

# Promotional Strategy for Graduation Photography Services Through Instagram Social Media @Univisual\_

**Gilang Merdeka, Moch Rizky Alhamdany\*, Farida Nurfalah, Welly Wihayati**

Universitas Swadaya Gunung Jati, Indonesia

Email: rizkyalhamdany@gmail.com\*

---

## **Abstract:**

The use of the Instagram platform as a promotional medium has developed into one of the most efficient marketing tactics during the development of the digital era like now. Instagram is not only a platform to share image- or video-based content, but also serves to build relationships with consumers. The increase was due to attractive promotions and consumer satisfaction with the services provided by Univisual. Therefore, this study aims to find out what promotional strategies, Instagram content, and features are used by Univisual to attract consumer interest. This research uses *Promotion Mix* Theory, namely Advertising, and *Sales Promotion*. The method carried out in this study is qualitative. Data collection techniques include observation, interviews, and documentation. Data analysis techniques consist of data reduction, data presentation, and conclusion drawn. The subjects in this study consisted of three informants, namely owners, admins, and potential consumers. The results of this study show that the *Promotion Mix* strategy implemented by Univisual has proven to be effective in increasing consumer interest in the services provided. Univisual takes full advantage of the features on Instagram as a promotional medium, sharing content, and utilizing Instagram ads. This is shown by the responses given by the informants regarding the promotional strategy carried out by Univisual.

Keywords: Promotion, Advertising, Instagram

*Corresponding:* Moch Rizky Alhamdany

E-mail: rizkyalhamdany@gmail.com



## **INTRODUCTION**

In the instant digital era, competition in the creative industry is getting tighter, including in the field of photography. As one of the branches of visual art, photography not only serves as a documentation medium, but also becomes an important part of creating valuable memories, especially on special moments such as graduation. In Cirebon City, "Univisual" is present as one of the photography services engaged in graduation photography services. "Univisual" not only offers shooting services, but also strives to provide an immersive emotional experience to its consumers.

One of the advances in various photography industries is due to the use of social media as a means of implementing their promotional strategies. Social media has led to a change from conventional marketing communication to digital. Digital marketing allows consumers to get all the information about the business, products or services

offered and provides opportunities for brands to promote their products and services through interesting and relevant content. The quality of engaging content on social media is also an important element in building a brand image. Social media has the potential as a means of communication in carrying out activities in content promotion, one of which is Instagram. However, there are various challenges faced by business owners in optimizing Instagram as a promotional medium. Some of these are a lack of understanding of effective content strategies, mismatches between visual content and audience preferences, and limitations in making optimal use of Instagram's features. Therefore, more in-depth research is needed to identify the extent to which Instagram is effectively used by Univisual in attracting consumer interest in Cirebon City, as well as what strategies can be applied to optimize its use.

Univisual has unique and different characteristics compared to other graduation photography services in Cirebon City. Although there are many similar service providers, Univisual is able to show consistency in utilizing Instagram social media as the main medium in their promotional strategy. Starting from the use of neatly organized feeds, engaging, to the use of Instagram Ads features to reach a wider audience.

In addition, from the perspective of students as the main target of this service, Univisual has its own attraction. Many students consider that the photos from Univisual have excellent quality, with soft color tones, the right lighting, and aesthetic and contemporary pose concepts. This is certainly an important consideration for students who want to capture the moment of graduation with photos that are memorable and worthy of being uploaded on social media, so as to make this brand feel close and relevant to its target market. This is what makes Univisual not only known visually, but also emotionally by its potential consumers.

Photography, in general, comes from the Greek, namely "Photos" which means light, and "Graphos" which means drawing or painting. Literally, this term can be interpreted as "painting or drawing with light." According to Burhanuddin (2014), the term photography was first recorded by Hercules Florence, a painter and inventor from France, in 1834 through an entry in his diary mentioning the word "photographie" to describe the process. However, the word "photography" only became widely known after Sir John Herschel delivered it in a lecture at the Royal Society of London on March 14, 1839. Since then, photography has developed rapidly along with the advancement of photographic camera technology, which has encouraged the creativity of photographers and introduced various genres of photography (Solihin, 2021).

Nowadays, technological advances are happening rapidly, and not a few entrepreneurs are taking advantage of them to market their products. This leads to increasingly competitive competition in various sectors. As there are many product options available, entrepreneurs are required to carry out effective promotions so that the public knows their products better. One of the methods that is often applied is

through social media, which makes it easier for consumers to access information about the products or services offered (Aryani & Murtiariyati, 2022).

In the midst of the development of the digital era, the photography service industry has experienced significant growth with the emergence of many photography service providers specializing in various fields, such as wedding photos, product photos, to graduation photography. In the article entitled "Knowing the Business Potential of Photography Services in the Modern Era", written by Krisna Prihanto (2023), it can be concluded that the graduation photography business has high interest in the modern era because the momentum of graduation is a sacred and meaningful event for graduates and their families. Professional documentation not only serves as a memory, but also a tool for sharing happy moments on social media. With annual demand steady, this business opportunity remains promising, especially for photographers who are able to offer creative and personalized services according to the client's needs. The business world not only captures the moment, but also reinforces emotional value through high-quality photos that leave a deep impression on each customer. Innovation, digital promotion, and collaboration with educational institutions are key to competing in an ever-evolving market.

The increasingly intense business competition has a big impact on the company. They are required to continue to improve their competitiveness in order to remain relevant and survive in the market. In a relatively short time, companies must be able to adapt and better meet market needs. In relation to the marketing element, companies with a well-planned marketing strategy will be better able to compete and survive in a competitive market (Setiyono & Sutrimah, 2016).

Promotions through social media can affect customer determination and convey various things related to products, prices, events, and more. And also, social media has a role in building good bonds with customers, thus forming a beneficial interaction between businesses and customers (Pamungkas & Zuhroh, 2016).

Social media plays a role as an efficient means of promotion to introduce products to customers, improve product image, and ultimately encourage increased sales (Augustinah, 2019).

One of the advances in various photography industries is due to the use of social media as an instrument to carry out their promotional strategies. Social media is a forum that allows individuals to interact socially by sharing and exchanging information. Social media has led to a change from conventional marketing communication to digital. Digital marketing allows consumers to get all information about the business, products or services offered, providing an opportunity for a brand to market its products and services through interesting content and according to the needs of the audience. Social media that has communication opportunities to carry out activities in content promotion, one of which is Instagram (Richadinata & Surya Astitiani, 2021).

Today, social media platforms have become an important part of social life in the modern era, especially in the field of business and marketing. Instagram, one of the visual-based social media platforms, has made significant progress over the past few years. Based on data from the article Hootsuite (We are Social): Indonesia Digital Data 2023, in Indonesia, the total number of Instagram users has exceeded 120 million people, making it one of the most popular social media platforms. This shows the great potential of Instagram as an effective promotional medium, especially for businesses that rely on visual elements such as photography. Instagram offers features that support promotional activities, such as photo and video uploads, Instagram Stories, Reels, and Instagram Ads. In the context of the photography service business, this platform can be used by business actors to showcase their portfolios directly to the audience.

Business actors face various challenges in utilizing Instagram as a means of promotion. Some of these are a lack of understanding of effective content strategies, mismatches between visual content and audience preferences, and limitations to make effective use of Instagram's features. Therefore, more in-depth research is needed to identify whether Instagram is effectively used by Univisual's graduation photography services.

Several previous studies were used as guidelines in this study, including journals by Dwi Septi Haryani and Selvi Fauzar. The journal was published in the Tanjungpinang Managerial and Business Journal in 2021 with the title 'The Effectiveness of Instagram Social Media as a Promotional Media for Chacha Flowers MSMEs'. The study applied AIDA (Attention, Interest, Desire, Action) theory, a descriptive method with a quantitative approach, involving 30 respondents. The findings of the study revealed that Instagram as a promotional platform has proven to be effective in increasing consumer interest in getting to know the products being marketed.

Another research that became a reference was a study conducted by Salim Siregar, published in the Journal of STIE Muhammadiyah Tanjung Redeb in 2020 with the title 'The Effect of Promotion and Service Quality on Consumer Satisfaction in the Oculus Photo Studio'. This study applies a descriptive approach. The sample selection technique applied is simple random sampling through the Slovin formula, resulting in 100 respondents who were obtained by distributing questionnaires for Oculus Photo Studio customers. Data analysis was conducted using the SPSS 21 and Lisrel 8.8 programs, which showed that partially, promotions had a major impact on consumer satisfaction. And also, the value of service also has an impact on customers. At the same time, promotions and service standards make an impact on customer satisfaction levels.

Another study by Lydia Christiani, and M. Abdul Malik Zuhri published in the Journal of Library Science in 2019 is titled "The Utilization of Instagram Social Media as a Library Based Community Promotion Media (Case Study of the Solo Street Library

Community @Koperjas)." This study applies a qualitative approach. The data collection technique was applied using AIDA theory. It was concluded that the use of the Instagram social media platform proved to be effective as a means of promotion for the Library Based Community run by the Solo Street Library Community.

In Endah Fantini's work published in the Journal of Economics, Management, Business, and Social in 2021 with the title 'Optimizing Social Media as a Means of Promoting Small and Medium Enterprises to Increase Sales During the Covid-19 Pandemic', this study applies qualitative methods and data collection in the form of interviews. Research reveals that social media has had a major influence on the growth of Micro, Small, and Medium Enterprises (MSMEs) during the Covid-19 pandemic.

The latest research conducted by Aun Ramalah, entitled "The Effectiveness of the Use of Instagram Ads as a Promotional Media for MSMEs", published in the Journal of General Studies and Research in 2024, adopts a qualitative descriptive approach with a focus on case studies on Snacky Plw. The findings of this study reveal that the effectiveness of Instagram as a promotional medium can be measured through various activities, including assessing the success of a business based on a promotional strategy that carried out by MSMEs. In the era of information technology, MSMEs have the opportunity to take advantage of various social media platforms, including Instagram, which are in great demand by the public and are the main choice for MSMEs in promoting their products.

This study differs from other similar studies, especially in terms of focusing on a more in-depth discussion of promotion strategies through Instagram. The discussion includes the content developed, the features used, and the impact of promotions on Instagram on the interest of potential customers. This research adopts the Promotion Mix Theory. According to Kotler & Armstrong (2012:432), the marketing communications mix is a combination of various promotional tools used by companies to convey product quality to customers and establish a good relationship with them.

This study aims to analyze the effectiveness of promotional strategies implemented by Univisual's graduation photography services through Instagram social media, specifically examining the content strategies, feature utilization, and their impact on consumer interest. The research contributes to the existing literature by providing an in-depth analysis of how small-scale photography services can leverage Instagram's promotional capabilities, particularly focusing on the integration of advertising and sales promotion elements within the Promotion Mix framework. Unlike previous studies that primarily focused on general social media effectiveness, this research specifically examines the tactical implementation of Instagram features and their measurable impact on customer engagement and business growth in the photography service industry.

## **RESEARCH METHODS**

This research uses Promotion Mix Theory, namely Advertising, and Sales Promotion. This study aims to find out the promotional strategies used by Univisual's graduation photography services. The method carried out in this study is qualitative. The data collection techniques used are observation, interviews, and documentation. Data analysis techniques, namely data reduction, data presentation, and conclusion drawn. The subjects in this study consisted of three informants, namely owners, admins, and potential consumers. This research produces descriptive data in the form of written or spoken words from observed sources.

This qualitative research was chosen because this research requires in-depth interviews in order to produce accurate data. In addition, the use of this type of research is because researchers can dig up information about Univisual's graduation photography services in promotional strategies through Instagram social media.

## **RESULTS AND DISCUSSION**

### **Promotion Strategy**

Univisual, a provider of graduation photography services, implements a promotional strategy that focuses on achieving long-term goals. This strategy leverages social media, specifically Instagram, as the primary platform to communicate their services. Through attractive advertisements and promotions, Univisual has managed to reach a wider audience and attract the interest of potential customers.

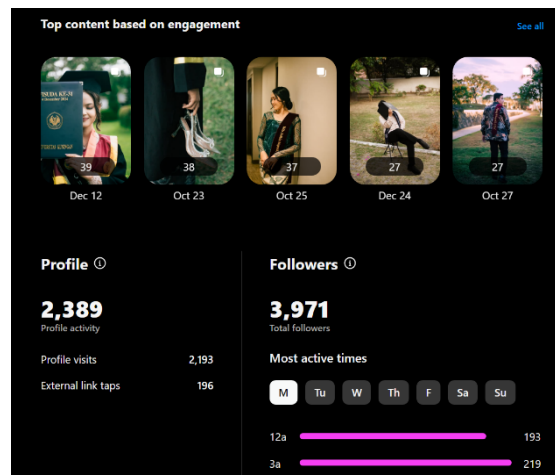
The promotional mix, which includes advertising, sales promotion, personal selling, direct marketing, and public relations, has a significant role in influencing consumer decisions. Univisual optimizes two elements of the promotional mix, namely advertising and sales promotion. Through Instagram, Univisual disseminates information about photo services and offers special packages with attractive promos, which encourage potential consumers to use their services. This strategy effectively expands the market and strengthens relationships with customers.

Advertising as part of a long-term strategy is focused on improving Univisual's brand image through social media. By displaying photos, as well as complete photo package information, potential consumers can easily choose a graduation photography service that suits their needs.

Sales promotion also plays an important role in attracting more consumers with flexible offers that are tailored to market needs. Discounts or bundling packages can increase interest and encourage potential clients to use graduation photography services immediately. This strategy is carried out on Instagram social media, which makes it easier for the audience to access information about Univisual's graduation photography services quickly and efficiently.

Univisual's sales promotion strategy is adaptive, implemented according to market needs. With attractive offers such as discounts and bundling packages,

Univisual has managed to increase the interest of potential clients and expand its market reach. This approach not only strengthens the brand image but also drives increased sales of their graduation photography services. By utilizing social media and the right promotional mix, Univisual is able to optimally meet market needs and build better relationships with consumers.



**Figure 1. The Effectiveness of Instagram Promotion Strategy Roles**

Source: Instagram account @univisual\_

The content with the highest engagement in the last 90 days was the post on December 12 with 39 interactions, followed by posts on October 23 (38 interactions), October 25 (37 interactions), December 24 (27 interactions), and October 27 (27 interactions). Visual, concept, and upload moments have an influence on the engagement received by each post.

In this period, there were 2,389 profile activity, with 2,193 profile visits and 196 clicks on external links (WhatsApp).

The total number of followers is currently 3,971, which shows that the account has a fairly strong audience base in the graduation photography services segment.

From this analysis, it can be concluded that quality visual content, optimal upload times, and clear CTAs are very influential in attracting customer engagement and conversions on Instagram.

### **Instagram Content**

Instagram content has a significant role in digital marketing strategies, especially for graduation photography services such as Univisual. Based on the results of observation and analysis of @univisual\_ accounts, it was found that the published content has a great influence on the interaction and attraction of potential customers. The content used includes feeds, stories, reels, and Instagram Ads.

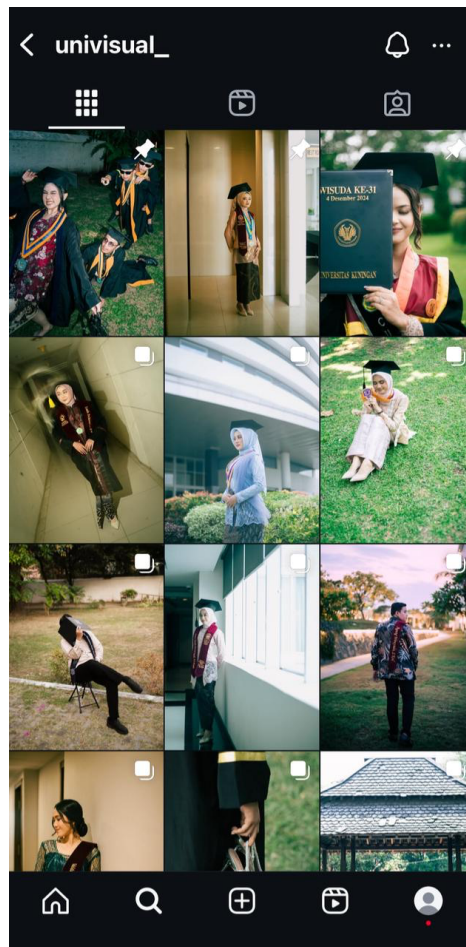
## Promotional Strategy for Graduation Photography Services Through Instagram Social Media @Univisual\_



**Figure 2. Univisual Instagram Profile**

Source: Instagram account @univisual\_

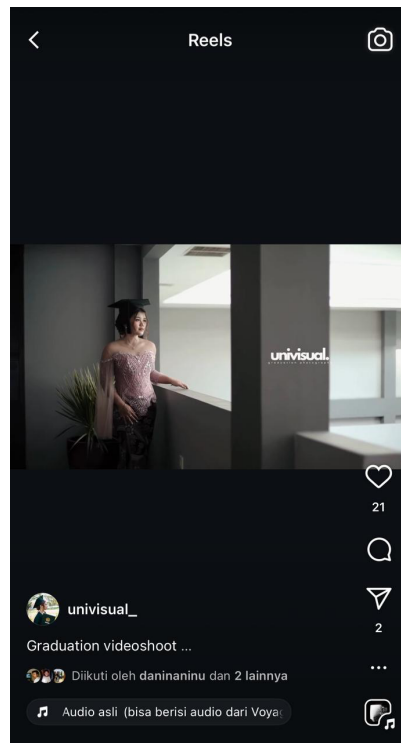
On @univisual\_'s Instagram profile, this account is followed by 4,023 users, 55 uploads, and follows 196 other accounts. Based on the analysis of @univisual\_ Instagram account, it can be concluded that social media is optimally used as a means of promoting graduation photography and videography services. This account features a consistent visual identity, clear service information, and specific market segmentation in the Cirebon area and its surroundings. Features such as story highlights and booking links are used to facilitate interaction with potential clients, showing that social media plays an important role in building an image and effectively expanding reach.



**Figure 3. Univisual's Instagram Feed**  
Source: Instagram account @univisual\_

In terms of visual content, the photos displayed show high aesthetic quality. Univisual uses a portrait approach with natural lighting and soft color tones, creating a warm and professional feel. The composition of the photos varies, utilizing various locations such as campus parks, alleyways, and outdoor spots, which provide a personal feel and is not monotonous. The aesthetic and contemporary pose concept also makes the photo feel close to the expression style of today's students.

This visual appeal is reinforced by a consistent brand identity, making Univisual not only visually recognizable, but also building an emotional closeness to its target consumers. For students, especially those who want to capture the moment of graduation with memorable documentation results that are worthy of sharing on social media, Univisual is present as a relevant and trusted choice.



**Figure 4. Reels Instagram Univisual**  
Source: Instagram account @univisual\_

This content is one of the reels from @univisual\_'s Instagram account. This video footage shows a graduate standing on the balcony in a soft-colored modern kebaya and wearing a toga. With soft natural lighting and a minimalist interior background, this visual brings out an elegant, calm, and meaningful feel. Aesthetic elements are reinforced by symmetrical compositions and the use of space that provides visual depth. The Univisual branding that appears shows professionalism in the production of graduation videos, while strengthening the brand's visual identity in the minds of the audience.



**Figure 5. Instagram Content Reach**  
Source: Instagram account @univisual\_

The data covers the last 90-day period, from October 22 to January 19. Data shows that 70.5% of the total 91,520 views come from paid ads. This indicates that the paid promotion strategies used by @univisual\_ are very effective in increasing the visibility of the content. Paid advertising has proven to be effective in targeting the market. By using paid advertising, Univisual's graduation photography services can expand the market reach and attract the attention of potential consumers who may not know about the services offered. Paid advertising allows promotional messages to appear in front of a more specific and relevant audience, increasing the likelihood of conversions and introducing the brand to more people. Therefore, continuing to invest in paid advertising can be a wise move to maintain and increase reach.

Content from @univisual\_ managed to reach 24,156 accounts over the last 90-day period. This reflects the ability of such accounts to capture the attention of a significant audience. The fact that 86.3% of the interactions came from non-followers shows that the content not only appeals to loyal followers, but also manages to attract new audiences. This is a positive indicator that the content and promotional strategies used are successfully expanding the potential follower base.

Instagram feeds dominate the type of content posted with 54.5%, while Instagram Stories account for 44.4%. This shows that the audience is more interested in visual and engaging content. Feeds and Stories are an effective format for keeping audiences engaged and increasing engagement. Therefore, focusing on these two types of content can continue to be the primary strategy for maintaining high engagement rates.

From this analysis, it can be concluded that engaging visual content can attract audiences, by utilizing feed content, stories, and reels. Univisual can reach a wider audience.

### **Instagram Features**

Not only Instagram feed posts are used by Univisual as an advertising medium, Univisual also uses Instagram stories to share information, activities, and promotions. Tagging with photographers, muas, and clients is directly used by Univisual as a promotional medium to attract clients who see the story posts.

Univisual is not only satisfied with using the features found on Instagram, Univisual also uses Instagram ads as a marketing medium. Univisual selects an attractive photo to use as an advertisement, and includes an Instagram link so that if the client sees the ad post, they can immediately visit Univisual's Instagram profile. Before posting ads on Instagram, Univisual also prepares which advertising media to choose, and the one chosen by Univisual's graduation photography service is Instagram. Because Instagram is the top 3 social media that is most often used. Univisual also prepares the design so that clients are more interested in the chosen advertisement, Univisual also prepares romantic captions to make it more convincing

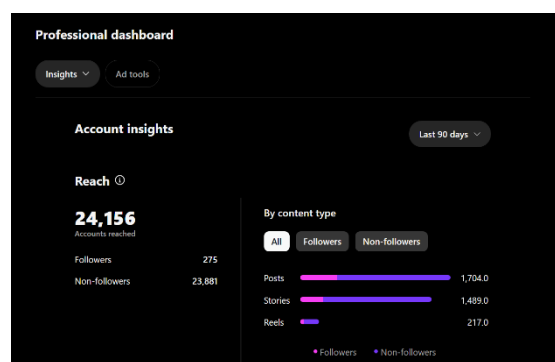
or represent the photo used as an advertisement for Univisual's graduation photography services.

Univisual also prepared the location to be chosen, and Univisual chose the Cirebon, Indramayu, Majalengka, and Kuningan areas. Univisual chose the region to reach the region. Indeed, Univisual's homebase is in Cirebon, a Univisual client that can be reached in the region that Univisual chooses. Various efforts of Univisual's graduation photography services are made to attract clients' interest in the advertisements used.

Advertising is a very effective marketing strategy to change clients' attitudes and perceptions of a service. Univisual uses advertising in marketing its services with the aim of persuading consumers to use their graduation photography services. The activities carried out by Univisual's graduation photography services are to publish all information from photos or portfolios and videos to make marketing consumers and finally interested in finding out and even using Univisual's graduation photography services.

In advertising activities, Univisual's graduation photography services focus on using Instagram media to support its marketing strategy, by utilizing various features offered by the platform. Currently, Univisual only focuses advertising on Instagram social media. However, this is a good input for Univisual to further develop its presence on other social media, such as TikTok and Facebook. Consideration of implementing advertising through print media can also be an effective step to attract consumer interest from various market segments.

The impact of Univisual's graduation photography services using ads through Instagram ads and other Instagram features can be reviewed from Instagram insights. If you don't use Instagram ads, visitors are on social every week as many as 3000-5000 social media visitors. And when using Instagram ads can reach a wider audience. This is very influential to provoke or attract the interest of clients to influence the audience to use Univisual's graduation photography services. With the increase in the number of clients from visiting Univisual's Instagram profile, clients are increasingly confident and interested in using Univisual's graduation photography services.



**Figure 6. Utilizing Instagram Features**

Source: Instagram account @univisual\_

Total accounts reached: 24,156 accounts in the last 90 days. Reach distribution by audience, followers: 275 accounts and non-followers: 23,881 accounts

Affordable non-follower percentage: 98.9% of total reach comes from non-followers, indicating that Univisual's content is highly effective at attracting new audiences.

This indicates that the content strategy is successfully reaching users beyond the main followers, possibly through the use of hashtags, Instagram exploration algorithms, or paid promotions (Ads).

Instagram feed 1,704 accounts reached, stories 1,489 accounts reached and reels 217 accounts reached.

Posts in the feed have the highest reach compared to stories and reels. Feeds have a high reach, indicating that many active audiences are viewing content in this format. Reels have a lower reach, which could be due to a lack of Reels upload frequency or a lack of optimization of audio and hashtag trends.

Based on the results of this study, it shows that promotional strategies, interesting content, and optimal use of Instagram features can help increase engagement and sales of graduation photography services. By understanding audience preferences and adapting to existing trends, Univisual can continue to grow and compete in the photography services industry.

## **CONCLUSION**

Univisual's graduation photography services have succeeded in attracting clients' interest through promotional strategies through Instagram. This platform was chosen because it is able to reach a wide audience and present service information in an interesting and interactive manner. Univisual makes optimal use of various things, such as promotional strategies, Instagram content, and Instagram features.

Based on findings in the field, Univisual uses Instagram as the main platform for advertising activities. They use the various features available on Instagram effectively for promotional purposes, including utilizing Instagram Ads. In running Instagram Ads, Univisual targets strategic areas such as Cirebon, Indramayu, Majalengka, and Kuningan to expand the reach of potential clients. These ads are posted periodically twice a week, although not every week.

Univisual also optimizes Instagram content as a promotional medium. Promotional content is presented through the Instagram feed in the form of a portfolio of photo shoots, Instagram Stories that are temporary but interactive, and Story Highlights to save important content for easy access. Additionally, the use of hashtags helps increase visibility in explore, while catchy captions reinforce the visual message of each upload. Univisual also uses Instagram bio by including contacts, WhatsApp links, pricelists, and other social media accounts.

With this strategy, Univisual has proven to be effective in increasing its reach and attracting potential clients, thus strengthening its position in the graduation photography industry.

Future research should investigate the long-term sustainability of Instagram-based promotional strategies and their effectiveness across different photography service segments. Comparative studies examining multiple photography service providers could provide broader insights into best practices and industry standards. Additionally, research incorporating quantitative metrics such as conversion rates, customer lifetime value, and return on advertising spend would complement the qualitative findings presented in this study. Investigation of emerging social media platforms and their integration with established Instagram strategies would also provide valuable insights for evolving digital marketing landscapes.

## REFERENCES

- Aryani, I. D., & Murtiariyati, D. (2022). Instagram sebagai media promosi dalam meningkatkan jumlah penjualan pada ADA souvenir project. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, 2(2), 466-477.
- Augustinah, F. (2019). Pemanfaatan media sosial sebagai sarana promosi makanan ringan kripik singkong di Kabupaten Sampang. *Jurnal Dialektika*, 4(2), 05-06.
- Kotler, P. (2001). *Manajemen pemasaran global* (Edisi bahasa Indonesia). Prenhalindo.
- Nurfalah, F., & Wihayati, W. (2015). Peranan media promosi melalui website yang dilakukan Dinas Pariwisata dan Kebudayaan Jawa Barat dalam menumbuhkan minat berwisata di Cirebon. *Jurnal Signal*, 3(2).
- Pamungkas, B. A., & Zuhroh, S. (2016). Pengaruh promosi di media sosial dan word of mouth terhadap keputusan pembelian (Studi kasus pada Kedai Bontacos, Jombang). *Jurnal Komunikasi*, 10(2), 144-158.
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan media sosial sebagai media promosi. *Jurnal Common*, 3(1), 71-80.
- Putri, S. E. (2014). Persepsi konsumen terhadap bauran promosi (*promotional mix*) pada Matahari Department Store Bengkulu. *Management Insight*, 9(1), 45-54.
- Richadinata, K. R. P., & Astitiani, N. L. P. S. (2021). Pengaruh iklan sosial media terhadap keputusan pembelian konsumen di lingkungan Universitas Bali Internasional [Doctoral dissertation, Udayana University].
- Setiyono, J., & Sutrimah, S. (2016). Analisis teks dan konteks pada iklan operator seluler (XL dengan Kartu AS). *Pedagogia: Jurnal Pendidikan*, 5(2), 297-310.
- Solihin, M. (2021). Fotografi sebagai media politik di Indonesia. *Massive Jurnal Ilmu Komunikasi*, 67-68.