



The New Face of Malioboro Street Vendors: an Analysis of Instagram @terasmalioboro_2 as a Marketing Communication Medium

Iva Fikrani Deslia¹, Muhammad Thoyib Amali², Mariana Ulfah³

¹Department of Communication, University of Ahmad Dahlan (iva.deslia@comm.uad.ac.id)

²Department of Communication, University of Ahmad Dahlan (muhammad.amali@comm.uad.ac.id)

³Department of Communication, University of Ahmad Dahlan (mariana.ulfah@comm.uad.ac.id)

ABSTRACT. Teras Malioboro 2 needs to conduct various marketing communication efforts as a new location for street vendors in the Malioboro area. The low number of visitors to Teras Malioboro 2, as well as complaints from several traders who are empty of buyers, increasingly show the urgency of the marketing communication efforts of Teras Malioboro 2, one of which uses Instagram as a medium. Therefore, this study aims to analyze the use of Instagram social media as a marketing communication medium for Teras Malioboro 2. The method used in this study is qualitative content analysis with data sources in the form of documents and literature studies. The results show that Teras Malioboro 2 utilizes the Instagram account @terasmalioboro_2 as a marketing medium through features on Instagram such as photos, videos/reels, captions, and hashtags. Furthermore, the application of marketing mix such as product, price, place and promotion (4P) was also found in the use of the Instagram account. With the emergence of all 4P elements in the Teras Malioboro 2 Instagram post, it can be concluded that Malioboro 2 Terrace is using Instagram quite well as a means of marketing Teras Malioboro 2. However, there are still several things that need to be improved as input for Teras Malioboro regarding using Instagram as marketing communication media.

KEYWORDS: Marketing Communication; Tourism; Instagram; Teras Malioboro

INTRODUCTION

The development of the pedestrian area in the Malioboro area has long been a polemic. Pedestrian comes from the Latin, *pedestres*, which means people who walk (Ginting & Paksi, 2017) While the pedestrian path in the urban context usually leads to a particular space for pedestrians that can protect pedestrians from the potential dangers of motorized vehicles. As one of the famous icons of the Special Region of Yogyakarta, the government is working hard to beautify the Malioboro area to be friendly to pedestrians by creating an adequate pedestrian area. However, the government's efforts have triggered quite a strong rejection reaction from many parties, especially regarding the relocation of street vendors who have been occupying pedestrian paths or sidewalks in the Malioboro area. Apart from street vendors, the protest was also voiced by parking attendants, pedicab drivers, carriage drivers, and shop owners in the Malioboro area.

The high resistance to developing the pedestrian area in Malioboro does not prevent the government from continuing these efforts. After a long delay, the government of the Special Region of Yogyakarta (DIY) continues to take steps to beautify the Malioboro area, which has been the government's dream for a dozen years. As an effort to overcome the resistance that arose, the government carried out outreach activities for the development of the pedestrian area with the aim that the affected communities and targets, namely stakeholders in Malioboro, could find out and participate in and support the existence of a pedestrian area development program in Malioboro. The socialization activities carried out by the Technical Implementation Unit in collaboration with the Yogyakarta Special Region Government agencies target the community as stakeholders in Malioboro and the general public. Socialization activities are significant for development planning programs in the Malioboro area. For the management of socialization activities, it takes many paths to support the success of the activities because pedestrians function not only a place for humans to move but also a space where human

activities themselves, such as interaction media, visual guidelines or characteristics of a regional environment (Putri & Rosilawati, 2020)

In February 2022, Teras Malioboro was inaugurated as a new location for street vendors who previously filled the outskirts of Malioboro street. Around 1800 street vendors were officially relocated to the Teras Malioboro to create the Malioboro pedestrian area. There are two Teras Malioboro, namely Teras Malioboro 1 located in the Indra Cinema Ex Building, right across from Beringharjo Market. Meanwhile, Teras Malioboro 2 is located in the former DIY Tourism Office Building, to the north of the DIY Regional House of Representatives Office. The number of street vendors who will occupy Teras Malioboro 1 is around 799 street vendors, while on Teras Malioboro 2 there are around 1040 street vendors (Aditya, 2022)

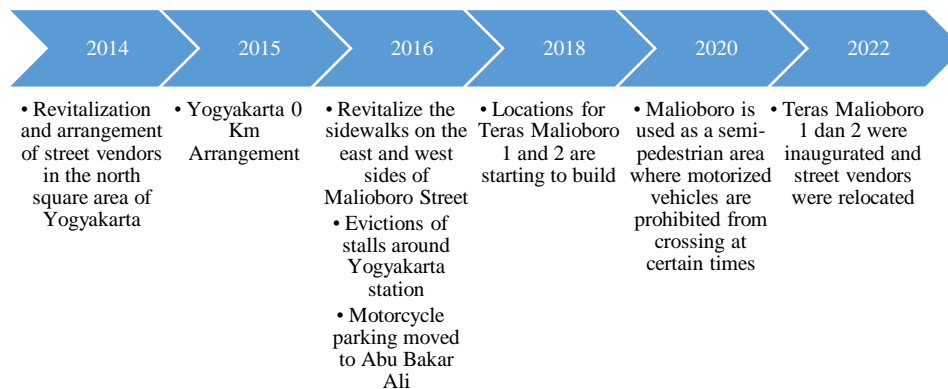


Chart 1. Management of the Malioboro Area in 2014-2022
Source: Processed by Researchers

The government hopes that by occupying the Teras Malioboro, street vendors will be more organized, tourists will be more comfortable enjoying Malioboro and also buy creative economy products for the people of the Special Region of Yogyakarta. Through the Teras Malioboro, the government wants to combine shopping and cultural tourism, which is the hallmark of the Malioboro area. In addition, the government wants to bring back the most critical elements that Yogyakarta has always held in its tourism, namely Sapta Pesona - Security, Order, Cleanliness, Coolness, Beauty, Hospitality, and Memories, in an atmosphere built on Teras Malioboro 1 and Teras Malioboro 2.

The inauguration of the Teras Malioboro is not the end of the government's efforts to organize the Malioboro area but rather a new chapter for the arrangement of the Malioboro area, especially related to the arrangement of street vendors. Several new problems have arisen since the street vendors were relocated to Teras Malioboro 1 and 2. Street vendors complain about the lack of visitors and the lack of income they get. Most traders prefer to sell on the sidewalks of Malioboro street because visitors will surely pass by them on the Teras Malioboro. Income that continues to decline, especially during the Corona Virus Disease-19 (COVID-19) pandemic, is a big concern for street vendors on the Teras Malioboro. Compared to selling on the sidewalk, traders claim that they only get a income of around 5% (Khafid, 2022) Three months after being officially moved in February, traders still complain about the lack of buyers. Sometimes even on a day, their product does not sell at all. The decline in sales is said to be even more than 50% (Umah, 2022).

Reflecting on the low number of visitors to the Teras Malioboro, the government is asked to intensively carry out marketing communication activities to introduce the Teras Malioboro as the new face of the Malioboro area to the public. The government has made various marketing communication efforts, including through media relations, government websites, and events at the Teras Malioboro. One of the marketing communication media used by the government is Instagram. The use of Instagram is important and interesting to study further to see how social media plays a role in the marketing of the Teras Malioboro, especially on the Teras Malioboro 2. The selection of Teras Malioboro 2 as the object of research is based on the greater number of street vendors at that location and the Instagram media of Teras Malioboro 2 which is more active and has quite a number of followers. Instagram Teras Malioboro 2 is managed by the Integrated Service Unit Management of Cultural Heritage Area,

Yogyakarta City Cultural Service. Until now, Instagram Teras Malioboro 2 (@teras malioboro_2) has 11 thousand followers and 112 posts either in the form of photos or reels. Thus, this study aims to analyze the marketing communication of Teras Malioboro 2 through Instagram to introduce Teras Malioboro as a new face in the Malioboro area of Yogyakarta.

LITERATURE REVIEW

Marketing Communication and Marketing Mix - Marketing communication provides integrated stimuli to the target market to generate various responses expected from the target market. Marketing communication can include all efforts made by the company in order to influence consumers in selling products or services. Another definition reveals that “marketing communications are the means by which firm attempt to inform, persuade and remind consumers, directly or indirectly, about the brands that they sell. In a sense, marketing communications represent the “voice” of the brand and are a means by which it can establish a dialogue and build a relationship with consumers” (Kotler & Keller, 2016).

Furthermore, marketing communication has at least several functions, namely: (1) showing consumers how and why a product is used, by whom, where, and when; (2) consumers can learn who makes the product, both the company name and the brand; (3) consumers can be motivated to try or use the product; (4) enable companies to associate their brands with people, places, events, experiences, feelings, and other things to create brand associations; (5) contribute to brand equity; (6) encourage sales and market share.

Shimp & Andrews (2013) also explain the purpose of product or service companies to carry out marketing communications, namely informing, persuading, and inducing action. Informing leads to providing information to consumers about products or services, then persuading can be interpreted as persuading consumers to choose certain products or services while inducing action encourages consumer buying behavior. Furthermore, in marketing communication, there is the concept of a marketing mix which consists of four main marketing elements: Product, Price, Place, and Promotion, commonly known as the 4Ps.

Product - A product can be used to satisfy consumer needs. Another definition describes a product as all forms offered to the market for use (ideas, goods, or services). The product is an essential aspect in marketing where the competitive advantage of a product is one of the determining factors for the success of a new product, where the success of the product is measured by the parameter of the number of product sales (Tjiptono, 2008). In marketing communication, companies must focus on five product levels: core benefits, essential products, expected products, augmented products, and potential products (Kotler & Keller, 2016).

Besides paying attention to the five product levels, product classification is also essential. We can divide consumer goods into four types, namely convenience goods, shopping goods, specialty goods, and unsought goods (Kotler & Keller, 2016). Convenience goods are goods or products that we frequently buy immediately and with minimal efforts, such as soap, food, and other goods. Then shopping goods are products that consumers typically compare on such basis as suitability, quality, price, and style. Examples include furniture and clothing. Meanwhile, specialty goods have unique characteristics or brand identification, and many buyers are willing to make more efforts to buy the product. Examples of specialty goods are cars and audio-video components. Last, unsought goods are products/services not often sought after or commonly purchased by consumers, such as smoke detectors, graveyards, tombstones, and other merchandise.

Furthermore, in order to compete well, a product must have differentiation. Product differentiation can at least be divided into several aspects, namely: (1) Form - the size, shape, and physical structure of the product; (2) Features – various features that complement the primary function of the product; (3) Performance Quality – the level of product quality, can be grouped into low, average, high, and superior levels; (4) Conformance Quality – the ability of product to meets the promised specifications; (5) Durability – a measure of the product’s expected operating life under natural or stressful conditions; (6) Reliability - A measure of the probability that a product will not malfunction or fail within a certain period; (7) Repairability – ease of repairing the product in the event of a breakdown; (8) Style - the product’s look and feel to the buyer and creates distinctiveness that is hard to copy; (9) Customization – customized products and marketing allow firms to be highly relevant and differentiating by finding out exactly what a person wants, doesn’t wants, and delivering on that.

Price - Price is the nominal amount of money that must be paid to be able to use the product or service (Hawkins & Mothersbaugh, 2010). However, in marketing, the price cannot be seen as just a number; price has many components. Prices include production costs, distribution, commissions to be obtained, and many other components of a price formation. Therefore, pricing decisions are very complex and must consider many factors such as the company, customers, competition, and the marketing environment. Companies must think so that consumers feel the money they give is worth the product they get. There are products or services where the price given is a "strictly one-price policy" and products or services that allow a price bargaining process to occur. "Strictly one-price policy" is considered efficient if the company sells many products and many employees are employed, while products with negotiable prices are usually found in small to medium-sized companies.

Furthermore, companies can go through several stages in setting prices, starting from choosing a pricing objective, determining demand, estimating costs, analyzing competitors' costs, prices, and offers, then choosing a pricing method and selecting a final price. The purpose of pricing itself can vary, including survival, maximizing market share, maximizing profits, maximizing market skimming, and product quality leadership.

After the price is set, it is also possible for the company to make price adaptation. Some price adaptation include geographical, discount, customer segment, time, special event, and other price adaptation (Kotler & Keller, 2016). Geographical pricing is a price adaptation where the same product is sold in different regions. Then discounts are discounts that are given for several reasons, such as large purchases and discounts in certain seasons. Then customer segment pricing is when different consumer segments pay different prices; for example, there are special prices for the elderly, children, or students. Time pricing is price adaptation based on time, such as days or hours. Meanwhile, special event pricing refers to price adaptation when events such as exhibitions are held.

Place - Place refers to a place where consumers can obtain or access the product, where manufactured goods are available in sufficient quantities. As stated by Ebert & Griffin (2000) the place is part of the marketing mix, which refers to how consumers can get the goods or how producers can provide goods. Marketing communication activities carried out by the company must determine the right location and time for each product to be issued and products that have been spread. Place means providing products in a convenient place for consumers to access them. According to Alma & Hurriyati (2008) the components of a place strategy include channels, coverage, assortments, location, inventory, and transportation that are easily accessible by consumers.

Kotler & Armstrong (2016) state that place also refers to the distribution aspect in which the company selects and manages the trade channels used to distribute products, serve the target market, and develop distribution systems for product delivery and sales. Furthermore Dann & Dann (2007) suggests that the distribution of products can be in the form of (1) exclusive, which is available at one outlet in each geographic area, (2) inclusive, which is available in different categories from retail outlets (eg. such as department stores or discount stores), and (3) intensive, which is available by maximizing as many outlets as possible and using a combination of delivery methods.

Promotion - Promotion refers to activities that communicate the benefits of a product and persuade targeted consumers to buy it. Promotion is one of the determining factors for the success of a marketing program. No matter how good the quality of a product, if consumers have never heard of it and feel unsure that the product will be useful, they will never buy it (Kotler & Armstrong, 2016). The promotion aims to generate desire or stimulate purchases so that customers feel confident and willing to make a purchase. Any form of communication activity that accompanies sales operations to increase the possibility of a sale is a form of promotion (Sowter, 2003).

According to Tjiptono (2008) promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered. Furthermore Dann & Dann (2007) see that promotion is the most visible part of the marketing process. The promotion also includes all forms of communication with consumers and stakeholders, from mass advertising to the development of personal sales presentations. The components contained in the promotion are also called the promotion mix or communication mix. These components include (1) advertising, (2) public relations (3) personal selling (4) direct marketing, and (5) sales promotion.

Instagram as a Marketing Communication Media: Nowadays, using social media as a marketing communication medium is unavoidable. Social media offers various benefits and conveniences for producers and marketers to reach their targets. In fact, along with the development of today's technology, social media has become a core element of digital business strategy (Chaffey & Ellis-Chadwick, 2016). Likewise, with the use of Instagram. Producers/marketers currently disseminate information about the products and services they offer through photos, videos, or reels on Instagram. Instagram itself has several features that users can use, including uploading photos and videos, reels in the form of short videos with a maximum duration of 1 minute, arroba (@) to show connection with other users by entering their Instagram accounts, photo titles and captions to explain the contents of the photo or video, geotagging to show the location, hashtag (#) to make it easier for someone to publish something and show the connection between the upload and certain things, and also a like that can be used as a marker we like uploaded photos or videos on Instagram.

The high number of Instagram users encourages producers or marketers to use this social media. By 2021, Instagram had 2 billion active users (Rodriguez, 2021). In addition, Instagram is also listed as the most downloaded application in the fourth quarter of 2021 (Briskman, 2022). It can be said, by using Instagram, we can reach a broad public, spread in various places, without being limited by space and time. The costs incurred are also very affordable compared to other marketing communication media such as advertising on television. Then, Instagram media also has the potential to spread messages quickly and influence its users. Messages can spread from one person to another, including family, friends, or followers. Ting, Wong, Run, & Lau (2015) shows that Instagram can affect a person's behavioral beliefs, namely personal satisfaction, feature usability, socialization role, product information, and entertainment. However, it does not mean that using Instagram as a marketing communication medium does not have risks. Just as Instagram can spread positive messages quickly, negative news about companies, products, or services can also be known by many people in a short time. Then, the high interactivity on social media, such as interaction through the comments column, can also be a challenge in using Instagram as a marketing communication medium.

METHOD

This study uses a qualitative approach with qualitative content analysis methods. Qualitative content analysis is a systematic method that describes the meaning of research material through classification and categories of material (Schreier, 2012) In addition, Krippendorff (1991) added that content analysis has special procedures for processing scientific data. Technically, the content analysis seeks to classify signs used in communication, uses criteria for classification, and uses specific analytical techniques to make predictions (Noeng, 1990) The object of this research is the Instagram post from @terasalioboro_2. The Instagram units to be studied are photos, videos/reels, captions/photo titles, hashtags, geotagging, and likes. While the marketing mix units to be studied are product, price, place, and promotion. Then, the types and sources of data used in this study are primary and secondary. Primary data was obtained from Instagram posts uploaded by Teras Malioboro 2 and secondary data was obtained from collecting data and information in the form of relevant articles, writings, books, and journals. The use of secondary data is carried out to enrich the data and perspectives in conducting analysis. Furthermore, the data collection technique used is documentation and literature study. Data analysis in this study is the management of qualitative data obtained by researchers from predetermined sources. The analysis process is carried out by: (1) categorizing the data, (2) compiling data, and (3) combining the data that has been collected (Moleong, 2000). Furthermore, the data will be interpreted by connecting it with the theoretical propositions that have been built. The results of the entire research process that has been analyzed will be presented in a systematic flow so that the reader can easily understand them.

RESULT AND DISCUSSION

The Instagram account @terasalioboro_2 is actively used as one of the marketing communication media for the new location of street vendors who trade in the Malioboro area, namely Teras Malioboro. The relevant government has made various efforts to make the Malioboro area more accessible and comfortable for pedestrians. Putri & Rosilawati (2020) explains that socialization activities are essential for development planning programs in the Malioboro area, and managing socialization activities requires many channels to sustain its success. Instagram Teras Malioboro 2 is

managed by the Integrated Service Unit Management of the Cultural Heritage Area, Yogyakarta City Cultural Service. Until now, Instagram Teras Malioboro 2 (@teras malioboro_2) has 11 thousand followers and 112 posts in the form of photos or reels. In Instagram Teras Malioboro 2, it can be seen that there are marketing communication activities through the emergence of the 4Ps, namely product, price, place, and promotion in various elements in Instagram.

Product - The product aspect is the dominant aspect that appears in Teras Malioboro 2 Instagram posts, either through photos or video reels. Out of 112 Instagram posts, about 50% of them display products sold on the Teras Malioboro 2. The large number of posts featuring Teras Malioboro 2 products is an important point and is in accordance with what was explained by Sarastuti (2017) that the product is the main aspect of a brand.

Apart from photos or videos, product aspects on Teras Malioboro 2 Instagram posts can also be seen from the photo captions uploaded. Regarding product classification, referring to what Keller has described, the products at Teras Malioboro 2 are classified as convenience goods and shopping goods. A convenience good is an item or product we frequently buy immediately and with minimal effort, such as soap, food, and other goods. Then shopping goods are products that consumers typically compare on such basis as suitability, quality, price, and style. Convenience goods that are on the Teras Malioboro 2 include food. Furthermore, shopping goods dominate the products on the Teras Malioboro 2, considering that this location is intended as a shopping center in the Malioboro area.

Furthermore, if we classify product uploads on the Teras Malioboro 2 Instagram, it can be divided into several categories: food, fashion, leather crafts, and souvenirs. The uploaded food products include salak, angeng, culinary soto, bakpia, typical jogja pie, favorite snacks, geplak, and brem. Then in the fashion category there are t-shirts, hats, sandals, batik, and house dress. In the leather craft category, there are sandals, bags, wallets, to puppets. While the souvenirs categories contained in Teras Malioboro 2 Instagram upload include bracelets, traditional toys (ganging, yoyo, drum swivel, wooden catapults), masks, temple miniatures, dream catchers, bamboo flutes, and coconut shell cups.

Regarding product differentiation, the Instagram Teras Malioboro 2 posts mainly displays aspects of form, features, performance quality, and style. There are product photos with an explanation about the types, shapes, and sizes for the form aspect. For example, in a post about hat products at Teras Malioboro 2, the caption explains various types of hats, from baseball caps to jungle hats. In terms of sizes, it is also stated that there are sizes for children to adults with various motifs. Likewise, for wayang products, for example, it is explained that there are various puppet figures such as Arjuna, Bima, Nakula, Sadewa, and others in various sizes. This complete explanation of the products at Teras Malioboro is good enough to inform the public about what objects are sold at Teras Malioboro 2.

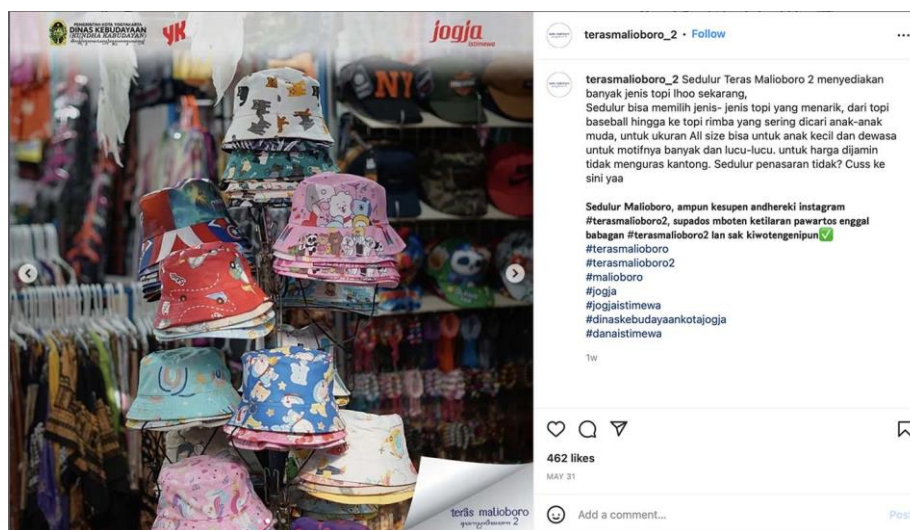


Figure 1. Photo of Hat Products on Teras Malioboro 2
Source: Instagram @teras malioboro_2

Furthermore, from the feature aspect, the Teras Malioboro 2 Instagram displays the complementary features possessed by the product through uploaded photos. As for the performance quality aspect, Teras Malioboro 2's Instagram post wants to show that the products sold are of good quality even at relatively low prices. In several posts, the caption explains that the product is made with good material so that it has good quality and can be obtained at low prices. Finally, the style aspect is also quite prominent in product postings on Instagram Teras Malioboro 2, in line with what was conveyed by Kotler & Keller (2016) that style gives the product a look and feel for buyers and creates a uniqueness that is hard to copy. The product styles highlighted from Teras Malioboro are typical Yogyakarta products with uniqueness and distinctiveness. The uniqueness and distinctiveness start from the materials used, models, and designs that display the nuances of Yogyakarta.



Figure 2. Photo of Yogyakarta Iconic T-shirt Products
Source: Instagram @terasmaliboro_2

The highlighting of Yogyakarta's iconic style and traditional nuances in products uploaded to Teras Malioboro Instagram are essential things in the Teras Malioboro 2 marketing communication strategy. This uniqueness appears not only in photos, but also in captions where product history is written, such as the history of blangkon and masks as one of the products sold at Teras Malioboro 2. Through posting these distinctive products, Teras Malioboro 2 can be said to have succeeded in showing the differentiation of products sold at Teras Malioboro 2 compared to other shopping places, namely as a shopping center for iconic Yogyakarta products that can be used as souvenirs when tourists visit this city.

Price – As a place to sell street vendors in the post-relocation Malioboro area, the price aspect of the product at Teras Malioboro 2 must be determined carefully. After the relocation, the income of traders in Teras Malioboro is still very low. In fact, a number of traders complained that once in one day none of their product was sold. Moreover, as a new location, Teras Malioboro 2 certainly needs time to build brand awareness from consumers. In the end, the purpose of pricing products at Teras Malioboro can be classified primarily as a “survival” goals and also to maximize profits. Companies set survival goals in price when facing overcapacity, intense competition, and changing consumer wants (Kotler & Keller, 2016). This is also following the condition of Teras Malioboro 2 where the competition between vendors is relatively high.

Then, the Instagram post for Teras Malioboro 2 also shows that products on Teras Malioboro generally provide discounts, especially quantity discounts. A quantity discount is a discount given to buyers who buy in large quantities, meaning that there is a difference in the price when the goods are sold individually and the wholesale price (buying in large quantities). The price system applied at the Teras Malioboro is generally not a "strictly one price policy", but buyers can bargain when shopping at the stalls inside the Teras Malioboro.

In several Instagram uploads, it is also seen that product prices in Malioboro are in the low to medium range. This is also because the products sold at Teras Malioboro 2 are Micro Small and Medium Enterprises (MSME) products. In the caption of the Instagram post several times it was explained that the product had a low price, or it was stated "a price that does not drain the pocket". In a number of posts, there are also those that mention the nominal price of the uploaded product, such as the price of sandals sold for Rp. 10,000 per pair, the price for a small toy boat is Rp. 3000, and the price for a large toy boat is Rp. 4,500. Determining product prices in the low to medium range is appropriate for use at Teras Malioboro 2 because, apart from selling MSME products as souvenirs, Teras Malioboro 2 also faces stiff competition with fellow sellers at Teras Malioboro 2 or sellers elsewhere. In addition, this affordable price is also excellent to attract visitors to shop at Teras Malioboro 2, considering that Teras Malioboro 2 has just been opened as a relocation for street vendors in the Malioboro area. In fact, through Instagram, Teras Malioboro also informed us about price inspections that were carried out to ensure product prices at Teras Malioboro were competitive and appropriate.

Place - Unlike the product aspect, the place aspect is not widely found in posts uploaded by the Instagram account @teras malioboro_2. However, in the several video posts and reels they have uploaded, it is clear what the location of Teras Malioboro 2 is like the new face of Malioboro itself. Even though the first five posts on the @teras malioboro_2 Instagram account, it is clear that the management wants to introduce to the public what the conditions of the Teras Malioboro 2 location are. As stated by Ebert & Griffin (2000), the place is part of the marketing mix, which refers to how consumers can get products from producers or vice versa. Of course, in this case, Teras Malioboro 2 is one of the places where visitors can get goods previously sold in the Malioboro courtyard by street vendors. In addition, as the new face of Malioboro street vendors, Teras Malioboro 2 provides a playground that can be used by visitors, especially children, different from the previous conditions in the courtyard of Malioboro street.

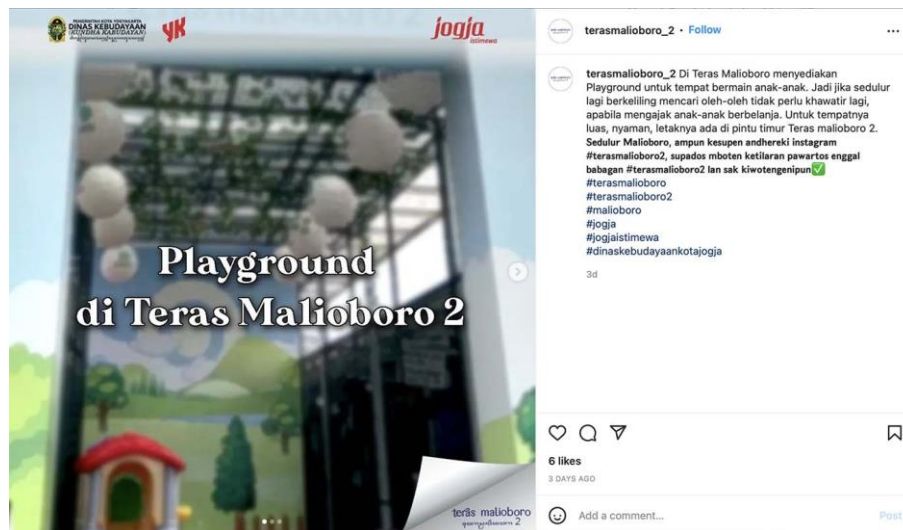


Figure 3. Teras Malioboro 2 Playground Facilities
Source: Instagram @teras malioboro_2

Furthermore, through the @teras malioboro_2 Instagram account, it can be seen that the components of the place strategy, such as locations and transport, have been demonstrated through existing posts. For example, In the video post uploaded on April 8, 2022, we will quickly find out the location of the Teras Malioboro 2 based on the video that has been uploaded, where in the video it is clear the position of the Teras Malioboro 2 from Malioboro street itself. Even in terms of access, through the video, it is clear that Teras Malioboro 2 can be accessed using various kinds of transportation, especially public transportation such as Trans Jogja. Other components such as channels, assortments, and inventory are also clearly visible through a video uploaded on April 9, 2022 which shows the condition of Teras Malioboro 2 and the stalls inside which are busy with street vendors selling various goods or through video posts uploaded on April 10, 2022 which shows food stalls where visitors can

get food and drinks such as the photo caption which reads "while walking around looking at souvenirs, clothes, bags, you can also enjoy various food which you can try".

Promotion – This section basically refers to various marketing communication activities carried out by a company in marketing its products. Through the Instagram account @teras malioboro_2 the manager tries to provide information regarding the products sold by Teras Malioboro 2 street vendors. Promotion is an important aspect in marketing communication because after all the quality of a product, if consumers have never heard of it and feel unsure that the product will be useful for them, then they will never buy it (Kotler & Amstrong, 2016). From the posts uploaded via Instagram @teras malioboro_2, visitors can get information regarding the products sold there. Managers use Instagram as a promotional medium to increase visitor interest and buying behavior. As stated by Ting, Wong, Run, & Lau (2015) Instagram can influence a person's behavioral beliefs, namely personal satisfaction, feature usability, socialization role, product information, and entertainment.

Furthermore, promotional components such as advertising, public relations, personal selling, direct marketing, and sales promotion are not visible on their Instagram account. However, when we look at promotion conceptually as a marketing activity, the existing use of Instagram has become part of the promotion itself. Even though an existing Instagram account, managers can create advertisements, public relations activities, or even sales promotion campaigns through existing posts. Various e-commerce players in Indonesia have widely used this method.

CONCLUSION

Teras Malioboro 2 as a new location for street vendors in the Malioboro area uses Instagram as a marketing communication medium. With the official account @teras malioboro_2, Teras Malioboro 2 displays the elements in the marketing mix, namely Product, Price, Place, and Promotion (4P). In the product aspect, Instagram Teras Malioboro 2 shows the shape, features, performance quality, and style of the products sold through photos and uploaded captions. The accentuated aspect of Yogyakarta's traditional style in Teras Malioboro 2 products is a significant differentiation to attract visitors to shop at Teras Malioboro 2. Meanwhile, in terms of price, it can be seen that the products sold at Teras Malioboro 2 are in the affordable price range. Setting a low price is appropriate because the primary purpose of pricing is "survival" due to the tight competition conditions and Teras Malioboro 2 as the new location. Then from the place aspect, it can be seen that the location of the Teras Malioboro 2 is a strategic location and easily accessible by visitors. The condition of the place also accommodates street vendors to offer their products, even unlike before in this new location, visitors can enjoy the playground facilities provided. Finally, on the promotion aspect, of course, the use of Instagram as a marketing communication medium is an indication of the promotional activity itself. Through Instagram posts, the manager tries to provide information about products so that people feel interested in visiting the Teras Malioboro 2.

With the emergence of all 4P elements in the Teras Malioboro 2 Instagram post, it can be concluded that Malioboro 2 Terrace is using Instagram quite well as a means of marketing Teras Malioboro 2. However, there are still several things that need to be improved as input for Teras Malioboro regarding using Instagram as marketing communication media. From the study results, it appears that Teras Malioboro 2 has not maximized other Instagram features such as arroba (@) or geotagging. In addition, hashtags (#) tend to be monotonous and do not describe the contents of Malioboro Teras 2 Instagram uploads. Malioboro 2 Terrace also needs to maintain creativity so the posts can continue to be attractive and the number of likes given does not decrease. From the aspect of interactivity, it also needs to be improved by using the comments column to communicate with Instagram followers or other users. Further research is needed to remember that there are limitations in this study. This research is focused on Instagram as a marketing communication medium for Teras Malioboro 2, so further research on other marketing communication media used by Teras Malioboro 2 or other aspects of Teras Malioboro 2 is still very much needed.

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