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Utilization of Instagram Social Media at GMF AeroAsia TBK

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ABSTRACT

This research examines the use of Instagram social media at the GMF AeroAsia company to find out that the use of Instagram social media is an important strategy for companies in building brand image, increasing customer engagement, expanding market reach, and attracting the attention of Generation Z. by exploring Instagram social media by the GMF AeroAsia company, one of the industry leaders in aircraft maintenance utilization in Asia. Key findings include diverse content strategies, including the use of high-quality photos and videos to showcase the company's services, products and operational activities. Not only that, the use of social media on Instagram has made this company increasingly known to many people. Previously, the GMF AeroAsia company had not used Instagram social media as an adaptation to today, making the GMF AeroAsia company name fade, but slowly the GMF AeroAsia company name is fading. The GMF AeroAsia company is starting to rise by adapting to social media and utilizing Instagram social media. Then GMF AeroAsia's Instagram social media actively interacts with its followers through various interactions, such as answering customer questions, providing the latest information about aircraft maintenance services, and holding contests or special events to increase user engagement. The research method used is a qualitative method with a case study approach. The data collection techniques that the author uses in this research are interviews with company social media managers, observation and documentation. However, there are challenges in maintaining consistent content and increasing user engagement on an ongoing basis

INTRODUCTION

The use of social media as a means of communication is growing rapidly now that it can be accessed through smartphones and even laptops. For this reason, now the facilities provided for communicating are even easier. According to (Stephanie, 2021) social media is a medium on the internet that allows users to represent themselves as well as interact, cooperate, share, and communicate with other users to form virtual social ties. In social media, three forms that refer to the meaning of being social are cognition, communication, and cooperation. As a media means to communicate or interact with others regardless of time and space, more and more people are using social media, it can be seen in early 2023 when active social media users reached 170 million people from the total population in Indonesia which amounted to 274.9 million people. Indonesia is a country that is ranked ninth (Nur, n.d 2022.). Therefore, social media can be utilized as well as possible to be used as a forum for creativity and innovation. One of the social media that supports one's creativity is Instagram.

Instagram is a media that provides easy sharing, of online photos, videos, and also social networking services that users can use to take and share with their friends (Hajar, 2018). Then not only is it easy to share photos and videos, but Instagram also provides various features to make it easier for users to create content and upload it. Being one of the social media that still exists today, Instagram has become an integral part of our daily lives, expanding the reach of communication and changing the landscape of interactions between individuals, groups, and (Lammenett, 2021). Instagram platform offers vast opportunities for companies to engage with their audiences directly, build brands, and improve interactions with customers. In an era where digital connectivity is becoming increasingly important, savvy companies are leveraging social media platforms to gain a competitive advantage.

Currently, Instagram is one of the right social media to introduce GMF AeroAsia company to the public. GMF AeroAsia company, which is a subsidiary of Garuda Indonesia, was unable to adapt

to Instagram social media because it thought that, if it did not have social media, it would not have a bad impact on GMF AeroAsia company. However, when GMF AeroAsia began to realize that the company was negatively affected, namely getting dimmer and starting some people did not know the GMF AeroAsia company, therefore, the company began to slowly adapt to social media and utilize Instagram social media, and as a strategy to strengthen the company's brand image, increase interaction with customers, and convey information about the company's services, products, and activities. This is by the theory of use and gratification, namely, the theory sees social media users as active individuals who use social media to fulfill certain needs such as, 1. Social needs: Connect with friends and family, build community, and seek social support. 2. Information needs: Seek news, information, and education. 3. Entertainment needs: entertain themselves, relax, and relieve stress, 4. Identity needs: Express yourself, build an online identity, and gain recognition. 5. surveillance needs: Monitoring what is happening around them and keeping up with the latest trends. Therefore, Robbi as a social media manager can maintain GMF AeroAsia's social media engagement by uploading content that attracts attention and of course, as much as possible the content created is light content and current content by providing interesting captions

METHODS

This research uses qualitative research, using a case study approach. This research describes and explains the utilization of GMF AeroAsia's Instagram social media in utilizing social media by creating content to attract attention and build a good image of GMF AeroAsia Company. In this study, researchers hope that using case studies can create a clear and in-depth understanding of the phenomenon under study. The subject of this research is Robbi who is the manager of GMF AeroAsia's social media. Data collection techniques in this study used in-depth interviews with GMF AeroAsia's social media manager, to find out the process of utilizing social media, the challenges faced and the strategies used, observation and documentation techniques, namely collecting several screenshots from GMF AeroAsia's

Instagram social media company, @gmfheores to strengthen data collection.

Qualitative (Yanti, 2023), defines qualitative research as research intended to understand the phenomenon of what is experienced by the research subject. In this case, researchers will analyze the use of Instagram social media, the challenges and opportunities of utilizing social media, and the involvement of content creators in creating interesting content. Then this is compiled by the results of existing research. Therefore, the appropriate method for this research is the descriptive method, which can be used to describe in detail the utilization of social media, the process of content creation, and its impact on the company. The data collection techniques used in the research are techniques, Literature Review, Observation, and interview (marzali, 2016) literature review is a literature search and research by reading various books, journals, and other publications related to the research topic, to produce one writing regarding one writing regarding one particular topic or issue. The literature review will connect the studies we do. Researchers conduct research by reviewing journals and books related to the topics used.

According to Sugiyono (2021a)), observation is a data collection technique that has specific characteristics when compared to other techniques. The term observation is directed at paying attention accurately, noting the phenomena that arise, and considering the relationship between aspects of the phenomenon. Observation is always a part of research. Through observation, researchers can learn about behavior and the meaning of that behavior. According to Yusuf (Rizki, 2022), the key to the success of observation as a technique in data collection is very much determined by the researcher himself, because the researcher sees and listens to the object of research and then the researcher concludes from what he is interested in.

According to Sugiyono (2021b), observation is a data collection technique that has specific characteristics when compared to other techniques. The term observation is directed at paying attention accurately, noting the phenomena that arise, and considering the relationship between aspects of the phenomenon. Observation is always a part of research. Interview is a data collection technique by conducting a series of interviews or questions and answers with sources. According to

Eisenberg, an interview is defined as a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a certain topic. One of the two acts as an interviewer (interview).

The interview data collection technique was carried out directly with the GMF AeroAsia social media manager, namely Robbi, in the interview conducted by asking questions that were relevant to what the researcher wanted to study. In addition, the researcher also collected documentation data to strengthen the research, what the author did was tak

RESULTS AND DISCUSSION

1. Utilization of Instagram Social Media at GMF AeroAsia Company

Social media has an important role, one of the advantages of social media is that it makes it easier for companies to promote something through social media, and investment for promotion will be much more efficient than using traditional promotional media (Hermawan, 2018). The selection of social media also plays an important role in content creation because each social media has different characteristics and characteristics according to the features of the social media. Consistency of content, variety of content forms, and periodic posting schedules will help social media be better recognized by the target market (Narada, 2016). Social media can allow everyone to interact socialize and communicate without being hindered by space and time (Fitriani, 2017). One of the social media that is often used by the public is Instagram social media. Instagram can be interpreted as a medium for taking photos and sending them quickly.

GMF AeroAsia company which is located at Bandara International Soekarno-Hatta, Cengkareng-Tangerang PO. BOX 19130. This company is a company engaged in maintenance services for various types of aircraft in the world. The company is the largest MRO (Maintenance Repair & Overhaul) company in Indonesia. Long before the company became a subsidiary of PT Garuda Indonesia Tbk, the aircraft maintenance division or "workshop" had existed since the inception of PT Garuda Indonesia in 1949 (in 1949 PT Garuda

Indonesia was not yet a Tbk.). This division was named the Directorate of Engineering of Garuda Indonesia and finally in 1984 this division was transformed into the Maintenance & Engineering Division (M&E Division) which was officially established and named "Garuda Maintenance Facility AeroAsia" commonly abbreviated as "GMF AeroAsia". The idea of creating this division is to support the business interests of Garuda Indonesia's aircraft maintenance and can be used to maintain other airlines' aircraft. The M&E division is then

expected to become an independent business unit capable of becoming a profit center to generate revenue and reduce the operational costs of PT Garuda Indonesia.

At the beginning of the emergence of social media, GMF AeroAsia was slow to adapt, because it considered that social media was not too important to use, but over time, the GMF AeroAsia company began to slowly adapt and create a company-specific Instagram social media called @gmfheroes.

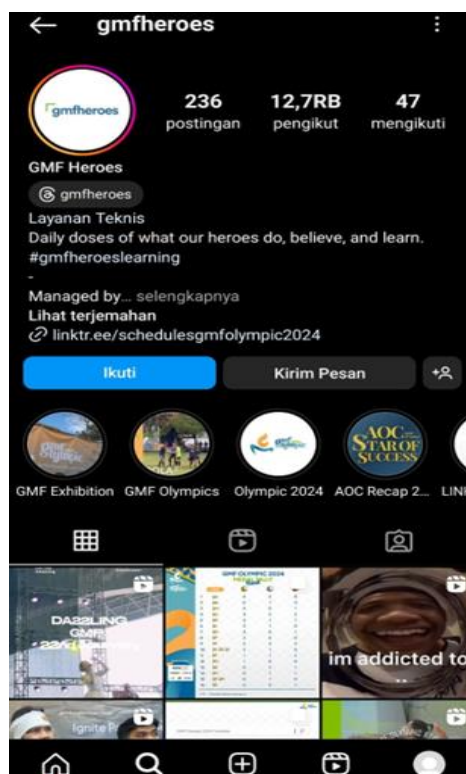


Image 1. GMF Heroes

Source: Account Instagram @gmfheroes

With the advantages and benefits of using social media, GMF AeroAsia company can easily attract the attention of people who may know about GMF AeroAsia company. Therefore, the GMF AeroAsia company began to slowly utilize social media as an integral part of the marketing and communication strategy. There are various aspects, from the content

strategy used to its impact on the company's brand image.

Below, the researcher includes three Instagram social media content documentation uploaded to the @gmfheroes account in the form of images from smartphone screenshots.



Image 2. Account Instagram @gmfheroes

Source: <https://www.instagram.com/reel/CzpnNhcSIVG/?igsh=MW1wZ3FrY3VoeHJ5Ng==>

contains a workshop event with participants from all divisions. This workshop was created by the TDI division with the theme "Xception machine Learning with Tesseract OCR for object detection."



Image 3. Account Instagram @gmfheroes

Source: <https://www.instagram.com/reel/C0iQmrLS20B/?igsh=bm42b2hrZWswd2Zv>

This is a of the board of directors pitching event or can be referred to as introducing goods created by all divisions in front of the directors. This event was made by the TDI division, TDI is a division that runs about innovations in the GMF AeroAsia company.



Image 4. Account Instagram @gmfheroes

Source: <https://www.instagram.com/reel/C1V6BkSayE/?igsh=MW95b2xzYzRvd3oybg==>

it is the Xception innovation upgrading session series #2. In this event, there is a resource person named "Tjutjut Bramantoro" as a leadership trainer & Executive coach.

The documentation above shows that the GMF AeroAsia company utilizes Instagram social media to introduce the activities carried out to the audience and this can build a good company image. Judging from the results of the research survey by Putu Karin Pradnya Larasati et al (2021), shows that the audience prefers content that is informative, interesting, and honest, so that it can influence the public.

Based on the results of research that has been carried out, researchers regarding "the use of Instagram social media at the GMF AeroAsia company." The following are the results of an interview with Robbi as GMF AeroAsia's Instagram social media manager.

According to Robbi, who is the manager of the GMF AeroAsia company's Instagram social media, "utilizing the GMF AeroAsia company's social media benefits, where social media can be used to introduce this company to the public. Before utilizing Instagram social media, the GMF AeroAsia company was dim because some people, especially in generation z, did not care much about aircraft repair companies, because they thought that aircraft repair was not an important thing to know, not interesting and complicated to understand. However, now by utilizing Instagram social media, the GMF AeroAsia company can slowly attract the attention of Generation Z to find out about this company, then by utilizing Instagram social media, the GMF AeroAsia company is easier to get Internships children to help with existing work at the GMF AeroAsia company. Then not only that, Instagram social media provides opportunities for GMF AeroAsia companies to build closer relationships with customers/viewers by receiving direct feedback, and even increase brand loyalty through modern, interesting, and relevant content. However, while utilizing social media is an opportunity for GMF AeroAsia company to exist today, there are several challenges GMF AeroAsia faces in utilizing Instagram effectively, one of which is the need to ensure consistency in content strategy and post scheduling, as well as efficiently manage responses to comments and questions from followers.

In addition, in the face of ever-changing algorithms and intensifying competition on social media platforms, GMF AeroAsia needs to constantly update and develop strategies to stay relevant and stand out amongst the constantly emerging content. By being aware of these opportunities and challenges, GMF AeroAsia can take appropriate steps to maximize the benefits of Instagram social media while overcoming obstacles that may arise, is to have a careful social media usage strategy, focusing on interesting and relevant content, as well as a regular and consistent posting pattern by highlighting the high interaction between the company and followers on social media platforms, which is reflected in significant engagement rates, including high numbers of comments, likes, and shares. In terms of growth, GMF AeroAsia managed to expand its reach and increase the number of followers significantly, indicating that the social media marketing strategy has successfully attracted the interest and attention of a wider audience. Instagram provides a powerful platform for GMF AeroAsia to increase its brand visibility on a global level, reach a wide audience, and showcase its aircraft maintenance services in an engaging and informative way. in utilizing Instagram social media, there must be content creator involvement in creating interesting and relevant content."

2. The Role of Content Creators in Utilizing Instagram Social Media at GMF AeroAsia Company

A content creator is a content creator with a large number of followers on their social media. Through content that inspires, entertains, or provides information that can unite them with their followers, content creators can build more optimal engagement with their followers (Larasati, 2021). Content creators choose to become more active in certain communities in two ways: (1) by engaging in the interactions they have through the comment feature, and (2) by collecting content for future use where they "like" something (content) created by other community members (Harlan, and Mary, 2012). For this reason, content creators must be able to create material or content that contains educational or entertainment value in their content (Hikmatul, 2022).

Sobur (2006) explains that information media are graphic, photographic, or electronic tools for capturing, processing, and reorganizing visual

information (Ditha, 2017). To become a content creator, one is required to be competent in the needs of the public audience so that the content produced holds value for the wider community (Wulandani & Hesti Rochmat, 2021). Then becoming a content creator who has an interest and talent in creativity, not only makes just videos of creativity but can also bring the audience to be motivated and take the positive side (Mufidah, 2023).

According to Robbi "content creators at GMF AeroAsia company must be proficient in utilizing various digital platforms to disseminate company content. They need to understand the characteristics and habits of social media users and use the right strategies to increase content visibility and engagement. By utilizing platforms such as Instagram. However, several things are both opportunities and challenges for GMF AeroAsia's content creators in utilizing social media. The opportunities and challenges are:

Opportunities

1. By creating engaging, innovative videos, which can significantly increase GMF AeroAsia's brand exposure. Creative and informative videos can attract the attention of potential customers, business partners, and other stakeholders.
2. Innovative videos can be an effective tool to educate audiences about various aspects of the company, such as the aircraft repair process, the latest technology in the industry, or innovations in services. This helps to reinforce GMF AeroAsia's position as a leader in the aircraft maintenance industry.
3. Video has the potential to create high engagement from the audience. Interesting and innovative content has the potential to go viral, enhance the brand, and attract new followers to GMF AeroAsia's social media channels.

Challenges

1. The aviation industry has complex technical aspects. Conveying precise and accurate information in the form of videos that are easily understood by audiences unfamiliar with aviation terminology can be challenging.
2. The creation of innovative videos may require access to restricted locations, such as aircraft maintenance hangars or confined work areas. This can be a logistical challenge in the video production process.

3. GMF AeroAsia must comply with various rules, regulations, and safety standards within the aviation industry. Creating an innovative video that meets all these requirements requires a deep understanding of industry regulations.
4. Creating an innovative video requires meticulous planning and production. Such as carefully planning scripts, storyboards, shooting locations, equipment and production teams to ensure the video matches GMF AeroAsia's vision and goals.

By taking into account these opportunities and challenges, content creators are now starting to adapt to today's content, and currently GMF AeroAsia's content creators are starting to keep up with technological developments in innovative content creation. Content creators need to keep up with the latest developments in content production technology, such as video editing software, graphics, and animation. By utilizing advanced technology, they can create more dynamic, interactive and entertaining content for the audience. In addition, innovations in storytelling approaches and the use of new technologies, such as augmented reality (AR) and virtual reality (VR), can also enhance the appeal of content. The process of creating innovative content often involves collaboration between content creators and various teams within the company, including marketing, design and IT teams. This collaboration enables the exchange of ideas and knowledge that can lead to more creative and competitive content. In addition, through teamwork, content creators can utilize diverse expertise and experience to create more diverse content and meet the needs of diverse audiences.

Overall, the use of Instagram social media at GMF AeroAsia is very important in maintaining the company's relevance in this digital era. By understanding and making good use of the factors that have been identified, companies can optimize their content strategies to achieve more effective marketing and branding goals.

From the results of the answers regarding the utilization of Instagram social media at GMF AeroAsia company, that the utilization of social media by GMF AeroAsia has a significant positive impact on the company's brand image. By highlighting the importance of interaction with customers in building strong relationships and supporting long-term business growth. In addition, it

offers concrete recommendations for companies in strengthening their social media strategy, including a focus on more diverse content, increased interaction with customers, and utilization of new features offered by social media platforms, then there is the involvement of the role of content creators in creating innovative content within GMF AeroAsia, where content creators have a vital role in recognizing the latest aviation industry trends and customer needs. By understanding market dynamics and technological developments, they can help GMF AeroAsia stay competitive and maintain company excellence. Then a content creator must also be able to transform the company's vision and values into creative and interesting content. By delivering the company's message through various content formats, they can strengthen GMF AeroAsia's brand identity and increase audience engagement. Then utilizing digital platforms becomes one of the places to disseminate corporate content effectively. By utilizing social media platforms and other digital tools, the content creator's engagement can reach a wider audience and strengthen GMF AeroAsia's digital presence. Then, content creators need to keep abreast of technological developments in content production to create dynamic and interesting content such as augmented reality and virtual reality, which can increase the attractiveness of GMF AeroAsia's content, and this can show and build GMF AeroAsia's corporate image. Content creators also need collaboration between content creators and various teams within the company in the process of creating innovative content. Through teamwork, they can produce diverse content that meets the needs of various audiences, and utilize diverse expertise and experience. By paying attention to these factors, GMF AeroAsia can refine their content strategy to achieve more effective marketing and branding goals in today's digital era, allowing them to stay relevant and competitive in an ever-evolving market.

CONCLUSION

From the results of this study, it can be concluded that GMF AeroAsia's utilization of Instagram social media has significantly contributed to their marketing and communication strategies. Through in-depth analysis, we found that GMF AeroAsia successfully utilized the potential of Instagram to expand market reach, increase customer

engagement, and strengthen the company's brand image. By regularly posting relevant and interesting content, as well as actively interacting with its followers, GMF AeroAsia managed to build a positive relationship with their audience on the social media platform. The significant growth in the number of followers also shows that the marketing strategy through Instagram has successfully attracted interest from a wide range of people, both locally and internationally.

However, there are some challenges faced by GMF AeroAsia in utilizing Instagram effectively, such as the need to maintain consistency in content strategy and responses to follower interactions. Nonetheless, with awareness of these opportunities and challenges, GMF AeroAsia can continue to develop and improve their strategies to reap the maximum benefits of Instagram social media. Thus, the conclusion of this study is that the utilization of Instagram social media has become an important part of GMF AeroAsia's marketing and communication strategy, positively contributing to the company's brand image and customer relations. In an increasingly digitally connected era, a strong presence on social media platforms such as Instagram is key to maintaining competitiveness and relevance in the ever-evolving aviation industry.

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