

# **SOCIAL MEDIA ANALYTICS OF INSTAGRAM ACCOUNT @YOURMATEPICS IN INCREASING MARKETING COMMUNICATION OF PHOTOGRAPHY BUSINESS TO CONSUMERS**

**Ega Kusumadewi<sup>1</sup>, Imaddudin<sup>2\*</sup>**

<sup>1</sup>Faculty of Communication, Universitas Bhayangkara Jakarta Raya

**\*Corresponding author, E-mail:** imaddudin@dsn.ubharajaya.ac.id

---

## **Abstract**

Social Media Analytics is the process of collecting, analyzing and interpreting data from users' social media activities. It involves the use of algorithms and analytical techniques to unearth insights about user trends, preferences and behavior that can help an organization or individual better understand the trends, preferences and behavior of its users. By using data from social media, a business can gain a better understanding of their audience and optimize their campaigns. This research uses conceptual theories, namely Opinion mining, Sentiment analysis, Topic modeling, Social network analysis, Trend analysis. This type of research is qualitative using descriptive research methods with Social Media Analytics and the use of tools in the form of Brand24. The data collection technique uses a combination of observation, interviews, data analysis and documentation with Yourmate Pictures and consumers according to the researchers' criteria. The results of this research include Social Media Analytics in improving marketing communications for a photography business to consumers, seen from the use of Instagram Ads and analytical tools that researchers use through the Brand24 platform. Utilization of the Professional Dashboard feature shows that a number of characteristics of the use of the Professional Dashboard feature are reviewed in its implementation. In this feature, all interaction data on Instagram can be seen, such as Reach, Mentions and Followers that have been accumulated. Meanwhile, share of voice is data for measuring each content.

**Keywords:** *Social Media Analytics, Photography Business, Marketing Communications*

---

## **INTRODUCTION**

Data analytics is automatically influenced by advancements in internet technology in a variety of fields, including social media. Data analytics is a data processing technique that can combine elements of data from multiple sources to create a collection of relevant information. Thus, many social media now use data analytics tools to improve their features so that they can be used properly (Gandomi & Haider, 2015).

Social media business analytics encompasses all actions involved in the collection of relevant social media data, analysis of that data, and dissemination of relevant results to support business activities such as intelligence gathering, insight

generation, sense-making, problem recognition or opportunity detection, problem solving or opportunity exploitation, and decision making. All of this occurs in response to perceived business requirements (Holsapple, Pakath, & Hsiao, 2014). According to Noprianto (2018), Social Media Analytics (SMA) is "an emerging interdisciplinary research field that aims to combine, expand, and improve the analysis of unstructured information" and analytical tools have emerged to help disseminate this unstructured information.

Social Media Analytics is used to assess consumer engagement with @yourmatepics' content, determining whether low or inconsistent engagement indicates an inappropriate strategy or a lack of appeal. First,

companies can gain a better understanding of their target market by analyzing user data such as preferences, behaviors, and demographics. Knowing more about customers allows businesses to create more relevant and effective marketing campaigns. Second, companies can determine the effectiveness of their marketing campaigns in attracting consumers by analyzing engagement rates, reach, insights, and user interactions with marketing content. Furthermore, companies can track their competitors using Social Media Analytics by monitoring competitor activity and performance on Instagram. This allows them to identify competitors' strengths and weaknesses as well as opportunities to improve their marketing strategies. Businesses can use Social Media Analytics to calculate the ROI (Return on Investment) of their marketing activities on Instagram. Companies can discover and optimize future marketing strategies by tracking and analyzing platform-generated sales or conversion data. Social media analytics via Instagram is critical for increasing consumer numbers through marketing campaigns. Companies can improve their market competitiveness by conducting in-depth data analysis to learn more about their customers, determine the effectiveness of marketing campaigns, and calculate the ROI of marketing activities (Li & Bernoff, 2012).

Instagram is a simple app that allows users to leave comments and display images and videos for a set period of time (Satyadewi, Hafiar, & Nugraha, 2017). According to digital transformation world data from 2019, Instagram is one of the most popular social media platforms in today's society. Instagram is currently ranked fifth as the world's most popular social media platform (Ahmad, 2019). As a result, Instagram users who plan to market products must understand the situation and the tactics that will be used. All of this necessitates supporting data and information throughout the process. One of the most common applications

is business analytics. This technology can speed up service recovery (Setiawan, Agus, & Budiyo, 2017).

In line with Instagram marketing activities, @yourmatepics is present and has grown into a business, whereas in marriage, professionals are required to capture precious moments. Instagram has become a popular platform for promoting products and services, particularly in the wedding photography and videography industries. As a result, this study will look at Social Media Analytics on Instagram @yourmatepics to see how it can help photography businesses improve their marketing communication with customers.

The company @yourmatepics provides photography and videography services for wedding events. @yourmatepics helps to capture the happy moments of the bride and groom, so they can be remembered for the rest of their lives. @yourmatepics was founded on December 20, 2018, and previously relied on limited promotional relationships to identify its customers. Since the introduction of digital marketing in 2018, @yourmatepics has not only a company profile but also tools for promoting their services to the Instagram user base. @yourmatepics currently has 11.4K Instagram followers and 420 posts, and this number is expected to grow. The sophistication of digital media is then used as a tool for information dissemination, product introduction to the general public, and product marketing. Marketing techniques that use digital media are commonly referred to as digital marketing. Generally, the goals of digital and traditional marketing are the same: to present products and services to consumers. What matters is only the media used to present products to customers (Yusmiati, 2023).

Based on the problem's background, the focus of this research is on @yourmatepics' use of Instagram in marketing communications via Social Media Analytics, which focuses on sentiment analysis. The purpose of this study is

to answer the questions that have been identified as problem formulations that must be described, as well as to discover the role of Social Media Analytics on Instagram @yourmatepics in improving marketing communications between photography businesses and consumers.

## LITERATURE REVIEW

In the field of marketing, companies need internal strategies in expanding their marketing reach, a planned strategy is needed when offering a product or service. Advances in communication technology have made things easier for everyone and made technology a part of human life today. In line with the explanation above, Philip Kotler and Kevin Lane Keller in (Fitria, 2018), including one in the field of marketing communications. The means by which companies try directly or indirectly to inform, persuade, and remind consumers directly or indirectly, about the products and brands sold is the definition of marketing communications. Marketing communications activities not only create relationships between producers and consumers, but also between consumers and the environment and society. Marketing communications can be in the form of feedback from the community or users of the company's service products. This means that there is interaction between consumers that helps establish marketing communications (Musfar, 2020).

Social media can be used in the context of marketing communications. According to Noprianto (2018), social media refers to "internet-based applications built on the ideological and technological foundations of web 2.0", web 2.0 refers to content and applications no longer created and published by individuals, but instead continuously modified by all users in a participatory and collaborative manner. Social media is a communication tool used to represent oneself, collaborate, share

information, and interact with others according to Rulli Nasrullah in his book (2016:3). Social media offers freedom for its users to spread information and interact. Social media provides easy access for its users to interact or share information.

One of the social media that is popular is Instagram. According to Pratama & Putra (2018), Instagram comes from the combination of the words "instant" and "gram" which come from the word "telegram". This means that this application is expected to provide information instantly like Telegram. Instagram is a social media platform that prioritizes visual content, both images and videos (Tamimy, 2017). Instagram offers many opportunities for its users to share photos and videos with others, as shown above. Instagram is a popular social media platform that allows users to share photos and videos with their followers. Users can upload their own photos and videos, view and like other users' content, and interact through comments and direct messages. Instagram also offers a variety of creative features such as photo filters, effects, and stickers to beautify and personalize content. In addition, Instagram uses hashtags to categorize and find relevant content.

Analyzing contents of Instagram for marketing communications can be through Social Media Analytics. Noprianto (2018) defined Social Media Analytics as "an emerging interdisciplinary field of research that aims to combine, extend, and adapt methods for social media data analysis". Three steps can be taken to identify Social Media Analytics as an interdisciplinary analytical and modeling paradigm. First, data is collected from various courses; second, understanding the data using various models and analytics; and third, summarizing, and presenting the results to help decision making (Wamba, Akter, Kang, Battacharya, & Upal, 2016).

Social Media Analytics is then done through three stages: capture, understand,

and present (Fan & Gordon, 2014). Capture is the process of generating relevant social media data, then monitoring and listening to the data from various relevant sources. Then selecting the appropriate data for modeling, eliminating noisy data, such as bad data, and using data analytics methods that focus on sentiment analysis to analyze and generate insights from the data.

## METHODOLOGY

In this study, the researcher conducted qualitative research. According to Siyoto and Sodik's book (2015:28), the qualitative research method emphasizes a deeper understanding of a problem. This study employs a descriptive qualitative approach with social media analytics in the form of Brand24. Analytic tools are used to help assess the performance of content posted via the Instagram account @yourmatepics. Qualitative research is used to increase knowledge through comprehension and discovery.

In this study, informants were identified using purposive sampling techniques. Purposive sampling, as defined by Hardani in his book (2020:20-21), is the explanation of informants who are used as samples based on specific criteria. Observation, interviews, data analysis, and documentation are used in conjunction with data analysis techniques such as data reduction, data presentation, data verification, drawing conclusions, capturing, understanding, and presenting.

In this study, the researcher investigated the Instagram account @yourmatepics. Because Instagram is the most widely used social media platform today. Furthermore, the research subjects are Instagram users with business accounts, which are business tools that are actively used by users who intend to use them for business or marketing purposes.

## RESULTS

The main data in this study is data based on analysis using the Brand24 tool and supported by interviews as secondary data. The results of this study focus on sentiment analysis or sentiment analysis that occurs on the Instagram account @yourmatepics. In the data input process, the researcher analyzed @yourmatepics using the Brand24 platform, by using the website then registering or creating an account through the Brand24 platform, then searching for keywords with the word YourmatePics. In the data analysis, the researcher used analytic tools in the form of Brand24, analytic tools are used to help assess the performance of content posted via the Instagram account @yourmatepics via the Brand24 platform for the period July 2023-June 2024.

There are three steps in social media analytics that is used in this research, that is 1) Capture, 2) Understand, and 3) Present. In the Capture stage, researchers focus on collecting relevant data from the Instagram account @yourmatepics. By using the Brand24 platform, data such as Reach, Mentions, Followers, and hashtags can be collected automatically. The first step is to determine keywords and hashtags by identifying keywords, hashtags, and phrases that are relevant to the @yourmatepics account. In the Understand stage, researchers do sentiment analysis, by analyzing the sentiment of each interaction collected, identifying whether the sentiment is positive, negative, or neutral, detecting trends by analyzing data to find patterns and trends in interactions, such as a sharp increase in mentions or comments during a marketing campaign. In the Present stage, involves presenting the data and insights obtained in an easy-to-understand and actionable format, thus supporting strategic marketing decisions. By creating detailed reports and interactive dashboards on Brand24

that display key metrics, trends, and sentiment analysis.

1. Fluctuations in @yourmatepics followers

In Table 1, it can be seen the increase (+) and decrease (-) of followers in the period July-June 2024. In the period July-December 2023, the increase in followers in July was around 31 followers, August with 18 followers, September 14 followers, October decreased with -12 followers, November experienced a drastic increase with 20 followers, December

with 1 follower, the total increase in followers from the Instagram account @yourmatepics was around 84 followers and a decrease of around -12. In the period January-June 2024, the total increase in followers in January was around 21 followers, February with 7 followers, March with 12 followers, April decreased with -7 followers, May with -6 followers, June experienced a drastic increase with 19 followers, with this the total increase in followers was around 59 followers with a decrease of -13.

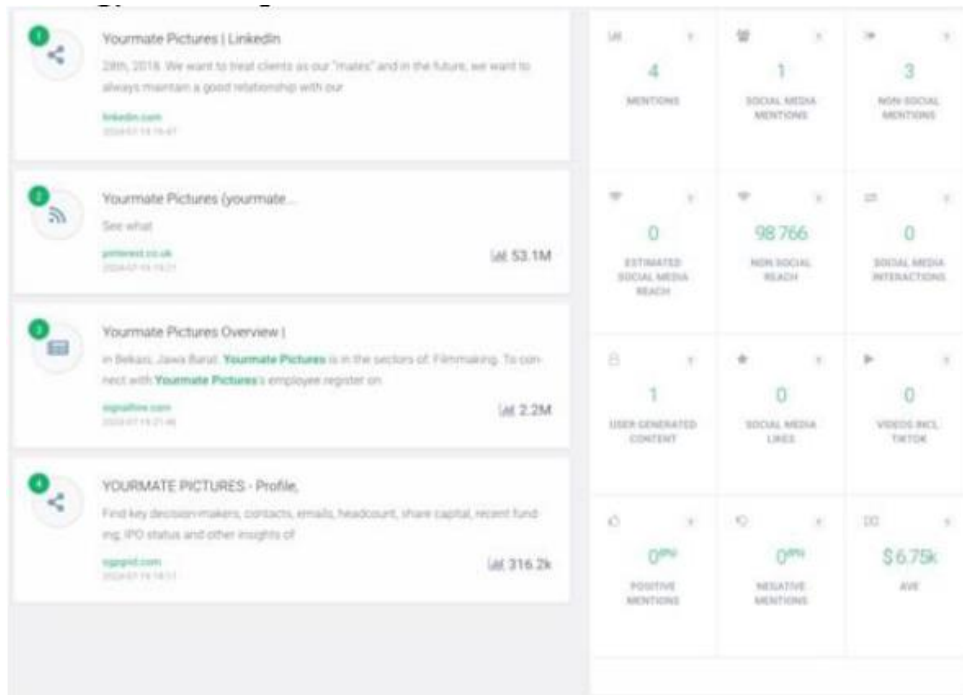
**Table 1.** Fluctuations in @yourmatepics followers from June 2023 to July 2024

No	Tahun 2023	+	-	Tahun 2024	+	-
1.	July	31	0	January	21	0
2.	August	18	0	February	7	0
3.	September	14	0	March	12	0
4.	October	0	-12	April	0	-7
5.	November	20	-	May	0	-6
6.	December	1	-	June	19	0
	Amount	84	-12	Amount	59	-13

2. Analysis of mentions of @yourmatepics account

Picture 1 shows the activities of new mentions from social media such as LinkedIn, Pinterest or Signalhire in July 19<sup>th</sup>, 2024. Total mentions of

@yourmatepics account is 4 mentions, with reach analysis around 98766 reach, and average with total of \$6.75K Advertising Value Equivalency (AVE).



Source: Brand21 (2024)

**Picture 1.** Analysis of Mentions @yourmatepics

3. Reach and mentions Analysis of contents with #SekaliSelamanya and #MenuaBersama



Source: Brand21 (2024)

**Picture 2.** Reach and Mentions of @yourmatepics in contents with #MenuaBersama and #SekaliSelamanya hashtags

Picture 2 shows the results of the Reach and Mentions data analysis on content

with the hashtags #MenuaBersama and #SekaliSelamanya in the Instagram account



@yourmatepics for the period July 2023-June 2024. It can be seen from the reach data that @yourmatepics got a total of around 99% on content with the hashtag #MenuaBersama while only 1% on content with the hashtag

#Sekali Selamanya. In the results of the mentions analysis, the total mentions on content with the hashtag #MenuaBersama were around 97% and on content with the hashtag #SekaliSelamanya 3%.

### Reach



Source: Brand21 (2024)

**Picture 3:** Reach Analysis of contents with #MenuaBersama and #SekaliSelamanya hashtags

In Picture 3, the results of the reach analysis of content with the hashtag #MenuaBersama received the most responses from consumers with a total of 206 000 reach

from the July-June 2024 period, while content with the hashtag #SekaliSelamanya with 1400 total overall reach per July 2023-June 2024 period.

### Mentions



Source: Brand21 (2024)

**Picture 4.** Analysis of Mentions of #Sekali Selamanya and #MenuaBersama contents

The analysis of mentions through the #SekaliSelamanya and #MenuaBersama content is shown in Picture 4. During the July-June 2024 period, content featuring the hashtag #MenuaBersama was referenced more

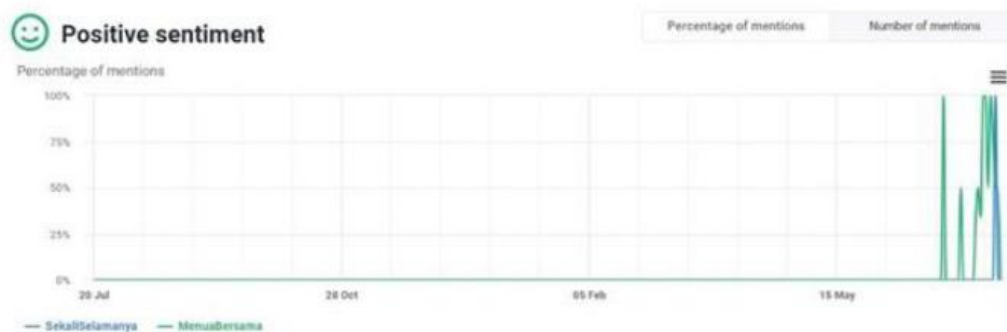
frequently by consumers, totaling 30 mentions. Meanwhile, contents with the hashtag #SekaliSelamanya only got 1 mention.

4. Sentiment Analysis of #Sekali Selamanya and #MenuaBersama contents

Sentiment analysis is defined as sentiment analysis measuring the emotions of individuals, groups, or communities towards events, products, services, brands, and others. The purpose of sentiment analysis is to provide in-depth insights for a company, organization, and individual about how the public perceives a topic

or brand. By understanding public sentiment, companies can manage reputation, improve services, identify market trends, and make informed business decisions.

The following is an analysis of positive and negative sentiment related to Instagram posts @yourmatepics with the hashtags #Sekali Selamanya and #MenuaBersama for the period July 2023-June 2024.

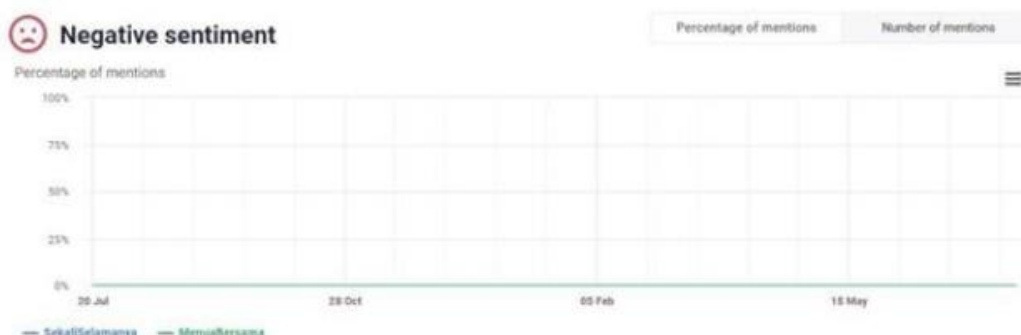


Source: Brand21 (2024)

**Picture 5.** Positive sentiment analysis of @yourmatepics contents

Picture 5 shows a positive sentiment analysis of @yourmatepics content. On a monthly scale, the sentiment analysis of content with the hashtag #Sekali Selamanya gets a total

positive sentiment of around 100%, then on content with the hashtag #MenuaBersama positive sentiment of around 55%.



Source: Brand21 (2024)

**Picture 6.** Negative sentiment analysis of @yourmatepics contents



In Picture 6 it can be seen the negative sentiment analysis of content with the hashtags #SekaliSelamanya and #MenuaBersama from the Instagram account @yourmatepics for the period July-June 2024. In the negative sentiment analysis, both contents received 0% negative mentions through the analysis results from the Brand24 tools.

## DISCUSSION

Based on the research results, we can see the social media analytics of Instagram @yourmatepics through three stages. In the capture stage, researchers focus on collecting relevant data from the @yourmatepics Instagram account. By using the Brand24 platform, data such as Reach, Mentions, Followers, and hashtags can be collected automatically. The first step is to determine keywords and hashtags by identifying keywords, hashtags, and phrases that are relevant to the @yourmatepics account. For example, product names, marketing campaigns, and promotional hashtags, automatic data collection is collected in the form of reach, overview, mentions, as well as positive and negative sentiment analysis. The second stage Understand, involves analyzing the data that has been collected to gain insight into sentiment, influence, and trends related to the @yourmatepics account. The understand step that researchers take is sentiment analysis, by analyzing sentiment from each interaction collected, identifying whether the sentiment is positive, negative, or neutral, detecting trends by analyzing data to find patterns and trends in interactions, such as a sharp increase in mentions or comments during a marketing campaign. The third stage Present, this stage involves presenting the data and insights obtained in an easy-to-understand and actionable format, thus supporting strategic marketing decisions. By creating detailed

reports and interactive dashboards on Brand24 that display key metrics, trends, and sentiment analysis. This data can be customized to suit research needs, setting up automatic notifications about important notifications, such as an increase in negative sentiment or an increase in interactions during a photography business campaign.

Social Media Analytics implemented by Instagram in helping business profile users with the Professional Dashboard feature, which has three functions: activity, content, and audience presented through data visualization through the Brand24 platform. People's interest in becoming Instagram users is based on the features offered themselves, one of which is the increased speed of information flow that drives interaction. The results of the analysis of the use of the Professional Dashboard feature show that a number of characteristics of the use of the Professional Dashboard feature are reviewed in its implementation.

In this feature, all interaction data on Instagram can be found out, such as Reach, Mentions and Followers that have been accumulated. Meanwhile, discovery is data for measuring each content. In this feature there is Reach data (the number of achievements against content from each time) and Impressions (the total number of visitors who see the content displayed).

From the results of the data analysis, by using data through the Professional Dashboard with the use of analytical tools through the Brand24 platform simultaneously, account owners get a more comprehensive picture of their account performance. Using Instagram insights from Professional Dashboard data to identify content performance, audience understanding, and engagement rates, then using historical data through the Brand24 platform to see and analyze long-term trends as well as significant increases or decreases through the Instagram account.

## CONCLUSION

In this research, we conducted social media analytics through three stages: capture, understand, and present. Capture is the process of producing relevant social media data through monitoring and listening from various social media sources, then the data is archived and extracting interrelated information from the data. The second understand selects relevant data for modeling, removes noisy data and low-quality data, and uses data analytics methods (sentiment analysis) to analyze and generate insights from the data. The last step of Social Media Analytics is present, which is displaying the findings from the second step, after the data has been summarized and evaluated. Through the Professional Dashboard data on Instagram, @yourmatepics can obtain follower demographic data including age, gender, location, and follower activity time. This information is very useful for targeting more relevant and interesting content for its consumers. With insight analysis from the Professional Dashboard data, @yourmatepics can identify the types of content that get the highest engagement, such as likes, comments, shares, and saves. This helps in more accurate content selection and ensures that the content posted is in line with audience preferences. In addition, Brand24 provides additional data on content performance over time, helping to understand long-term trends and allowing for proactive adjustment of content strategies.

With real-time and historical data through the Brand24 platform, account owners can identify successful strategies and see the impact of specific campaigns. From the results of the data analysis, by using data through the Professional Dashboard with the use of analytical tools through the Brand24 platform simultaneously, account owners get a more comprehensive picture of their account performance.

It is hoped that the results of Social

Media Analytics through the data on the Professional Dashboard and presented in the form of statistics through the use of tools through the Brand24 platform can help business actors create good and appropriate marketing strategies for products and services in the future. The use of additional analytical tools such as Hootsuite, Sprout Social, or Social Blade is needed. By utilizing these analytical tools to analyze competitor performance and obtain industry benchmarks, which can help @yourmatepics in identifying opportunities and developing more competitive marketing strategies.

## REFERENCES

- Ahmad. (2019). The Most Popular Social Media Platforms of 2019. *Jurnal Ilmu Komunikasi Vol 8*, 1-11.
- Fan, W., & Gordon, M. (2014). The power of social media analytics. *Jurnal Pustaka Budaya Vol. 5*, 5.
- Gandomi, A., & Haider, M. (2015). Beyond the hype: Big data concepts, methods, and analytics. *International Journal of Information Management*, 137-144.
- Holsapple, C., Pakath, R., & Hsiao, S. (2014). Business Social Media Analytics: Definition, Benefits, and Challenges. *Twentieth Americas Conferences on Information Systems*, 1-12.
- Kiron, D., Shockley, R., Kruschwitz, N., Finch, G., & Haydock, M. (2012). Analytics: The Widening Divide. *MIT Sloan Management Review*, 1-22.
- Li, C., & Bernoff, J. (2012). *Groundswell-Winning in a World Transformed by Social Technologies*. Massachusetts: Harvard Business Review Press.
- Musfar, T. F. (2020). *Buku Ajar Manajemen Pemasaran*. Bandung: Media Sains Indonesia.
- Satyadewi, A. J., Hafiar, H., & Nugraha, A. R. (2017). Pemilihan Akun Media Sosial Instagram oleh Holiday INN Bandung. *Jurnal Ilmu Komunikasi Vol. 8(2)*, 1-11.

- Setiawan, Agus, R., & Budiyanto, S. D. (2017). Analisis Komunikasi Sosial Media Twitter sebagai Saluran Layanan Pelanggan Provider Internet dan Seluler di Indonesia. *Jurnal Ilmu Komunikasi* Vol. 8(2), 1-11.
- Wamba, S. F., Akter, S., Kang, H., Battacharya, M., & Upal, M. (2016). The Primer of Social Media Analytics. *Jurnal Komunikasi* Vol. 8, 1-11.
- Yusmiati, N. (2023). Digital Marketing pada Perusahaan Savoir dalam Film Emily in Paris (Digital Marketing at the Savoir Company in Film Emily in Paris). *Jurnal Komunikasi, Masyarakat, dan Keamanan*, 10.

