

Management of Instagram Social Media Accounts as Promotional Media to Increase Sales at Dopio Donuts in 2023

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Abstract

Purpose: Doppio Donuts is one of the artisan donut outlets that uses technology, especially Instagram, to market its products as needed. Therefore, how is the process of product management and promotion so that it can attract customers and increase sales? This study aims to determine how the management of the Instagram social media account @dopiodonuts as a promotional media increased sales in 2023.

Methodology: The type of research used is descriptive qualitative. Data collection techniques through interviews and documentation with data analysis techniques in this study, namely, data collection, data reduction, data presentation, and conclusions.

Result: The results showed that managing Instagram social media accounts as a promotional medium effectively increased sales at Doppio Donuts outlets. This study found that Doppio Donuts has done social media management well using the four stages of management, namely planning, organizing, actuating, and controlling and conducting Instagram online promotions using advertising, Sales Promotion, Personal Selling, and Word Mouth Marketing models, by maximizing existing Instagram features, so that it is successful in increasing sales of its products, it can be seen from the increase in sales from 2021 by 27.50%, 2022 by 28.32%, and 2023 by 32.17%.

Applications/Originality/Value : This research provides in-depth insight into the need for good social media management. This research develops the concept of implementing promotions through the Instagram platform to increase product sales at Doppio Donuts and other similar outlets.

Introduction Section

The presence of social media due to the development of information and communication technology is remarkable. With various services that can be used, social media has changed how society communicates. The presence of social media even has an impact on the way of communication in all fields; the presence of social media turns out to have an impact on changing the way of communication from conventional to modern and all-digital but also causes the communication that takes place to be more effective. Social media makes communication more accessible, faster, and more transparent in conveying information (Sari et al., 2018).

The emergence of new media or the Internet today has been considered a significant requirement in modern companies that aim to promote marketing. The current marketing process must be revised to escape the use and utilization of technology, especially social media, which is currently widely used by business practitioners, one of which is Instagram, a microblogging service and internet social network that can proliferate.

Yogyakarta City is one of the districts in the Special Region of Yogyakarta (D.I.Y.), which has four predicates: the city of students, the city of culture, the city of struggle, and the city of tourism. Culinary tourism is one of the leading tours in Yogyakarta because it is characterized by urban tourism and does not have the potential for natural tourism. Strengthening culinary tourism is carried out to attract tourists who visit natural tourist destinations around the city of Yogyakarta. This research aims to analyze the existing conditions of the development of culinary tourism in the city of Yogyakarta to produce priority programs and action plans to realize the culinary tourism acceleration program of Yogyakarta City (Wijayanti et al., 2020).

In [Figure 1](#), the Central Bureau of Statistics (B.P.S.) reported that the gross domestic product (G.D.P.) at current prices (ADHB) of the national food and beverage industry reached IDR 1.23 quadrillion in 2022. This value accounts for 6.32% of the total national economy, which reached IDR 19.59 quadrillion. Food and beverages also contributed more than

a third (38.35%) to the total G.D.P. of the non-oil and gas processing industry, which totaled Rp3.23 quadrillion. This share is the largest compared to other industries (databoks, 2023b).

PDB Industri Pengolahan Nonmigas Indonesia (2022) 




No	Nama	Nilai / Rp
1	Makanan dan Minuman	1.238.099.000.000.000
2	Kimia	357.326.300.000.000
3	Farmasi dan Obat	284.619.900.000.000
4	Alat Angkutan	284.559.300.000.000
5	Barang Logam	201.642.500.000.000
6	Tekstil dan Pakaian Jadi	168.012.800.000.000
7	Logam Dasar	135.754.000.000.000
8	Pengolahan Tembakau	128.957.700.000.000
9	Kertas dan Barang Kertas	91.078.000.000.000
10	Barang Galian Bukan Logam	87.798.000.000.000

Figure 1. Presentation of food and beverage industry growth data (source: databoks)

The donut food industry is one of the most competitive industries today. Donuts are foods made by frying a mixture of flour, sugar, eggs, and butter. The most common donuts are ring-shaped donuts with a hole in the middle and round donuts with sweet fillings, such as various jams, jelly, cream, and custard, so companies use these donuts to create new products with different flavors and types (Intan Rahmawati & Agoestiyowati, 2021).

There is an artisan donut outlet located in Yogyakarta, which presents the concept of *lantatur* or drive-through. The Dopio Donuts outlet has become the first in Indonesia to develop the concept. By their slogan, namely "Donuts and Coffee On The Go," the outlet located on Jalan Taman Siswa, number 152 (Toean Watiman Cafe) makes it easy for customers to be able to buy donuts without having to get out of the vehicle (Liputan6.com., 2020).

The process of competing with the widespread food industry, especially donuts, is still ongoing over time, as are interests and market needs, so in its marketing, Dopio Donuts uses Instagram as one of the promotional platforms to market its products. Fikhasari & Gusti Aji (2019) explains that the presence of social media can change the dynamics of the news for both producers and consumers. Hence, the need for information increases dramatically, and consumers are no longer passive consumers but active consumers, creating a two-way communication pattern. Social media account management is essential in maintaining and strengthening followers' attachment to the account. With effective management, an account can maintain the loyalty of its followers and ensure they keep interacting and liking the content presented. In this digital age, information dissemination relies heavily on sophisticated internet connections, allowing people to be in different places but connected simultaneously. Instagram, as one of the social media platforms, makes it easier for people to get information, including about products and menus that are always available and offered on the @dopiodonuts account.

The uniqueness of the Dopio Donuts outlet compared to other outlets is to issue donut variants that are superior to this outlet itself, where these menus are not available in outlets other than Dopio Donuts outlets, one of which is donuts that are injected with syrup or sauce fillings, which can be inserted into donuts or dropped as a flavor enhancer on donuts or commonly referred to as donut infusion.

The form of communication applied by Instagram @dopiodonuts is aimed at increasing consumer engagement and sales. Target marketing in this store also refers to children, teenage girls, and young mothers, where Dopio Donuts determines market segmentation from customers who attend and visit Dopio Donuts outlets. Dopio Donuts itself also uses an Instagram design that is quite attractive, with matching blue-white patterns and colors so that it can increase visitors and sales from year to year.

Literature Review

Based on previous research from Cindy Diva Erlinda and Erwin Rasyid. In his research, Muhammadiyah Digital Media Management Through Instagram Account @lensamu. The results of his research show that digital media management on Instagram @lensamu is known to have implemented the functions contained in media management, starting from planning (Planning), organizing (Organizing), implementing (Actuating), and controlling (Controlling). The results obtained from applying these management functions are that it can increase followers on @lensamu Instagram, increase attractiveness on Instagram through exciting posts, and form a better image for Muhammadiyah and @lensamu Instagram accounts (Erlinda, 2021).

Second, research conducted by Dwi Fitri Ani. In her research, she discusses the use of Instagram as a medium for promoting the tourism potential of the Sleman Regency Tourism Office. The communication objectives in utilizing Instagram as a medium for promoting the tourism potential of Sleman Regency are to introduce tourism potential and increase the number of tourist visits. The Sleman Regency Tourism Office uses Instagram as an advertising tool, sales promotion through hotel stay packages, publication of tourism activities, and interaction with potential tourists through comment and direct message features (Ani, 2019).

Third, research from Fedianty Augustinah and Widayati. His research used social media to promote cassava chip snacks in Sampang Regency. The means of promotion through social media, namely WhatsApp, Facebook, and Instagram, are proliferating in Indonesia. Using appropriate and effective means of promotion through social media can increase sales volume. So if consumers already understand our products very well, which they find interesting, the customer will immediately tell their friends or people around them, which is expected to influence them to decide to buy these chips in Sampang Regency (Augustinah, 2019).

In contrast to previous research, this study wants to determine the management of promotional media carried out by Dopio Donuts, using Instagram social media on the @dopiodonuts account to increase sales in 2023. The theoretical framework used in this study uses the leading theory of Social Media Management; media management provides knowledge about media management using management principles with an intact management process, which includes various management functions, namely planning, organizing, actuating, and controlling, which are commonly abbreviated as POAC functions (Junaedi, 2017), as well as the Promotion Mix, according to Kotler and Armstrong in Radianto and Hedynta (2016:3), defines the promotion mix as a specific combination of promotional tools that companies use to persuasively communicate value to customers and build customer relationships, with four models, namely Advertising, Sales Promotion, Personal Selling, and Word of Mouth Marketing (Yunita & Handayani, 2018).

Methods

The type of research used in this study is descriptive qualitative research, which aims to describe phenomena based on existing information and investigate all aspects related to the problems discussed. This descriptive qualitative approach is supported by interview techniques with two respondents: the Social Media Team and the Owner of Dopio Donuts. This technique is used to obtain detailed and empirical information about managing the accounts of the two social media Instagram. With this technique, the author can conduct an in-depth analysis and get complete information about the management of the Instagram account.

Qualitative research is a type of research that produces understanding that cannot be obtained through statistics or quantitative approaches. Qualitative research aims to describe and summarize various conditions, situations, or phenomena in society that are the research focus and bring the information to the surface as characteristics, characteristics, traits, models, signs, or descriptions of certain conditions, situations, or phenomena.

The choice of this method is based on the consideration that this research aims to find out how the management of the @dopiodonuts Instagram social media account as a promotional media has a positive impact on both the community and the company itself. Through descriptive research methods, researchers describe events and topics that center attention. The location of this research was conducted at the Dopio Donuts outlet house located on Jl. Taman Siswa No.152, Wirogunan, Kec. Mergangsan, Yogyakarta City, Yogyakarta Special Region 55151. The object of this research is a promotional strategy to increase sales at Dopio Donuts through Instagram social media @dopiodonuts in January-September 2023.

Data Collection Technique

Dwiloka Riana, in their book, explains that data collection techniques are the most crucial part of research design because if the scientific work title of the research design has been approved for research, then the researcher can start collecting data. The first step in collecting data is to seek information from the literature on matters relevant to the paper's title. Relevant information is extracted and recorded on the information card. In addition to searching for information from the literature, researchers can start going to the field. The information recorded on information cards or going directly to the field is one of the so-called data collection techniques (Eni, 2019). Data collection in this study used interview and documentation techniques.

Sampling Technique

The informant selection technique in this study used a purposive sampling technique. Purposive sampling is a non-random sampling method where researchers ensure the quotation of illustrations by determining particular identities that match the research objectives so that they are expected to respond to research cases (Lenaini, 2021).

Researchers choose to use purposive sampling because not all samples meet the criteria set by the researcher. Therefore, the selected sample is determined based on specific criteria set by the researcher to obtain a representative

sample. In this study, researchers identified informants using purposive sampling techniques. Informants are selected based on specific considerations and objectives, especially those that provide information about the research subject.

The criteria for informants in this study are people who understand information about the object of research well. The criteria for informants for this research are, first, people who are responsible for management on Instagram @dopiodonuts, which is an online promotional media at Dopio Donuts; Second, people who are responsible for management and marketing at @dopiodonuts. Based on the informant criteria above, several informants were selected who understood the object of the research, namely, first, the researcher chose the Instagram Admin @dopiodonuts because he was the person responsible for managing Instagram content; second, the researcher chose the Dopio Donuts Shop Head because he was the executor and person in charge of Dopio Donuts management and marketing activities.

Data Validation Test

Validity and reliability testing in qualitative research is called data validity checking. The formulation of data validity checks involves criteria for degrees of trust (credibility), transferability, dependability, and confirmability (Hadi, 2016) in this study using the data triangulation method. Triangulation in credibility testing can be interpreted as checking data from various sources in different ways and at different times. In this study, researchers chose the source triangulation technique. Source triangulation is one of the techniques to check the validity of data. This technique is a way to check data through several sources (informants) relevant to the research context (Hadi, 2016).

Sugiyono stated that source triangulation means testing data from various sources of informants who will be taking data. Source triangulation can sharpen the trustworthiness of data if it is done by checking the data obtained during research through several sources or informants (Alfansyur & Mariyani, 2020). Researchers will compare information from the interview process with available documentation to obtain relevant data. This step aims to confirm the accuracy of the data describing the situation at Dopio Donuts.

Data Analysis

Analyzing data is a crucial step in research after the necessary data has been fully collected to overcome the problems being studied. The quality and accuracy of using analytical tools significantly impact the accuracy of conclusions. Therefore, the data analysis stage is a crucial aspect of the research process that should be considered. Failure to choose the right analytical tools can have severe consequences for the overall results and potentially hurt the value and use of the research. The results of the interviews were analyzed using an analytical knife, namely the theoretical framework with the main theories of Social Media Management and Promotion Mix. Miles and Huberman explained that there are three lines of qualitative data analysis, namely data reduction, data presentation, and conclusion drawing.

Data Reduction

Data reduction is selecting, focusing on simplifying, abstracting, and transforming rough data that emerges from written notes in the field. This process occurs continuously during the research, even before the data is collected, as seen from the research conceptual framework, study problems, and data collection approaches chosen by the researcher.

Data Presentation

Data presentation is an activity in which information is organized to make it possible to draw conclusions and take action. Communicating information or the results of data analysis to viewers or readers using various methods, graphs, tables, or narratives to make data more accessible and helpful in making decisions. The goal is to illustrate patterns, trends, or relationships in the data so that people can understand and take action based on the information.

Inference Drawing

Inference drawing is carried out by researchers continuously while in the field. From the beginning of data collection, qualitative researchers look for the meaning of things, noting the regularity of patterns (in theoretical notes), explanations, possible configurations, causal lines, and propositions. These conclusions are handled loosely, remaining open and skeptical, but conclusions are provided. At first, they are vague, but later, they become more detailed and firmly rooted (Huberman & Miles, 2003).

Results and Discussion

This research specifically explores how the management of @dopiodonuts Instagram social media account management can act as a promotional tool to increase sales in 2023. The data revealed in this research is obtained from various sources, including interviews with several informants, literature references, and documentation of @dopiodonuts

Instagram account. With this approach, the author aims to provide a thorough understanding of how management and Instagram media can be promotional tools to increase Dopio Donuts' sales. Interviews with the head of the outlet and HRD at Dopio Donuts outlets became a crucial element in data collection, providing in-depth insight into the role of Instagram media management as a sales promotion tool at Dopio Donuts outlets.

In interviews with informants, especially with Fajri, who is a member of the social media team at the @dopiodonuts account, it was revealed that the account utilizes social media as the leading platform to market the products available at Dopio Donuts outlets in order to increase sales. This is realized because social media is considered a new and popular media, much in demand, and used by many people today.

The uniqueness of Dopio Donuts outlets compared to other outlets is the concept of drive-through and issuing donut variants that are superior to this outlet itself, where these menus are not found in outlets other than Dopio Donuts outlets, one of which is donuts that are injected with syrup or sauce filling, which can be inserted into donuts or dripped as a flavor enhancer on donuts or commonly referred to as donut infusion. Not only that but Dopio Donuts also markets its products through social media, one of which is Instagram, where the concept and mood of the content are close to the Dopio Donuts logo, as shown in [Figure 2](#).

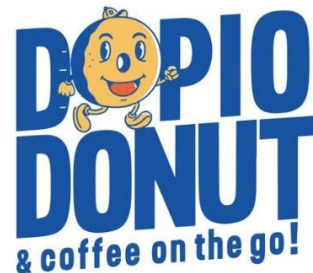


Figure 2. Dopio Donuts Logo (Source: Instagram dopiodonuts)

The process of competing with the widespread food industry, especially donuts, is still ongoing over time, as well as interests and market needs, so in its marketing, Dopio Donuts uses Instagram as one of the promotional platforms to market its products. Dopio Donuts also makes promotional efforts to promote its products to compete with competitors and increase Dopio Donuts sales, with two stages, offline and online. As explained by the head of the Dopio Donuts shop, "The marketing team carries out offline promotion; Dopio Donuts collaborates with cafes in Jogja, in marketing frozen donut products, using pamphlets, brochures, and banners, and for online using social media as the largest media for online promotion, especially Instagram." (Interview with Tomy, November 28, 2023).

With the existence of many other competitors, Dopio Donuts is required to develop a promotional strategy to be able to compete with other competitors. Dopio Donuts carries out various promotional strategies to always exist and have its customers. There are also advantages and disadvantages that Dopio Donuts has in marketing its products. The disadvantages are several times unsatisfactory customer interactions and responses to posts made by Dopio Donuts; the advantages are good regular social media management (flexibility in following trends), product innovations that are constantly updated every month, a comfortable and clean place, promo packages, and Dopio Donuts carry out many other promotional programs in increasing sales.

Various strategies and appropriate actions are needed to serve customers and provide social impact to achieve a company's or outlet's success. One of the right strategies is to carry out the proper Media Management and Promotion to attract customers and increase sales. Among other things, by carrying out the four management stages, namely planning, organizing, actuating, and controlling and conducting Instagram online promotions using advertising, Sales Promotion, Personal Selling, and word-of-mouth marketing models. Using this theoretical framework, this research will dig deeper into how these stages are implemented to increase sales.

Dopio Donuts Social Media Management

According to Ida Ri'aeni, media management is a science that studies how media management with its principles and the entire management process is carried out, both for media as a commercial and social industry, media as commercial institutions, and social institutions. Media is studied in total, including its characteristics, position, and role in the environment and the economic, social, and political system in which it is located. This includes studying technological developments that affect and must be anticipated by media management (Ri'aeni & Sulistiana, 2018).

The management of social media will get good results if it has been planned and structured as well as possible to attract followers' attention in disseminating information related to activity schedules or as promotional media. In management, there are four management functions, namely, planning, organizing, actuating, and controlling, which are then used to analyze the management of social media by the admin @dopiodonuts in disseminating information, the results of which are as follows.

Planning

Planning is a systematic activity regarding what will be achieved, activities to be carried out, steps, methods, and implementation of the personnel needed to carry out activities to achieve goals (Ariefahnoor et al., 2020). At the beginning of this year, Indonesia became the country with the fourth largest number of Instagram users worldwide, as shown in [Figure 3](#), with 89.15 million users (databoks, 2023a).

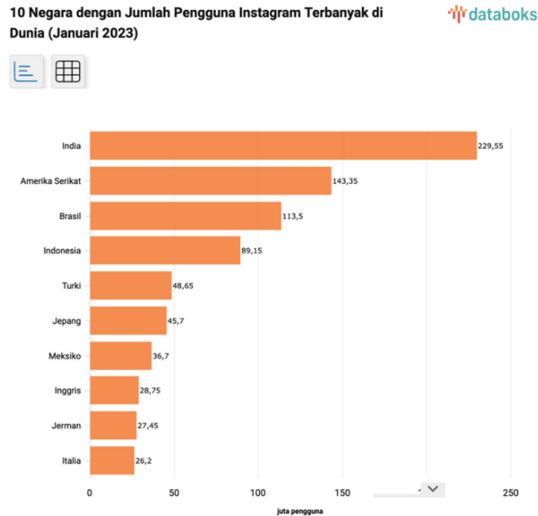


Figure 3. Presentation of Instagram user data (source: databoks)

Before planning, Dopio Donuts usually conducts research to be able to adjust the planning that will be made for the future; one of the research conducted by Dopio Donuts itself by researching the number and potential of Instagram users and examining how many hours users are active in playing social media, especially Instagram, which is obtained through the internet and Instagram insight. As said by the admin @dopiodonuts regarding the research conducted in content planning:

"Dopio Donuts itself researches that every social media user is active for 2-5 hours per day, not bad for an online marketing reference in creating promotional content on social media, especially Instagram, so it can target consumers directly".

This promotional planning is essential to reach new customers and increase product sales from Dopio Donuts. This planning creates Instagram content and features for the @dopiodonuts Instagram account. Starting from mapping the content planer made every month before the implementation of the content by referring to determining the theme, caption, and calendar of content displayed, see [Figure 4](#). This can change at any time or be flexible depending on the rising trends on Instagram social media. Not only using the accessible features of Instagram feeds, reels, and stories but also in its latest management, Dopio Donuts used boosts and Instagram ads at the beginning of September 2023. The admin @dopiodonuts has made the content plan in such a way as to facilitate the process of implementing content production carried out in the future.

Periode	18 September 2023 - 24 September 2023													
Hari	Senin		Selasa		Rabu		Kamis		Jumat		Sabtu		Minggu	
Tanggal	9/18/2023		9/19/2023		9/20/2023		9/21/2023		9/22/2023		9/23/2023		9/24/2023	
Jenis Konten	Exposure				Entertain, Exposure						Informative			
Kategori	REELS	STORY	REELS	STORY	REELS	STORY	REELS	Exposure	REELS	STORY	REELS	STORY	REELS	STORY
What to say	Rigenin varian donat plain, coklat, sama red velvet + jadi 1 video reels, dibikin konsepnya full narasi				Makan donat bersama bertemu dengan teman lama		Menampilkan tekstur dari adonan yang hasil bandingannya		perjalanan donat dari dimakan hingga habis		glase yang melingang		memperlihatkan step pembuatan donat	
Sumber			SALIP		SALIP				SALIP				SALIP	
Referensi	https://pin.it/29N0LJT						https://www.instagram.com/reel/CZ5dBr73yIc/		https://pin.it/4a8Rt5Q					
Periode	25 September 2023 - 1 October 2023													
Hari	Senin		Selasa		Rabu		Kamis		Jumat		Sabtu		Minggu	
Tanggal	9/25/2023		9/26/2023		9/27/2023		9/28/2023		9/29/2023		9/30/2023		10/1/2023	
Jenis Konten	Exposure				Informative				Exposure					
Kategori	REELS	STORY	REELS	STORY	REELS	STORY	REELS	STORY	REELS	STORY	REELS	STORY	REELS	STORY
What to say	Menampilkan kelezatan dari snowy donuts		Step by step make a aesthetic drink				Step by step membuat donat dengan isian		Se-crowded appoin pekerjaamu, Dopio Donat siap re-charge energimu		membagikan waktu kerjaku bersama Dopio Donuts			
Sumber					SALIP								SALIP	

Figure 4. Content Plan (source from @dopiodonuts Instagram admin)

Organizing

Ahmad Ibrahim argues that organizing is determining the role structure through determining the activities needed to achieve organizational goals. Grouping activities, assigning groups of activities to managers, delegating authority to carry them out, and coordinating authority relationships (Fahrner, 2014). Organizing function is needed in managing Instagram social media @dopiodonuts, including coordinating the team and job desk division. Every media manager applies a management process in organizing, as done by the Dopio Donuts team, as shown in Figure 5. The @dopiodonuts account is used to deliver information, so team organization is also applied to ensure effective delivery of information. Dopio Donuts has an organizational structure with job descriptions for each individual to carry out their duties; the following is the organizational structure of Dopio Donuts:

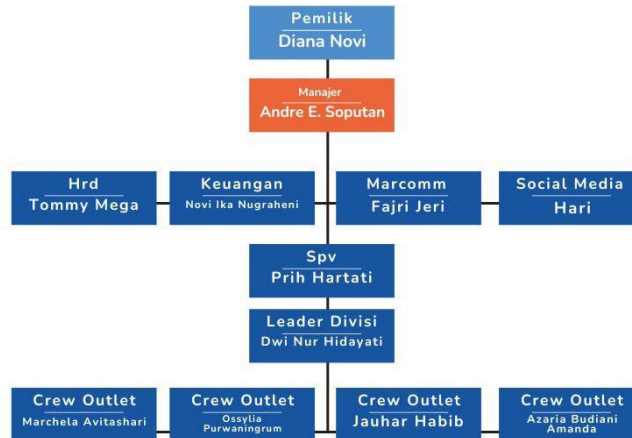


Figure 5. Dopio Donuts Organizational Structure (Source: Dopio Donuts Data)

The management of the @dopiodonuts Instagram account divides work roles to increase sales of Dopio Donuts' products. In the structure of social media, especially Instagram @dopiodonuts, two people have duties as Content Strategist and Content Creator. Content Strategist has the task of planning, developing, and managing information content produced by an organization, including content strategy planning to meet various business objectives, such as increasing brand awareness, generating leads, and conversion using content; strategic content itself focuses on Pre-Production, such as location preparation and Post Production, such as uploading content and editing. Second Content Creator, in Dopio Donuts itself, they call a content creator (technical), whose job is as a technician when creating content or when the production period takes place, namely when taking videos, setting up places, lighting, etc.

Actuating

According to Knibbs in Rochman, E. A., & and Iskandar, a company's Instagram account that has posts with exciting pictures and videos has the opportunity to create positive feedback. When defined, Instagram is one of the media where millions gather virtually daily. Therefore, the potential for marketing and promotional practices is enormous. Instagram can be utilized to promote and market a service, product, or company branding (Rizky & Dewi Setiawati, 2020). Implementing the content created by Dopio Donuts through independent production has superficial characteristics with an elegant impression. However, it can be enjoyed and understood easily, with a color palette that matches the Dopio Donuts logo, namely light blue, which signifies cheerfulness and comfort, as shown in Figure 6.



Figure 6. Content Production (Source: personal data)

Dopio Donuts maximizes the use of features contained in Instagram as a medium for promoting its products; usually, in a week, the @dopiodonuts account uploads at least one feed and one reel regularly, followed by posting stories every day or following interactions made by the admin to repost customer accounts that visit the @dopiodonuts account, outside of that there are still menu updates in bio, Instagram highlights and many other features. Not only focusing on free features but expanding its reach and increasing sales, @dopiodonuts also adds Ads and boosters to its account. This feature is also supported by the collaboration between the company and influencers, food vloggers, and endorsements. The admin said, "With the features and ads, the reach of Dopio Donuts customers is getting wider, even those who do vlogs without cooperation with the company because they know about Dopio Donuts through one of the trending posts."

This optimization of the use of Instagram features that makes the insight of the @dopiodonuts account increase can be seen from the feedback received, such as the increasing reach of account visitors, the number of views, likes, comments, and the increasing number of followers.

Controlling

Supervision or control means managers try to ensure the organization moves toward the goal. The basic steps in supervision are determining the standards and methods set to measure achievement. Measuring work performance, whether it meets the standards or not. If it has met the standard, there is no need to do anything; in other words, the organization's goals have been achieved. Meanwhile, if not, take corrective action and re-evaluate the standards set (Dr. Riinawati, 2019).

Dopio Donuts conducts the Supervision process by conducting weekly evaluations for trending content and principal evaluations at the end of each month; this evaluation focuses on the content and promotions uploaded to the @dopiodonuts account. Starting from seeing the insights received, measuring engagement, and increasing account visitors. This will be noted in planning content ideas for the next month and knowing the supporting and inhibiting factors of the promotional process carried out by Dopio Donuts. The obstacles faced by Dopio Donuts are constraints in the content creation process. This obstacle occurs due to the need for more human resources in the social media team, so content creation takes longer and seems hasty because it must adjust to the posting schedule on Instagram. Although this is considered less effective, Dopio Donuts still tries to display the best quality so that customers or visitors to the @dopiodonuts account can easily access and interact with the @dopiodonuts account. The insights contained in the @dopiodonuts account in [Figure 7](#) are:

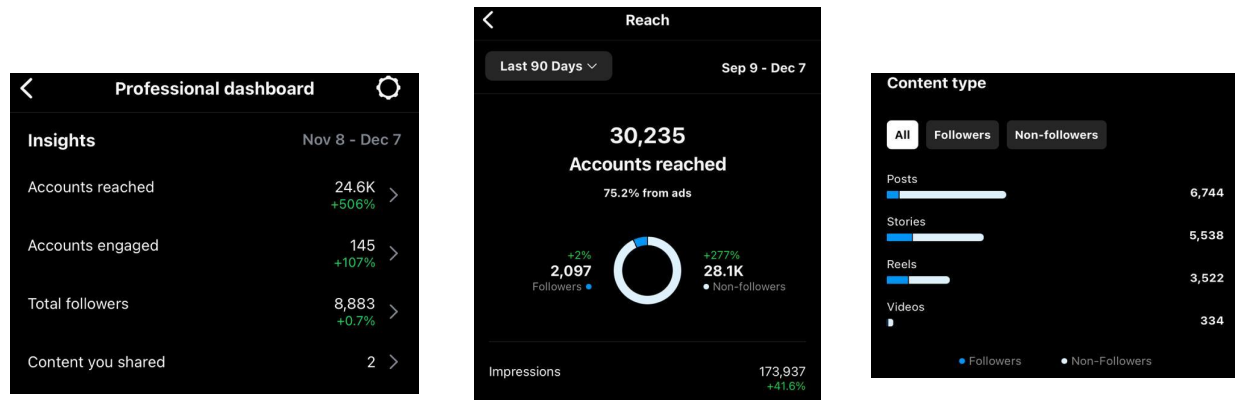


Figure 7. Instagram Insights @dopiodonuts in the last 30 & 90 days

(Source: Dopio Donuts Data)

From the survey data above, it can be seen that the insight from the last 30 days that accounts reached increased by 506%, accounts engaged increased by 107%, and followers increased by 0.7%. The reach of accounts that saw the post was 30,235 accounts. In the monitoring process, it can be seen that in the last 90 days, the @dopiodonuts Instagram account has reached 28.1K, an increase of 277%, on non-followers accounts who see posts made by the @dopiodonuts account.

Executing the four functions of management well provides several crucial benefits to an organization's overall performance and sustainability. Careful planning ensures informed decision-making, leads to operational efficiency, and avoids uncertainty. Effective organization creates a clear structure, optimizes resources, and ensures each team member understands their role in achieving a common goal. Good execution executes plans effectively, drives employee motivation, and results in execution aligned with set goals. Meanwhile, control provides tools to evaluate actual performance, identify discrepancies, and enable prompt corrective action to be taken. A good integration of these four functions creates a structured, efficient, and responsive organizational environment, providing a solid foundation for growth, sustainability, and long-term goal achievement.

Dopio Donuts Instagram Promotion Media

Buchari Alma in Praja (2015: 7) explains that the definition of promotion is a form of marketing communication that is a marketing activity that seeks to disseminate information, influence, persuade, and or remind target markets of companies and their products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Yunita & Handayani, 2018). According to Kotler and Armstrong (2019: 62), are Promotion indicators include: First, advertising is a form of nonpersonal promotional channel using various media to stimulate purchases. Second, sales promotion is one of the company's efforts to encourage the purchase or sale of products, one of which is by giving discounts. Third, public relations is a company's effort to promote or protect the image of a company or product with various programs designed by the company (Seran et al., 2023). Dopio Donuts uses four promotion models, namely:

Advertising

All paid forms of nonpersonal presentation and promotion of ideas, goods, or services through clear sponsorship through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), and electronic media (sound recordings, video recordings, CD-ROMs, web pages), and exhibition media (billboards, signs, and posters) (Yunita & Handayani, 2018).

In implementation, Dopio Donuts advertises through a website created by itself through the intermediary of social media Instagram. Ads on the website are linked to the @dopiodonuts bio account to make it easier for customers to visit the website. Dopio Donuts also carries out advertising by installing billboards in front of outlets and posters distributed online through social media, especially Instagram, through the feed feature inside, as in [Figure 8](#).

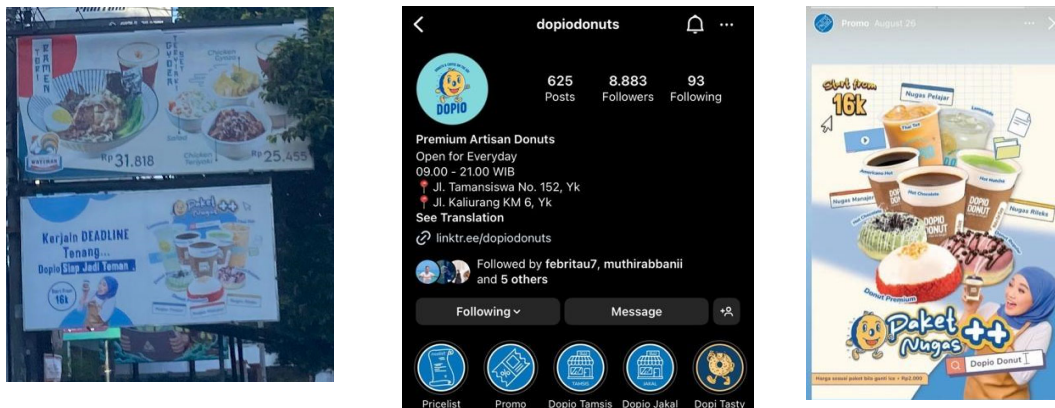


Figure 8. Billboard, Bio Website, and online poster

(Source: Dopio Donuts data)

Sales Promotion

Short-term incentives to encourage trial or purchase of products or services, including consumer promotions (such as samples, coupons, and premiums), trade promotions (advertising and benefits), and business and sales force promotions (contests for sales reputation) (Yunita & Handayani, 2018).

Dopio Donuts itself distributes promos in an online form through the posting feature on Instagram. One of the promos shared is a free shipping promo, with a minimum product purchase of Rp. 60,000 every time a purchase can be

confirmed through the Instagram admin, as in [Figure 9](#). The @dopiodonuts account also provides many free coupons, one of which is "but two, get one," disseminated through Instagram feed posts.

Figure 9. Free Shipping post on @dopiodonuts account (Source: Dopio Donuts data)



Personal Selling

Company salespeople carry out face-to-face interactions with one or more prospective buyers to conduct sales meetings and personal presentations, answer questions, procure orders, make sales, and conduct customer relations (Yunita & Handayani, 2018). Donuts also collaborates with several cafes in Yogyakarta. Dopio Donuts collaborates on procuring original donuts from Dopio Donuts that are paired with coffee in the café. Dopio Donuts itself usually deposits its frozen donuts to cafes that have collaborated. Unlike other donut outlets that only deposit donuts in the short term, Dopio Donuts itself uses frozen donuts, with the aim that the use can be longer so that stock is always available at the café.

Dopio Donuts also uses two different approaches in its personal selling strategy. First, face-to-face sales are done directly or offline. On the other hand, in the online world, Dopio Donuts runs personal selling through social media, especially Instagram. In the online context, they implement personalized and interactive services by utilizing various features provided by Instagram, such as feeds for general content, reels for short, engaging videos, stories for temporary short-duration content, and highlights to display more permanent content. Through this approach, Dopio Donuts seeks to provide a unique personalized experience to its customers, both in a face-to-face setting and in the digital realm.

Word of Mouth Marketing

Word-of-mouth marketing is oral, written, and electronic communication between people related to the advantages or experiences of buying or using products or services (Yunita & Handayani, 2018). This is the case with Dopio Donuts, where customers who are satisfied with their experience often share positive testimonials and recommend this unique, specially infused donut product to their friends, family, and colleagues. This word-of-mouth endorsement increases brand awareness and creates a network of loyal customers inspired by the positive experiences and innovations of Dopio Donuts outlets. Marketing, customers mention the @dopiodonuts account. Usually, customers also add tags to their repost accounts. Dopio Donuts also uses "free one donut & 1 drink" with the condition of following and sharing to three other accounts (tags) on Instagram to increase sales of its products, as in [Figure 10](#).



Figure 10. Free Donuts and Beverage Sales Promotion Post

(Source: Dopio Donuts Data)

Companies can achieve sustainable marketing success by carefully aligning and integrating these marketing models. Engaging a broad audience through multiple channels and approaches opens up opportunities to increase sales volume and strengthen brand presence. The integration of these models allows companies to harness the power of each promotional element, from advertising to the positive influence of sales promotion and the relational power of personal selling. In addition, this approach also facilitates building solid relationships with consumers, strengthening engagement and increasing customer loyalty. Thus, understanding and applying various marketing models can be the key to long-term success for companies in achieving their business goals of increasing sales.

Increased Sales

Juju and Sulianta explained that Instagram, as one of the online digital media, has a distinctive strength, combining the scope of cyberspace elements in online service products and the strength of the community built on social networks. The purpose of using this media is to stay connected, communicate, and share (Ratnasari et al., 2015).

Social media management and online promotion, primarily through Instagram, are crucial in increasing sales at Dopio Donuts outlets. Through this strategy, outlets can reach a broader range of consumers, expand market share, and attract the attention of more potential consumers to the various products offered. As the primary promotional tool, Instagram is a medium to introduce products and an effective communication channel between outlets and potential customers. By utilizing Instagram, Dopio Donuts can create interactive relationships with consumers and attractively convey product information to support the increase of their sales.

The results of the sales survey in the last year can be seen in [Table 1](#). There was an increase in January-February, a decrease from March-July, and an increase in August to November, obtained from Dopio Donuts sales data at the end of December 2023.

In [Table 2](#), it can be seen that in the last three years, there has always been an increase in sales; from the data at the end of November 2023, Dopio Donuts has increased by 32.17%. From 2022 to 2023, Dopio Donuts experienced a difference in sales increase of 3.85%, higher than the previous year.

Table 1. Dopio Donuts turnover report in 2023 (source: Dopio Donuts data)

Dopio donuts turnover report in 2023		
No	Month	Percentage
1	January	13,36%
2	February	15,06%
3	March	8,50%
4	April	3,51%
5	May	7,65%
6	June	1,97%
7	July	1,47%
8	August	6,52%
9	September	9,30%
10	October	13,56%
11	November	14,89%

Table 2. Dopio Donuts turnover increase report (source: Dopio Donuts data)

Dopio Donuts Turnover Increase Report		
No	Year	Percentage
1	2021	27,50%
2	2022	28,32%
3	2023	32,17%

The increased sales recorded can be understood as a result of the effective implementation of two crucial processes, namely media management and promotional strategies carried out by Dopio Donuts through social media platforms, especially Instagram. Dopio Donuts can manage its Instagram account well through directed media management, focusing on every aspect, from content planning to timely execution. In addition, the promotional strategies used through Instagram have a significant role in increasing brand visibility and attracting the attention of potential customers. By utilizing Instagram's features, including regular content, stories, and ads, Dopio Donuts created an attractive and engaging promotional campaign, positively impacting their sales. Overall, this successful increase in sales is not only a result of the quality of the product but also of Dopio Donuts' well-planned media management and promotion strategies.

Conclusion

Based on the results of data collection in the field and the analysis done, it can be concluded that Dopio Donuts is a premium artisan donut in Yogyakarta established in 2020. Carrying innovative concepts of drive-thru, infused donuts, and other exciting content, which can be enjoyed on the Instagram platform of @dopiodonuts.

Thus, Dopio Donuts has created its own identity in the food industry in Yogyakarta and digital media management on Instagram @dopiodonuts, which is known to have implemented the functions contained in media management, namely:

Planning, dopio Donuts conducts research for planning based on the number and potential of Instagram users and the duration of active users every day. This research helps make necessary promotional plans to attract new customers and increase sales. Dopio Donuts uses content planning that includes themes, captions, and content schedules and utilizes Instagram features such as feeds, reels, and stories. They also utilize Instagram ads to increase visibility.

Organizing, the organizational structure of Dopio Donuts involves each individual's division of the jobdesk. The media team summarizes the work with two in-charges, a Content Strategist and a Content Creator. The Content Strategist is responsible for content planning and management, while the Content Creator (technical) focuses on technical content production, such as venue setup and location preparation. The purpose of this organization is to increase sales of Dopio Donuts products through their Instagram account.

Actuating, dopio Donuts utilizes Instagram as a promotional medium with straightforward, elegant content that matches the color palette of its logo. They regularly upload feeds, reels, and stories and interact with customers. Besides using free features, Dopio Donuts also utilizes Ads, boosters, and collaborations with influencers to expand its reach and increase sales. Optimizing the use of Instagram features brings increased insight through feedback, such as increased visitors, views, likes, comments, and followers for the @dopiodonuts account.

Controlling, dopio Donuts conducts a supervisory process with weekly and monthly evaluations of content and promotions on the @dopiodonuts Instagram account. Evaluation involves monitoring insights, measuring engagement, and increasing the number of account visitors. The evaluation results become the basis for content planning for the following month and help identify supporting and inhibiting factors in the promotion process.

By implementing the four management functions, Dopio Donuts can manage its Instagram account in a structured manner, increase interaction with followers, and effectively promote its activities. Dopio Donuts has also used a promotion mix in the implementation of sales of its products. The promotion mix is advertising, sales promotion, personal selling, and WOM, nemely:

Advertising, Dopio Donuts advertises through a self-made website by linking it to the @dopiodonuts bio account on Instagram. They also put billboards in front of their stores and distribute posters online through social media, especially Instagram, through its feed feature.

Sales Promotion, Dopio Donuts disseminates promos online through the post feature on Instagram. They also provide many free coupons, one of which is "but two, get one," disseminated through Instagram feed posts.

Personal Selling, Dopio Donuts collaborates with several cafes in Yogyakarta regarding providing original donuts from Dopio Donuts paired with coffee in the café. They also use two different approaches in their selling strategy: face-to-face or offline sales and personal selling through social media, especially Instagram.

Word of Mouth Marketing, customers mention the @dopiodonuts account, and usually, the customers also add tags to their repost accounts. Dopio Donuts also uses "free one donut & 1 drink" with the condition of following and sharing to three other accounts (tags) on Instagram to increase sales of its products.

Nonetheless, Dopio Donuts has yet to measure the success of its offline and online promotions with definite boundaries. They still rely on indicators of promotional success that can be identified through increased sales results. This

evaluation is conducted within 1-3 months after the implementation of the promotion, allowing them to gain a deeper understanding of the impact of the promotion on their sales performance.

Social media management and online promotions, primarily through the Instagram platform, are crucial in increasing sales at Dopio Donuts outlets. Instagram serves as a medium to introduce products and a communication channel between the outlet and customers. In the past year, there was an increase in sales in January-February and August-November and a decrease from March-July. However, in the last three years, Dopio Donuts has always experienced an increase in sales, with an increase of 32.17% at the end of November 2023. Dopio Donuts also uses various marketing promotions, especially Instagram, such as creating a business profile, consistently posting quality content, and maximizing Instagram features to increase sales.

Based on the findings from interviews and documentation, the researcher provides recommendations so that the results of this study become a reference for future research, especially in deepening understanding of the factors that can attract audience attention in the digital media era. In order to improve the effectiveness of its product promotions, it is recommended that Dopio Donuts conduct research to determine more defined boundaries in assessing success indicators, both in the context of offline and online media promotions. In addition, it is necessary to improve the human resources (HR) involved in online promotional marketing management, focusing on developing the skills needed so that promotional content can be compiled and published optimally. Successful digital management is critical to effectively achieving promotional goals to increase product sales in a company.

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