria that must be considered

I.3 Problem Formulation

1. Who are the right benchmark partners to be used as a reference for improving marketing strategy for Nyongsqee
2. What are the gaps generated in the marketing strategy that Nyongsqee has carried out with its benchmark partners?
3. What are the recommendations for improving the marketing strategy for Nyongsqee?

I.4 Research Purposes

1. Identify the level of importance of the appropriate marketing strategy implemented by Nyongsqee
2. Identify Nyongsqee benchmark partners marketing strategy using AHP
3. Identify gaps in the Nyongsqee marketing strategy with benchmark partners
4. Determine recommendations for improvement of the marketing strategy for Nyongsqee

I.5 Benefit of Research

The benefits obtained from this research are:

1. To help improve Nyongsqee's Instagram content variation in hopes that it would improve its engagement rate.

2. To help improve the future researcher's knowledge regarding Instagram content marketing design based on the real-life case of Nyongsqee.

I.6 Writing Organization

This final project is described with a systematic writing which consists of six chapters with the following description:

CHAPTER I INTRODUCTION

This chapter contains a description of the context of the problem, the background of the problem, the formulation of the problem that aims to solve the problem by designing an integrated system consisting of humans with materials or equipment or information or energy, the limitations of the final project, the benefits of the final project and systematic writing.

CHAPTER II LITERATURE REVIEW

This chapter contains a review of the literature and related theories and becomes a reference for the method to be used based on the problem to be solved, there is more than one method included in this chapter to solve the problem and minimize the gap between the existing conditions and the target. At the end of this chapter describes the analysis of the selection of the methodology that will be used in this final project.

CHAPTER III DESIGN METHODOLOGY

This chapter contains an explanation of the method of the final project which explains the method that has been selected in the literature review chapter. This chapter describes the steps of the final project in detail including: formulating a problem, developing a conceptual model, identifying the sample population used, compiling a questionnaire, designing data collection and processing, conducting reliability tests, designing data processing analysis in the design of an integrated system for problem solving.

CHAPTER IV INTEGRATED SYSTEM DESIGN

This chapter describes all integrated system design activities for problem solving regarding the process of data collection and processing, data testing, and problem solution design. The data will then be used in the benchmarking process with selected benchmark partners based on the Analytical Hierarchy Process approach.

CHAPTER V ANALYSIS OF RESULTS AND EVALUATION

This chapter contains the design, analysis, data processing results, verification or validity, and sensitivity analysis which discusses in detail the solution results and their reflections related to this final project, namely an integrated system of marketing strategy improvement program design from benchmarking results. with selected benchmark partners.

CHAPTER VI CONCLUSIONS AND SUGGESTIONS

This chapter describes the conclusions obtained from the results of the preparation of the final project that has been carried out, as well as object suggestions and suggestions for the next final project.