



JUARA: Jurnal Olahraga

E-ISSN 2655-1896 ISSN 2443-1117
<https://doi.org/10.33222/juara.v9i1.3482>



Optimizing the Role of Instagram in Sports Product Digital Marketing Strategies

Denaz Karuma Hijriansyah¹, Wara Kushartanti², Rachmah Laksmi Ambardini³, Amri Ikhsanul Amal⁴

^{1,2,3,4} Faculty of Sport & Health Sciences, Universitas Negeri Yogyakarta, Yogyakarta, Indonesia

*e-mail: denazkaruma.2022@student.uny.ac.id

Info Artikel

Article History:

Received January 2024
Approved February 2024
Published Maret 2024

Keywords:

social media, instagram, digital marketing, sports product, sports marketing

Abstract

Social media is a new reality in communication in today's digital era that can be used as a business communication strategy for marketers. Social media has strong roots to be a tool in increasing the growth of a business. The features facilitated by Instagram can be utilized as a digital marketing tool, in this case to trade sports product. These features trigger the emergence of creative ideas to launch brand or product campaigns to promos that can be used by sports product entrepreneurs in an effort to attract as many consumers as possible. The application of sports marketing strategies, especially in utilizing social media platforms such as Instagram, plays an important role. The method used in this study is literature review. Researcher and literature review containing a collection of concepts, definitions, and prepositions are inseparable things. This is because the literature review serves as an intermediary medium to be able to see events systematically through the specification of relationships that exist between variables which then helps researcher see the possibilities of the main topic of study. Researcher came to the conclusion that a social media platform called Instagram is still one of the online channels that has a positive value in sports digital marketing. This is revealed by the data exposure of the number of Instagram users globally and the number of specific users in Indonesia itself. The packaging of all sports product sold, requires the continuation of widespread promotion with more careful use of the role of Instagram features. It is important to prepare the required data on Instagram business accounts that can be observed regularly through the Instagram Insights feature while preparing and uploading attention-grabbing visual content in the form of photos, videos, information about sports product, and building interactions to strengthen relationships between users as business people and their followers using Instagram features such as Feeds, Reels, Stories, and Live as digital marketing tools.

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✉ Alamat korespondensi : Fakultas Ilmu Keolahragaan dan Kesehatan UNY, Jl. Colombo No. 1, Karangmalang, Yogyakarta

E-mail : denazkaruma.2022@student.uny.ac.id

INTRODUCTION

Social media is a new reality in communicating in today's digital era that can be used as a communication strategy business for marketers. Social media is a communication that is not only used between consumers but can also be used between consumers and brands (Alansari et al., 2018). Social media does not only affect young people today, who basically use it to upload photos and videos. Social media has strong roots to be a tool in enhancing the growth of a business. In the business environment, when the world was hit by the covid-19 pandemic, social media transformed along with consumer behavior to encourage consumption so that the economy could be maintained. The government implements physical distancing which requires people to reduce outdoor activities and it affects consumer behavior in consumption and on the other hand, increases the use of the internet and social media (Donthu & Gustafsson, 2020). Today's consumers who have started to be tempted to buy goods promoted through social media are currently a trend. One example is the Instagram application. Social media is used as a tool to mediate a marketing advertisement. Connecting potential consumers from producers to generate consumptive desires, namely buying goods and services. This change in social media should be utilized and developed by Micro, Small and Medium Enterprises (MSMEs). The difference in consumption behavior today shows that there is a business transformation from traditional to digital. Business actors must be able to take advantage of digital tools as a complement to business processes, one of which is social media (Febrian et al., 2022). In fact, there are still some business actors out there who do not take advantage of social media to spearhead their marketing. The success of MSMEs in utilizing social media depends on how to maximize all the features provided to improve their products which can simultaneously improve customer perceptions of brand quality (Suryani et al., 2020). Sellers or

service providers can advertise directly through Instagram by targeting potential customers based on age, domicile, interests, and so on. The more potential customers targeted, the more expensive Instagram advertising costs (Zimmerman & Ng, 2015). In this case, sellers of sports product can estimate the budget to plan advertisements or promotions on Instagram without having to spend a lot of funds but according to the target market they want to target. Instagram is one of the most popular social media in Indonesia. This refers to data from Napoleon Cat, the number of Instagram users in Indonesia was 97.17 million until December 2022. This number increased slightly by 0.10% compared to the previous month which amounted to 97.07 million users. When compared to the same period in the previous year, the number of Instagram users in Indonesia increased by 5.01%. In December 2022, the number of Instagram users in Indonesia was 92.53 million (Mustajab, 2023).

Instagram user trends in Indonesia were observed to peak at 108.9 million people in May 2022. However, the number of users tended to decline until the end of last year. The large number of Instagram users in Indonesia provides a great opportunity for businesses to widen the marketing of sports product, which can later be converted into profits, both in brand awareness and promo campaigns or massive discount promotions that can attract the attention of potential buyers. The public sees opportunities in social media not only as a means of entertainment but makes social media a medium for starting a business, voicing free opinions, forming a self-image, building a brand image and as a means of building awareness in making campaigns or social movements (Khasanah et al., 2020). This shows that Instagram as a social media application that has features that can be used easily and friendly for marketing, promotion and sales facilities for general users as well as sports product entrepreneurs. Instagram is a social media that still has a strong existence in terms of embedding marketing strategies to encourage the community's economy in the

midst of increasingly rapid technological advances. In addition, Instagram is a means of communication as a link between sellers and buyers in the online shopping world, especially buyers who are interested in sports product in Indonesia. This study aims to find out the optimization of using Instagram social media for sports product entrepreneurs as a marketing tool.

METHODS

This article uses the literature review method. The method in question is a literature review which is the basis for the researcher's findings in deciding on the selection of a particular theme or title to collect from his previous study. The literature review plays an important role as the basis and reinforcement of the researcher's ideas. Researcher and literature review containing a collection of concepts, definitions, and prepositions are inseparable. This is because the literature review serves as an intermediary medium to be able to see events systematically through the specification of relationships that exist between variables which then helps researcher see the possibilities of the main topic of study. The data used by researcher is secondary data. The data collection technique in this article uses the internet with the help of the Google search engine to obtain literature with a scope of study related to the role of Instagram social media and sports marketing (Ridwan et al., 2021).

FINDINGS AND DISCUSSION

Instagram was created as a result of a technological breakthrough that basically cannot be stopped by anyone. Including the current timeline of economic growth is greatly affected by the presence of technological advances, not least in the development of social media trends. Instagram has the appeal to provide an experience of using social media with its various features. The features provided by Instagram, trigger the emergence of various creative ideas to develop brand or product

campaigns to discount promos that can be utilized by sports product entrepreneurs in an effort to attract as many consumers as possible. Obviously through this activity, sports product entrepreneurs get large-scale marketing of their products. The use of social media is often used in marketing, public communication, offices or departments that deal directly with consumers or stakeholders (Rizal & Lubis, 2014). Instagram as a social media that is in great demand by various levels of society is transforming into a digital marketing tool.

In connection with the implementation of digital marketing itself, MSME sellers who sell sports product need knowledge that is not limited to terms. The marketing mix of product, price, promotion, and location has been implemented quite well by Toko Triyo Sport Semarang. The promotion mix is one form of promotional activity carried out by Triyo Sport Semarang Store is the use of social media to make it easier to provide information to potential customers (Pratito & Gilang, 2022). Meanwhile, sports product MSME sellers need more specific goals in practice to market their products through Instagram to be able to develop their business. Such as what features can later be utilized to launch digital marketing of sports product on Instagram.

Instagram is a very broad social media platform. Users are given the freedom to express many things, especially in efforts to do business branding. The main purpose of using social media is to build a brand which can be interpreted as a conversation using social media that prepares various ways to increase brand awareness, of course using social media that utilizes in the development of a business. Where in the business world there are changes to systems such as trading, marketing, how to interact, and provide information (Gunelius; Fauzi & Lubis, 2016). Digital marketing is a marketing activity to introduce a brand or product with a digital media. Digital marketing using the internet network is information as a marketing media tool. Connecting interactions

between producers, market intermediaries, and potential consumers. Digital marketing is one way to introduce a brand using digital media such as advertising on Facebook, Instagram, Youtube or other social media (Muljono; Triyono et al., 2020). Ease, transparency, and broad consumer outreach, should provide a stimulant for sports product entrepreneurs to be active in marketing their products on Instagram. In the process, optimizing the features that Instagram has is important to be practiced by sports product entrepreneurs.

Social media is an indispensable part of marketing for many companies and is one of the best ways to reach a wide range of markets or customers. Social media such as Facebook, Twitter, Instagram, and Youtube have a number of benefits for business people compared to using conventional media as promotional media (Lukito & D, 2020). However, the study did not explain the role of social media features such as Instagram that can expand a business. In fact, Instagram provides a variety of features to facilitate users who want to explore and follow the latest trends or there are even users who seriously explore business using its features. Instagram features that can be used for marketing purposes such as Instagram Ads, Instagram Insights, Instagram Stories, Instagram Live, Instagram Feeds (sharing photo and video uploads), and the newly launched Instagram Reels.

Instagram Ads is used to create ads, boost posts, ad campaigns, and Instagram placements. Users can create ads after their Instagram account has been converted to a business or professional account by following Instagram's instructions. Instagram Insights is used to learn more about the overall trends across Instagram account followers and the performance of the content that has been uploaded to the audience. Users can view detailed insights specific to the posts, stories, videos, reels and live that have been created, see the performance of the audience and engage with them. Furthermore, users who use

Instagram Insights can view summaries and metrics that can be accessed within the last 90 days. Instagram Stories are used to quickly capture moments in the form of photos or videos, can be customized, as a way to interact with followers using the Questions Sticker to get feedback, and Pin posts to show followers something interesting. Instagram Live is used to share live broadcasts with followers, marked by a colorful circle on the account's profile photo at the top of the Feed or post by simply tapping to view the live broadcast. Instagram has an age-old feature that continues to be improved, namely sharing photo and video uploads used to share photos and videos, add location captions, provide photo filter effects, and also manage tags. The most recent feature of Instagram is Reels. Reels is used to record and edit short videos by adding music, effects, and voice recordings to the video clips created (Meta, 2023). The Reels feature is great for research and planning. Instagram added a new feature to help users understand the success and failure of the Reels strategy. Instagram includes the total watch time (total number of plays, including replays) and average watch time (watch time divided by total number of replays) for each uploaded reels. This gives users an understanding of where people are engaging and where users are creating stronger interest for people to stick around longer (Stanton, 2023).

Instagram Insights shows engagement analysis that empowers users to improve Instagram strategies for business. A feature that allows users of Instagram business accounts to view analysis related to profiles and posts, from this data users can identify preferences and posts that dominate in interacting with people. This feature measures the impact of marketing efforts across multiple channels to target different audiences, post at specific times, or experiment with new content formats (Zantal-Wiener, 2022). Instagram Ads is a payment method for posting sponsored content on the Instagram platform to reach a larger and more

targeted audience, although there are many reasons for businesses to decide they should advertise. Instagram ads are often used to increase brand exposure, website traffic, generate new leads and convert leads. Instagram being a visual platform, text-only ads are not appropriate. Businesses on Instagram need an image, a collection of images, or a video (can be included with text) to reach the audience. In 2017 more than 120 million Instagram users visited websites, got directions, called, emailed or direct messaged to learn about businesses based on Instagram Ads. Instagram mentions that 60% of people discover new products on the platform and 75% of users take action after being inspired by a post. Instagram is more dominant towards an audience that ranges from 18 to 29 years old at 55%, then between 30 to 49 years old at 28%. Only 11% of the audience is between 50 to 64 years old and only 4% are above 65 (Whitney, 2022).

More than 500 million people create and watch Instagram Stories on their mobile devices every day. One in three people become more interested in brands and products after seeing Stories about brands featuring those products. Instagram Stories increase reach and engagement in influencing purchase behavior. Instagram Stories help users connect and engage with their target audience in an authentic way to build relationships that increase customer loyalty. Instagram Stories give a peek into the behind-the-scenes activities of a user's business and followers love it. Whether the user is a business with a brand, a content creator or a small business. So Instagram Stories is the right medium to build brand awareness (Read, 2023). Instagram Feeds or photo and video uploads are the visible part of the user profile of this platform and the posts that users have uploaded to the Instagram account. Instagram Feeds are very useful for other users to see and stay or not, interact with the content or even escape. Instagram Feeds make a really important first impression on

Instagram itself (Bravo, 2022). Therefore, Instagram Feeds are definitely a key factor for Instagram's design strategy for users. Instagram Feeds include more than just a feature that functions only to share photos and videos but Instagram Feeds have small profile-building elements that can help account users thrive on this platform such as profile picture, bio, links, calls to action, and highlight stories. Instagram has more than one billion monthly active users, all looking for content that is easy to consume. A survey in 2021 showed that the number of video viewers reached 92% of internet users worldwide with Live Streaming occupying the 4th highest position in popularity. Instagram Live is a feature that allows users to live stream or broadcast videos to Instagram followers in real time. Live videos are shown next to Stories, just above the main Instagram Feeds. When a user goes Live on Instagram, the user's Live will appear in front of every Stories, meaning that the user's Live can attract the attention of many followers without having to worry about being bumped by the algorithm. According to McLahlan (2022), data compiled by the Global State of Digital 2022 shows that the age demographics of Instagram users are dominated by Gen Z with a percentage of 30.1% at the age of 18-24 years and 31.5% at the age of 25-34 years. Furthermore, 16.1% at 35-44 years old, 8.5% at 13-17 years old, 8% at 45-54 years old, 3.6% at 55-64 years old, and 2.1% at more than 65 years old. Overall, the data suggests that Instagram is Gen Z's favorite social platform. Global internet users aged 16 to 24 prefer Instagram over other social platforms (Christison, 2022).

The development of the sports product trade sector is now quite fierce competition. Sports marketing is becoming an important aspect of sports innovation globally. This is closely related to the growth of a business. The notion of 'marketing' is used in various ways. Some consider marketing as the use of advertising, publicity, and personal selling strategies to make others know about a product,

or to attract more consumers to buy it. However, marketing is much more comprehensive than these narrow conceptions. Simply put, marketing means focusing on satisfying the needs and wants of customers or consumers. In this case, sports marketing is focused on meeting the needs of sports customers or consumers, including people who participate in playing sports, watch or listen to sports news and programs, collect memorabilia, buy merchandise, purchase sports gear such as shirts and shoes, or even browse sports websites to find out the latest about their favorite teams, players or events. A sports consumer is someone who generally uses sports product or services (Mohammadkazemi; Hajli, 2015). According to Fullerton and Merz (2008), sports marketing strategy is the activity of planning and implementing the process of production, pricing, promotion, and distribution of sports to satisfy customer needs or wants to achieve organizational results (Fullerton & Merz, 2008). Sports marketing is an opportunity for companies or organizations to communicate services in a sports-oriented context. It is noted that sports marketing has been developed for the promotion of sports events and teams as well as the promotion of other products and services related to sports events (Ajeigbe, 2021).

Various steps are taken to smooth the sales of sports product starting from the manufacturer or from the sports product entrepreneurs. Sports product entrepreneurs need a precise sports marketing strategy to be able to drive the amount of revenue through the sales obtained. The application of sports marketing strategies, especially in utilizing social media platforms (digital) such as Instagram, plays an important role. Sports touch people's lives in unique ways, so it is not surprising that communication about sports and marketing through social media also requires a unique approach. Sport as an agent for bringing people together and as a unique product means that this is an industry where social media can

have a dramatic impact on communication and marketing (Chelladurai, 2013). Digital sports media marketing uses social media and other digital platforms to promote sports businesses and events. Social media marketing is a successful strategy to increase brand exposure among sports fans (Watkins, 2014). Digital marketing is digital marketing which has almost the same meaning as electronic marketing, both of which describe the management and application of marketing using electronic media, so what is meant by digital marketing is the implementation of digital technology that forms online channels aimed at markets such as websites, emails, databases, digital television and through other social networking innovations that contribute to marketing activities aimed at gaining profits and improving relationships with customers and not only that. Digital marketing can increase consumer knowledge of the industry. Digital marketing can increase consumer knowledge of the industry, value, attitude, and brand loyalty to its products (Chaffey & Ellis-Chadwick, 2019). The existence of digital marketing is able to unite targeted communication with online services according to the needs of each consumer or special customer. This shows that digital marketing makes one of the online marketing channels that attracts potential customers with various platforms that can be used and one of them is Instagram. In previous study (Lukito & D, 2020; Pratito & Gilang, 2022; Semuel & Setiawan, 2018), also stated that the application of digital marketing using social media can affect sales increases and strengthen product relationships with consumers for the better. In addition, they only focus on a series on the impact of social media on the general domain. It has not written in detail the roles of features that can be used by sports product sellers by using Instagram as a digital marketing tool. Where the consumer segment of this sports product is actually the most unique among consumers of other products.

The ability of social media to connect brands with fans in every segment is crucial for the sports industry, especially since channels like Instagram have 2 billion monthly active users who focus on real-time trends, discovery and temporary content (Beaton, 2023). Therefore, on the surface (features) of Instagram such as Reels and Stories are perfect for fast-paced sports. There are 12 criteria in sports market segmentation, namely: 1) differential behavior: consumers in different segments must behave (i.e. consume) differently towards brands/products, 2) identification: marketers must be able to classify existing consumers into segments based on available information, 3) affordability: marketers must be able to reach consumers in different segments through different marketing strategies, 4) feasibility: marketers must be able to derive segments subject to managerial constraints and known information, 5) profitability: revenues from market segmentation studies must exceed implementation costs, 6) substantiality: derived market segments must be large enough that marketing to them would be worthwhile, 7) responsiveness: derived segments must respond uniquely to the marketing mix used to target them, 8) stability: derived segments must be stable in the short term or the methods used for them, 9) actionable: marketers must be able to apply specific marketing strategies to targeted segments, 10) projectable: marketers must be able to classify new consumers, 11) competition: marketers must be able to understand how segments will respond to changes in marketing strategies and competitive forces, and 12) market dynamics: marketers must be able to compare derived segmentation schemes over time to examine the impact of changes on consumers and markets (DeSarbo & Blank, 2020).

There are 5 segments of the sports shoe market, namely 1) active (sporty): this segment consists of consumers who actively participate in fitness or sports on a regular basis. They give

priority to high-quality sports shoes from trusted brands and are willing to pay more for superior quality. Consumers in this segment value features that enhance performance and durability in their sports shoes, 2) elite sports: the elite sports segment consists of consumers who specialize in a particular sport and engage in serious competition, with more than 10 hours per week to train. They look for specialized shoes that meet the unique demands of their sport. Technology, innovation and advanced features are important considerations for this segment, which also exhibits high brand engagement and loyalty, 3) everyday wearers: this segment includes a diverse range of consumers who use sports shoes as part of their everyday wardrobe. They pay less attention to high performance features and prioritize comfort and value for money. Well-known brands are still important to everyday wearers, but they may not require the same level of quality and performance as the active or elite sports segment, 4) sports fashion: the sports fashion segment consists of consumers who give priority to style and brand image over functionality. This segment includes teenagers, young adults, and young professionals who see sports shoes as a fashion statement. They look for trendy designs, fashionable collaborations, and limited editions, often placing aesthetic value over sports performance, and 5) budget price: the budget price segment consists of consumers who give priority to affordability and low price compared to other factors. This segment may include families, retirees, or individuals looking for inexpensive shoe options for casual use, such as for household or gardening activities. Quality may be less important to this segment compared to price considerations (Fripp; DeSarbo & Blank, 2020).

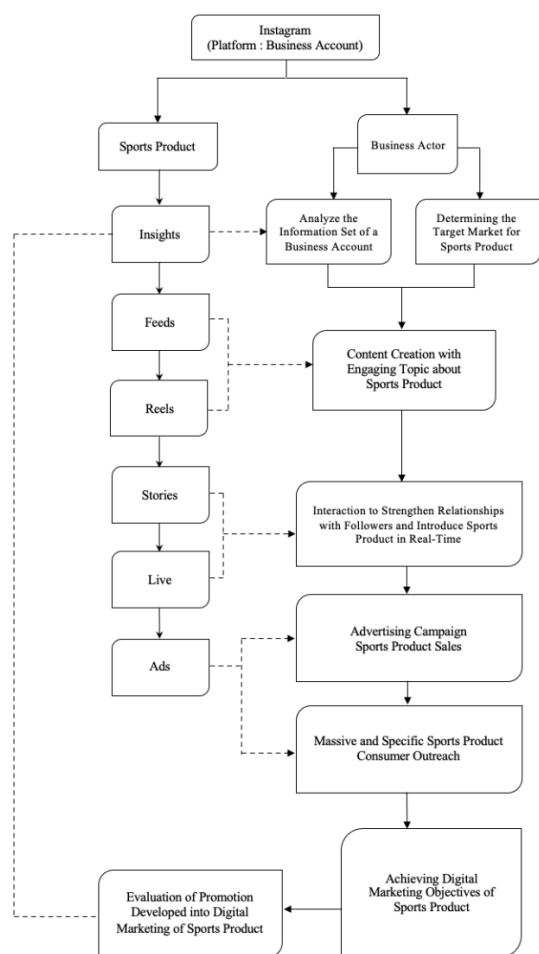
The existence of digital marketing targets compiled by sports product entrepreneurs, cannot be separated from the possibility of creating interesting and interactive content on Instagram social media.

Not just interesting and interactive, even sports product entrepreneurs are required to present good visuals to influence the audience with an indication of interest in the products being sold. It is very important to always be one step ahead and always think about new things to have a successful online business. Every online business can try adding video blogging to marketing efforts. It helps clients to see, hear, and get to know the business better. People love good visual images because it draws them in more than simple pictures and text messages. Good visual cues help customers build familiarity with the brand itself and also help build loyal relationships (Blakeman, 2014). Using videos for social media marketing (Facebook and Instagram) can attract people to watch more sports. One reason is that Facebook and Instagram are easily accessible and very commonly used today. In addition, videos are easier to convey concepts clearly and eliminate confusion, and the main reason is that videos save people's time and can effectively convey messages compared to other tools. To effectively promote social media marketing to attract people to play sports, organizations, brands and players need to understand the reasons why people are attracted to certain types of social media and what types of visual content are appealing. They should focus on the type of sport, the duration of the video, creating videos that can appeal to everyone. Videos should be uploaded with short breaks to keep fans or consumers informed about upcoming events and attract them to watch sports (Yousaf et al., 2021).

One of the most important areas in marketing is determining and allocating the marketing budget. The purpose of budget determination is to find the optimal budget that should be allocated to all activities, and the purpose of budget allocation, the process that follows budget determination, is to determine the best allocation of the budget to these activities (Koosha & Albadvi). Marketing budget optimization is the process of

determining and allocating the optimal marketing budget that will provide the best value for the money invested and should, in theory, provide an optimal return on investment (Magalhaes, 2018). Ads on Instagram account for 96.6% of Instagram's active users every month. That means there are nearly 2 billion potential customers and this target group continues to grow, data from Meta shows that Instagram's ad reach increased by 21% in the past year, despite changes in ad reporting (Macready, 2023). On the other hand, the similarity of doing promotions through Instagram has a positive influence on good goals in a sports product business offered that promotion has a positive effect on purchase intention. Brand awareness is the link between promotion and purchase intention (Semuel & Setiawan, 2018). Therefore, optimizing the resources owned by sports product entrepreneurs is important by creating good content and visuals and supported by budget optimization in conducting advertising promotions on a social media platform such as Instagram.

Figure 1.0 The Way to Optimize Instagram Features in the Digital Marketing Strategy of Sports Product



Based on all the previous explanations, the implementation of digital marketing strategies must be accompanied by an overall understanding of the use of social media itself, namely the features embedded in Instagram. Many findings from research show the positive influence of utilizing Instagram for sports product marketing activities. However, what is underlined is that it is better to provide specific knowledge and roles in the marketing features that Instagram has, so that sports product businesses can develop to maximize business potential massively and can be trusted by consumers. There are seven stages in e-marketing design as follows: 1) Situation Analysis, 2) E-Marketing Strategic Planning, 3) Objectives, 4) E-Marketing Strategy, 5) Implementation Plan, 6) Budget and 7) Evaluation Plan. The detailed explanations are: 1) the beginning of starting a business is to

analyze the strengths - weaknesses - opportunities - threats for the business, 2) identify the needs of consumers that cannot be met and identify specific consumers to target, 3) increase market reach, increase the number of active comments on a blog or website, and increase the amount of business revenue, 4) include strategies regarding the 4Ps and relationship management to achieve the objectives of the plan regarding product, price, place, and promotion, 5) the implementation of the e-marketing plan includes the nature of technology-mediated interactions, 6) monitor the actual revenue and cost of an investment as the key to strategic marketing planning and 7) determine success through evaluation of the implementation of e-marketing planning (Strauss & Frost, 2014).

Based on these stages adapted as shown in figure 1.0 above, Instagram features can be implemented to finalize a digital marketing strategy that can be launched optimally. Sports product entrepreneurs are not moving in an unclear direction in operating Instagram social media, as it is intended in this case to gain seller existence and increase sales of sports product. A good step to start is to observe the surface of the sports product market on Instagram by observing sports trends on emerging social media while determining the target consumers of the sports products being traded. After observations are made, sports product entrepreneurs can plan social media content that is prepared and then created as interesting as possible by adjusting the tastes of the audience to be uploaded on Instagram. Actively approach to market sports product with Stories feature and even Live in real-time. If sports product entrepreneurs have sufficient capital, the next step that must be improved is to market sports product with a wider range. The Ads feature is a way to do that. Ads are able to provide reach power tailored to the wishes of sports product entrepreneurs and consumer criteria provided by Instagram. In addition, sports product entrepreneurs can set the desired amount of capital expenditure by adjusting the advertising time period that is run later. After the sports product promotion ad runs, data about impressions from the audience will be received directly by the user and at that time

consumers of sports products begin to be interested and transactions can occur. In the last step, an evaluation for promotion must be carried out. This evaluation aims to recap data, analyze data, and redefine the digital marketing strategy that is being developed using Instagram features for the sake of the sustainability of the sports product sales business.

CONCLUSION

The explanation above provides a complete conclusion for researcher that a social media platform called Instagram is one of the online channels that has a positive value in digital sports marketing and is still the best choice. This can be revealed by the explanation of the number of Instagram users globally and the number of specific users in Indonesia itself. Coupled with the unique and wide distribution of sports product market segmentation, sports product entrepreneurs must be more innovative in taking steps for sports digital marketing strategies using Instagram features as well as possible, none other than to obtain the maximum possible sales conversion. The packaging of sports product sold, requires the sustainability of the progressive implementation of promotion by paying more attention to the use of the role of Instagram features. It is important to prepare the required data on Instagram business accounts that can be observed regularly through the Instagram Insights feature as well as prepare and upload attention-grabbing visual content in the form of photos, videos, information about sports product, and build interactions to strengthen relationships between users as business actors and consumers and be able to properly calculate the capital to carry out their sports product advertising plans with Instagram features such as Feeds, Reels, Stories, and Live or Ads as optimized digital marketing tools. Therefore, an understanding of this in the future for sports product entrepreneurs can continue to advance in business development to get closer to digital platforms like Instagram.

ACKNOWLEDGMENTS

Gratitude is extended to the authors who have contributed to the completion of this study. Theoretical ideas and thinking analogies

were contributed to complete this study as much as possible.

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