

**UTILISATION OF INSTAGRAM SOCIAL MEDIA IN TELECOMMUNICATION PRODUCT PROMOTION:
CREATIVE CONTENT STUDY OF IM3 INDOSAT OOREDOO HUTCHISON EAST JAVA INDONESIA****Denny Hariadi, *Harliantara, Didik Sugeng W. and Iwan Joko P.**

Communication Science, Dr Soetomo University, Surabaya, Indonesia

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Abstract

This study explores the growing utilisation of social media platforms for product promotion, particularly in the context of telecommunication companies leveraging Instagram as a pivotal medium for interacting with their target audiences. This study aims to examine the creative content strategy employed by Indosat Ooredoo Hutchison to promote its data package products on Instagram in the East Java region of Indonesia in 2024. A qualitative content analysis approach was employed to examine the characteristics of creative content, including content type, theme, visual style, and utilisation of Instagram features. The findings indicate that Indosat Ooredoo Hutchison employs a diverse array of content formats, including photographs, videos, and infographics, to showcase its data-package offerings. Thematic content includes the promotion of product features and benefits as well as the provision of educational information on technology and digital lifestyle topics. The visual style of the content was aligned with the company's brand identity by employing consistent colour schemes, typographies, and illustrations. Furthermore, Indosat Ooredoo Hutchison leveraged Instagram's interactive features to enhance user engagement. This study underscores the importance of a comprehensive content strategy that offers informative and relevant value to consumers while maintaining brand consistency.

Keywords: Instagram, Social Media, Telecommunications, Product Promotion, Creative Content, Content Analysis, Data Packages, Digital Marketing, User Engagement, Visual Content, Brand Identity

INTRODUCTION

In the contemporary digital era, social media has emerged as an effective instrument for promoting a wide array of products. With its substantial user base and engaging features, Instagram has emerged as a pivotal platform for companies to promote their products. The evolving patterns of consumer behaviour, particularly the increasing inclination towards online purchases, have necessitated marketers to remain vigilant in their understanding of market trends. Those who leverage social media for promotional purposes can swiftly engage with their target consumers via Instagram messages. Indosat Ooredoo Hutchison, a prominent player in Indonesia's telecommunications sector, strategically leveraged Instagram to promote its data packages. A comprehensive examination of the creative content employed in the promotion of products on Instagram is imperative for comprehending the manner in which promotional messages are delivered and received by users. The discourse portraits of Instagram users are shaped by their language choices, particularly the selection of appropriate role, space, and time deixis that reflect the three types of Instagram users: creators, attractors, and participants. This study examines the creative content strategy employed by Indosat Ooredoo Hutchison to promote its data package offers on Instagram in the East Java region of Indonesia from January 2024 to December 2024. The objective of this research was to analyse the characteristics of content, including content type, thematic focus, visual style, and utilisation of Instagram's interactive features. The objective of this study was to assess the efficacy of the creative content employed by Indosat Ooredoo Hutchison in promoting their data package products on Instagram.

This study analyzes the creative elements employed, including images, videos, text, and the utilisation of Instagram's supplementary features within the promotional campaign. The objective of this research is to ascertain the most efficacious content strategy for attracting attention and increasing user engagement. The objective of this study was to identify and analyse the creative elements employed in the promotional content of data package products on Instagram by Indosat Ooredoo Hutchison in East Java. This study offers several significant benefits, including its contribution to existing knowledge in digital marketing and social media, particularly in the context of utilising creative content for product promotion. The findings of this study offer a framework for telecommunication companies, particularly Indosat Ooredoo Hutchison, to enhance their creative content strategies on social media, thereby facilitating the realisation of their marketing objectives. It can be utilised as a foundational reference for future research concerning the analysis of social media content and the realm of digital marketing. This research assists companies in understanding consumer interactions with promotional content on social media, so that they can formulate more effective approaches that are aligned with audience needs and preferences.

LITERATURE REVIEW

A substantial body of research has demonstrated that social media platforms function as conduits through which users can disseminate information, exchange experiences, and express opinions in diverse formats including text, images, and videos. Research findings indicate that individuals who engage with social media as both consumers and creators of content exhibit a propensity to seek information and express themselves actively within this medium. This underscores the significance of Instagram as a primary source of information for numerous

*Corresponding Author: *Harliantara*,
Communication Science, Dr Soetomo University, Surabaya, Indonesia.

users. Furthermore, social networks have the potential to play an important role in marketing, especially by increasing customer engagement and promoting collaborative marketing. In the digital age, social media's crucial role as a promotional tool cannot be ignored. In contemporary digital landscapes, social media is paramount as a promotional instrument. Conventional wisdom has underscored the efficacy of Instagram as a marketing instrument to promote events, products, and brands. This research indicates that the interactive nature of Instagram, enabled by features such as likes, comments, and shares, enables users to actively engage with content, thereby enhancing the effectiveness of promotional campaigns. Comments on Instagram have been found to be valuable, informative, and highly beneficial. For sellers, comments serve as a barometer for Instagram users' responses to the products offered, thereby facilitating the identification of potential customers. This research underscores the significance of employing creative and visually appealing content, in conjunction with interactive functions, to foster user engagement.

A substantial body of research has examined the effectiveness of Instagram in promoting diverse products, consistently finding that it has emerged as a highly efficient and cost-effective medium for disseminating promotional content to consumers. The platform has evolved into a virtual shopping destination where brands disseminate promotional content and foster interactions among consumers while promoting their products. In a similar vein, the use of Instagram underscores the platform's ability to foster communication, facilitate access to information, and promote self-actualisation among users. Instagram has evolved into one of the most prevalent social media platforms worldwide, boasting over one billion monthly active users. A substantial body of research has demonstrated the efficacy of Instagram as a platform for product promotion, communication, and community-building. This social media platform enables businesses to access a vast audience without substantial financial resources. Paid advertising, sponsorship, and promotion features enable companies to target specific market segments based on age, location, interests, and behaviour. The incorporation of visually appealing content, such as high-quality photos and videos, has been demonstrated to enhance product appeal, potentially leading to increased sales. However, the extant literature indicates that advertising and sales promotion costs have no significant effect on sales performance. Collaboration with influencers who have amassed a substantial following can enhance brand awareness and cultivate customer trust in the product. Influencers have been shown to exert considerable influence on their followers' purchasing decisions. The findings of the study demonstrated that customers do indeed consider product recommendations from influencers, primarily due to the price advantage, as these individuals share entertaining videos and useful information. Furthermore, studies have identified factors such as attractiveness, trustworthiness, and online self-presentation as influential factors in shaping individual purchasing behaviours. By contrast, the impact of expertise was found to be non-significant. The capacity of Instagram to facilitate communication is evident in its ability to enable direct communication between businesses and customers through various features including comments, direct messages, and story features. This can lead to an increase in engagement and the development of more intimate relationships with customers. Instagram's analytics feature assists businesses in comprehending the behaviour and preferences of their

audiences. This data can be used to customize marketing and communication strategies, thereby enhancing their effectiveness. Additionally, users have the capacity to join communities that share similar interests, whether through the use of hashtags, groups, or by following specific accounts. This facilitated a wider exchange of information and ideas. Instagram users can readily access a vast array of information through search and exploration features. Users can use educational accounts, corporate profiles, and prominent figures to access relevant and informative content. Instagram facilitates self-expression through content users' shares. This content may encompass a wide range of subjects, including hobbies, professional endeavours, daily routines, and personal accomplishments. This self-actualisation process has the potential to enhance self-confidence and social identity. Users have the opportunity to refine their creative abilities by producing captivating visual content, including photography, graphic design, and videography. Furthermore, the platform is used by many users to develop their own businesses or creative projects. The platform's extensive capabilities have led to its emergence as a significant medium for product promotion, communication and personal development. Research findings indicate that judicious and deliberate utilization can yield substantial outcomes for both business entities and individuals. A comprehensive review of the extant literature reveals a substantial body of research devoted to the use of Instagram as a marketing instrument, with particular emphasis on its application in the promotion of products and events. The efficacy of visual content such as photos and videos on Instagram in influencing users' perceptions and behavioural intentions, particularly in the context of travel destination selection, has been demonstrated (Ikayanti, 2020). Influencers play a pivotal role in social media marketing strategies because of their capacity to influence audience behaviour across various social media platforms. As indicated by the works of Alekseeva et al. (2020) and Aripadono (2020).

Social media platforms have emerged as an essential component of marketing strategies in contemporary digital marketing landscapes. The following are some of the advantages of social media in marketing:

- **Wide Reach:** The affordability and wide reach of social media compared to traditional media channels allows businesses to access a wider audience at a lower cost.
- **Interaction and Engagement:** Social media facilitates two-way interaction between businesses and consumers, thereby increasing engagement and encouraging relationship development.
- **Data Collection:** The analysis of social media data offers a plethora of information regarding consumer behaviour, preferences, and demographics. This information can be used to formulate effective marketing strategies.
- **Credibility and Trust:** The presence of a business on social media platforms has been demonstrated to enhance credibility and cultivate increased consumer trust.
- **Creative Campaigns:** The potential for creativity and engagement in marketing campaigns is significantly amplified through the use of social media.
- **Monitoring and Analytics:** social media provides useful analytical tools to monitor and measure the effectiveness of marketing campaigns.

A multitude of social media platforms have been utilised for digital marketing purposes, including Facebook, Instagram,

Twitter, LinkedIn, and TikTok. Among these platforms, Instagram has become particularly well-known as a platform for product promotion and marketing due to its visual nature and wide popularity, especially among younger demographics. As stated by Bala and Verma (2018). As previously mentioned, the available evidence suggests that.] Instagram, a social media platform that prioritises visual content, has emerged as a significant tool for businesses and brands to engage with their target audiences and promote their products or services. The platform's emphasis on visual media, including images and brief video recordings, corresponds to consumers' escalating predilection for visual content. The platform's features, including Instagram Stories, IGTV, Reels, and Shoppable posts, have transformed it into a highly engaging medium for businesses to showcase their products, share brand narratives, and facilitate a seamless buying experience for consumers. The adoption of Instagram for product promotion has become a prevalent practice in the telecommunications industry. Telecommunication companies have recognised the potential of Instagram to reach and interact with their target audience, particularly younger demographics, and effectively promote their products and services. Indosat Ooredoo Hutchison, a preeminent telecommunications service provider in Indonesia, has incorporated Instagram into its digital marketing strategy. A company's Instagram presence is characterised by a diverse array of content, including product promotions, brand storytelling, and user-generated content. This multifaceted approach aims to foster engagement with its audience and promote telecommunications offerings. The company's Instagram content is diverse, encompassing visually appealing product photos, informative videos, and interactive features such as Instagram Stories and Reels. By leveraging these Instagram features, Indosat Ooredoo Hutchison effectively showcases its products, fostering brand awareness and stimulating consumer interest. Instagram has become a pervasive practice for promoting telecommunications products, particularly in the context of Indosat Ooredoo Hutchison in East Java, Indonesia. The platform's emphasis on visual content, an array of features, and widespread popularity have rendered it a strategic instrument for telecommunication companies to engage with their target audience, showcase their products, and, in the final analysis, augment brand awareness and spark consumer interests. The present study is an extension of their research, building upon the foundational insights to explore the impact of social media on mental health in Indonesia.

RESEARCH METHODOLOGY

This research employs a content analysis method to meticulously examine the creative content of Indosat Ooredoo Hutchison data-package product promotion on the Instagram social media platform. The focal point of this enquiry lies in the meticulous examination of creative content, encompassing its typology, thematic underpinnings, visual idiom, and the adept employment of Instagram features to bolster Hutchison's digital marketing strategy in the East Java region during the 2024 period.

The research process was delineated as follows.

- **Data Collection:** The researcher collected samples of creative content promoting Hutchison's IM3 Indosat

Ooredoo data-package product. These samples were uploaded to the company's official Instagram account between January 2024 and January 2025.

- **Content analysis** encompassed the following domains. A qualitative content analysis was conducted to examine the characteristics of creative content, including content type, theme, visual style, and utilisation of Instagram features.
- **Interpretation and Discussion:** The subsequent discussion aims to provide a comprehensive understanding of Indosat Ooredoo Hutchison's digital marketing strategy, as manifested through creative content on Instagram.
- **The final section** presents the conclusions of this analysis. The final stage of the research process involves formulating conclusions that address the research objectives.

FINDINGS AND DISCUSSION

IM3 is a telecommunication product offered by Indosat Ooredoo Hutchison, a company that provides services in the Indonesian market. IM3 provides a suite of prepaid and postpaid packages meticulously designed to address the diverse communication and internet requirements of its clientele. The services offered by IM3 include data, voice, and SMS packages at competitive prices. Indosat Ooredoo Hutchison has recently introduced a premium postpaid service, IM3 Platinum. This service offers prioritised access to high-quality networks, substantial data quotas without restrictions, and enhanced customer service facilitated by artificial intelligence (AI) technology. Heny Tri Purnaningsih, Head of Marketing Communication Indosat Ooredoo Hutchison East Java, elaborates on the features of this service: "IM3 Platinum offers a comprehensive array of packages, including IM3 Platinum Regular, IM3 Platinum Family, and IM3 Platinum Satu, which are meticulously designed to cater to the diverse requirements of individual and family customers."

Indosat Ooredoo Hutchison has implemented a series of effective promotional strategies in East Java with the objective of increasing its customer base and consolidating its market position. According to Heny Tri Purnaningsih: "Indosat Ooredoo Hutchison has augmented its 4G BTS infrastructure in the East Java region by over 2,000 units within the past year, with the objective of enhancing network quality and customer experience. Presently, the company is concentrating its efforts on the digitalisation of various sectors, including trade, industry, and education, with the aim of facilitating digital transformation in the East Java region. Furthermore, Indosat Ooredoo Hutchison has established collaborative relationships with several educational institutions, including the Sepuluh November Institute of Technology (ITS), Nokia, and the University of Oulu in Finland, to develop an ITS 5G Experience Centre. This initiative is designed to serve as a hub for 5G innovation and the empowerment of local digital talent.

The company has also adopted a bundling promotion strategy for its Internet packages with the objective of attracting a greater number of customers. Indosat Ooredoo Hutchison initiated the launch of 5G commercial services in Surabaya to stimulate the growth of local production sectors and enhance connectivity. This strategic initiative enabled Indosat Ooredoo Hutchison to augment its subscriber base and consolidate its position in the East Java telecommunications market. The results of this study indicate that Instagram is a primary promotional tool for Indosat Ooredoo Hutchison in East Java.

Senior Officer of Marketing Communication at IM3 Citra Yuniari provided the following rationale: "The extensive reach of where Instagram boasts a substantial and active user base in Indonesia, including in East Java. By leveraging this platform, Indosat could access a more extensive and heterogeneous audience. Moreover, as a visual-based platform, Instagram facilitates the dissemination of aesthetically pleasing promotional content including images and videos. This strategy has been shown to effectively captures user attention and enhances engagement. The use of Instagram for promotional purposes enables direct interaction with consumers through comments, direct messages, and story features. This facilitates a more personalised and responsive communication channel between Indosat and its customers. Moreover, Instagram furnishes advanced advertising instruments that empower Indosat to tailor its promotional content to discrete audiences, contingent on demographics, interests, and user behaviour. This approach ensures that the promotional content is targeted and effective.

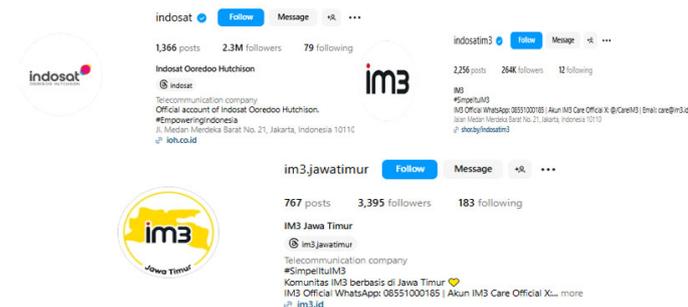
Arif Simon Indra Saragih, AVP of Marketing Communication at Indosat, provided further elucidation on the subject: "The utilization of Instagram by Indosat Ooredoo Hutchison is poised to enhance brand visibility, attract new customers, and fortify existing customer relationships in East Java."

showcase product features, tutorials, customer reviews, and event footage. These videos are characterised by their enhanced interactivity and capacity to convey messages more effectively than static content. They also include informative graphics that present critical data in a comprehensible manner. These infographics are frequently used to elucidate product benefits, usage statistics, and technical guidance. By employing a range of content formats, Indosat Ooredoo Hutchison aims to extend its reach, enhance audience engagement, and cultivate robust customer relationships. The overarching content theme identified in this study encompasses a broad spectrum of subjects, including the promotion of data package features and benefits, dissemination of information, provision of usage tips, and presentation of educational content related to technology and digital lifestyles.



Source: <https://www.instagram.com/im3.jawatimur/>

Figure 3. Content of Various Subjects



Source: <https://www.instagram.com/indosat>,
<https://www.instagram.com/im3.jawatimur>

Figure 1. Instagram Indosat and Im3 East Java

The following categories were identified: content uploaded by Indosat Ooredoo Hutchison East Java encompasses a variety of formats, including photographs, videos, and infographics.



Source: <https://www.instagram.com/im3.jawatimur/>

Figure 2. Uploaded Content

Indosat Ooredoo Hutchison East Java employs a variety of content formats on Instagram to reach and engage the audience. The following content categories were identified: high-quality photos featuring products, promotions, company activities, and other special activities. The purpose of these visual elements is to capture the viewers' attention and stimulate their visual perception. Subsequently, brief videos

The overarching theme of content disseminated by Indosat Ooredoo Hutchison on social media, particularly Instagram, pertains to the promotion of data packages and their associated benefits. The promotion of data package features and benefits entails a focus on elucidating the superior features and benefits of the various data packages offered by the Indosat Ooredoo Hutchison. This includes information about data quotas, Internet speed, and the advantages of using their services compared to competitors. Furthermore, the dissemination of information entails the provision of contemporary information regarding new products, services, events, or significant announcements from the Indosat Ooredoo Hutchison. This practice enables customers to remain informed about the latest developments in a company. Another content theme pertains to the provision of utilisation guidelines, which encompass recommendations for optimising the consumption of Indosat Ooredoo Hutchison services and products. These tips encompass a wide range of subjects, including strategies for conserving data quotas, optimising signal strength, and leveraging application features. Additionally, educational content related to technology and digital lifestyles encompasses information on the latest technology trends as well as the application of these technologies in everyday life. This encompasses articles on cybersecurity, the advantages of 5G, and the utilisation of digital applications for productivity. By organising content according to these themes, Indosat Ooredoo Hutchison can formulate a comprehensive and pertinent content strategy for its customers. The uploaded content encompasses a range of formats, including photos, videos, and infographics, thereby ensuring the optimal reception of the message by the intended audience.

The uploaded content exhibits a visual style consistent with the Indosat Ooredoo Hutchison brand, employing the company's distinctive colour elements, typography, and illustrations. By maintaining uniformity in these elements, Indosat Ooredoo Hutchison fosters a cohesive and recognisable brand experience across multiple platforms, including social media and other marketing materials.



Source: <https://www.instagram.com/im3.jawatimur/>

Figure 4. Visual Style

To elucidate the visual style of the content uploaded by Indosat Ooredoo Hutchison, the following discussion examines the elements that engender robust visual consistency with the IM3 brand. A close examination revealed that Indosat Ooredoo Hutchison displays a marked preference for its signature colour palette across all visual media. These colours often reflect brand identity, such as red, yellow, and white, which are the main colours in their logos. The consistent application of these colours reinforces brand recognition among the target audience. One case in point is Indosat Ooredoo Hutchison's content, which employs distinctive and readily identifiable typography. The fonts employed are frequently integral components of brand identity, and this uniformity in font selection contributes to the creation of a professional and cohesive aesthetic. The employment of legible and clear typography is instrumental in ensuring the effective conveyance of messages.

The incorporation of visual elements such as illustrations and graphics is meticulously crafted to align with the brand's identity and principles. This encompasses a wide range of visual elements, including icons, character illustrations, and other graphic components, that are both aesthetically pleasing and pertinent to a specific product or service being promoted. The layout and design of the content are instrumental in establishing a coherent visual style. The consistent application of grids, margins, and spacing contributes to a neat and organised aesthetic. Moreover, employing a responsive design ensures that content maintains its aesthetic appeal across various devices, including desktops and mobile phones. The style of photography employed in the content was also significant for maintaining visual consistency. The photographs utilised in the content were typically of high quality, exhibiting adequate lighting and appealing composition. These photographs frequently depict products, customers, and usage scenarios pertinent to the services provided. By integrating these components, Indosat Ooredoo Hutchison fosters the development of a robust and coherent visual identity, which is consistently applied across all forms of content. This uniformity in visual presentation enhances brand recognition, thereby fostering increased customer trust and loyalty.

The use of Instagram features by Indosat Ooredoo Hutchison is particularly noteworthy. The company utilises a comprehensive array of Instagram features encompassing photos, videos, infographics, various filters, and visual effects. This approach facilitates the creation of engaging and interactive content, thereby enhancing the customer experience and fostering brand loyalty.



Source: <https://www.instagram.com/im3.jawatimur/>

Figure 5. Post, Reel and Tagged

Indosat Ooredoo Hutchison's strategic use of Instagram's features is evident in how they deliver engaging and interactive content to their customers. The company frequently disseminates visually appealing content, including photographs and videos, showcasing promotional offers, products, and activities. Visual content is meticulously crafted to capture and maintain the attention of its target audience. The Indosat Ooredoo Hutchison utilises infographics to convey critical information in a manner that is readily comprehensible. These infographics encompass a wide range of data including network usage statistics, product benefits, and service guides. Furthermore, Indosat Ooredoo Hutchison employs a range of filters and visual effects on Instagram, thereby enhancing the appeal and distinctiveness of its content. The utilisation of these filters and their effects fosters the establishment of a coherent and visually appealing aesthetics. Instagram Stories have also been employed to facilitate expeditious and direct communication with consumers. Stories can contain daily promotions, announcements, or live event footage. For more extensive and creative video content, users employ IGTV and Reels. This enables them to present tutorials, product reviews, and other creative content that are more in-depth. Furthermore, Indosat Ooredoo Hutchison engages with users through comments and direct messages, fostering two-way dialogue. This practice fosters a personalised and responsive relationship with customers. Utilising a range of Instagram features, Indosat Ooredoo Hutchison effectively conveys its messages, captures the attention of users, and fosters the development of a robust community within the Instagram ecosystem.

Consumer Engagement Strategy: The uploaded content has been meticulously crafted to promote consumer interaction and engagement.



Source: <https://www.instagram.com/im3.jawatimur/>

Figure 6. Consumer Engagement

Indosat Ooredoo Hutchison implemented a consumer engagement strategy through the dissemination of content on social media platforms, particularly Instagram. The content is meticulously designed to promote consumer interaction and engagement through a variety of approaches, including the frequent dissemination of quizzes, polls, and question-and-answer sessions on Instagram Stories, thereby inviting users to actively participate. This interactive content encourages users to interact directly with a brand. Indosat Ooredoo Hutchison employs hashtag campaigns as a strategy to enhance engagement. For instance, the company invites users to share their experiences using its services with specific hashtags that are subsequently reposted by the company's official accounts. Furthermore, the company initiated a program that incentivises customers to create content regarding their experiences with Indosat Ooredoo Hutchison services and subsequently share it on social media platforms. User-generated content is often perceived as more authentic and has the potential to garner significant attention. Indosat Ooredoo Hutchison disseminates informative and educational content, including data usage tips, strategies for optimising services, and the merits of their products. This content is designed to enhance the value that users derive from the Indosat Ooredoo Hutchison programs, thereby encouraging continued engagement. The company collaborates closely with local influencers to expand its reach and enhance its brand trust. These individuals, often referred to as "influencers", play a pivotal role in disseminating Indosat Ooredoo Hutchison's message to a broader audience by leveraging their personal credibility to ensure more effective communication. Furthermore, Indosat Ooredoo Hutchison provides exclusive discounts, promotional offers, and giveaways to its followers. This strategy was designed to motivate users to maintain active engagement with the brand and participate in activities organised by the company. Subsequently, the incorporation of customer story content, wherein consumers divulge success narratives or favourable experiences, is recommended. These narratives can evoke inspiration and forge emotional connections between brands and consumers. A case study of Indosat Ooredoo Hutchison's strategic initiatives revealed its success in enhancing consumer engagement and interaction on social media platforms. The implementation of these strategies contributed to the formation of a robust and devoted community surrounding the brand, thereby fostering stronger brand loyalty. The branding found in this study is evident in the uniformity of IM3's visual identity across multiple platforms, ensuring a cohesive and recognisable brand experience. The uploaded creative content showed consistency in terms of the use of Indosat Ooredoo Hutchison's visual identity, messaging, and brand positioning.

An exposition of Indosat Ooredoo Hutchison's branding strategy is necessary for a cohesive visual identity and a consistent message across diverse platforms. The company has adopted a meticulous approach to ensure the uniformity of its visual identity, encompassing elements such as logos, colours, typography, and other graphic components. This creates a cohesive look that is easily recognisable by customers, whether they are viewing advertisements on social media, websites, or physical marketing materials. By maintaining a uniform visual identity across multiple platforms, Indosat Ooredoo Hutchison fostered a cohesive brand experience. This strategy enables customers to readily identify and associate various marketing materials with a brand, ensuring a coherent and consistent experience. The content uploaded by Indosat Ooredoo Hutchison demonstrated a high degree of consistency in the implementation of visual identity, messaging, and brand positioning. The company utilises a uniform design, characterised by the consistent application of design elements, such as a shared colour palette and typographic style, to convey a coherent and professional image. Beyond the visual elements, Indosat Ooredoo Hutchison meticulously ensured that the messages conveyed through these channels were consistent. Messages pertaining to the brand, its values, and its product advantages are communicated uniformly across all available communication channels. This strategy fosters the development of a robust and trusted brand image in consumers' minds. The brand positioning of Indosat Ooredoo Hutchison was methodically maintained across a diverse array of platforms. Marketing materials consistently emphasise service excellence, network quality, and commitment to technological innovation. This approach ensures that customers receive a consistent and coherent message regarding the offerings of the Indosat Ooredoo Hutchison. By maintaining the uniformity of visual identity, message consistency, and brand positioning across multiple platforms, Indosat Ooredoo Hutchison has been able to create a strong and recognisable brand experience, which in turn has increased customer trust and loyalty.

The findings indicate that Indosat Ooredoo Hutchison employed Instagram as a pivotal platform within its digital marketing strategy, particularly for the promotion of data package products. The creation of a diverse array of creative content enables the company to effectively engage with its target audience and showcase its telecommunications offerings in a visually appealing and informative manner. This finding aligns with the conclusions of previous research emphasising the pivotal role of social media platforms such as Instagram in enabling efficacious promotional strategies for brands and companies. As previously mentioned, the results of the study indicated that the presence of the Qorib et al. sample was associated with a higher incidence of the outcome of interest. The visual-centric nature of Instagram, coupled with its diverse content formats and interactive features, makes it an increasingly attractive option for telecommunication companies to showcase their products and services. As evidenced by extant literature, Instagram's capacity to enable direct and interactive communication between brands and consumers has been demonstrated to be a valuable asset. Indosat Ooredoo Hutchison's strategic exploitation of Instagram features, including CTAs, polls, and engaging captions, has enabled the company to cultivate stronger relationships with target audiences and to generate meaningful engagement.



Source: <https://www.instagram.com/im3.jawatimur/>

Figure 7. Visual Identity Across Social Media Platforms

Furthermore, the results of this study align with the prevailing perspective that the effective integration of social media platforms, such as Instagram, into an overarching marketing communication strategy can enhance brand awareness, facilitate product promotion, and promote consumer engagement. The strategic deployment of creative content on Instagram by companies has been shown to effectively stimulate consumer interest and engagement. This phenomenon is enabled by the diverse array of features and content formats available on the platform. The selection of content themes that are informative, educational, and relevant to the needs of digital consumers indicates Indosat Ooredoo Hutchison's efforts to provide added value to customers, rather than merely promoting products. (Rachmawaty, 2021) The uniformity in the utilization of visual components and brand messages serves to strengthen Indosat Ooredoo Hutchison's identity and positioning as a leading digital telecommunications service provider in East Java.

Conclusion

The analysis indicates that Indosat Ooredoo Hutchison has implemented a digital marketing strategy that is both effective and sustainable. Specifically, this strategy entails the promotion of data package products on Instagram through the utilisation of creative content. A comprehensive analysis reveals that the strategic integration of Instagram features, selection of engaging content themes, and consistent brand maintenance have been identified as key factors contributing to Hutchison's success in increasing consumer engagement and brand loyalty in the East Java region. The findings suggest that a comprehensive digital marketing approach with Instagram as a key component can be a valuable asset for telecommunications companies to promote their product offerings and strengthen their brand presence.

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