

JASTIP Turki-Indonesia Via Instagram

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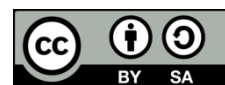
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ABSTRACT

In this digital era, technology has a very important role in all aspects, including economic and social aspects. Social media is a technology that is very much found in society. Social media, especially Instagram, is often used by consumers as a medium for sharing text, visuals, photos, and other information. In addition, Instagram is now widely used as a medium for business promotion, including the jastip business. Jastip stands for entrusted services, which are used for buying and selling transactions between buyers and service owners who are usually in different cities or countries. In this article, the author will reflect and share information about his own business between Turkey and Indonesia, including how to communicate with consumers and how to promote it on Instagram.

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INTRODUCTION

Today's social media has given birth to a variety of new communication patterns. Aside from being a medium for sharing experiential information, social media, especially Instagram, is also used as a means of communication between service owners and consumers. The term jastip in Indonesia is widely known by the public on social media, especially Instagram, so there is a great opportunity to do jastip business on Instagram. The main actors in this jastip business model are netizens or the public on social media, Instagram. The more Instagram netizens know about the existence of the Jastip business that we are building, the greater the chance for this Jastip model to develop.

Jastip is a business model in which service owners offer their services to buyers who want to buy something outside the city or country where the buyer does not need to visit city or country. This jastip business makes it easy or a solution for service buyers, buyers just have to sit back and use their smartphones to order what they want via Instagram without queuing and spending a lot of money on their travel expenses abroad.

Even though many already know about the existence of jastip on Instagram, the status of this jastip business model is still a new business model, so many challenges must be learned by business people as well as consumers or service buyers.

METHOD

The research method used in this article is descriptive analysis. The author will make a systematic, factual, and accurate description of the facts. The author makes himself the object of research where the writer has to reflect on his experience in the Jastip business, therefore there is no interview session in the process of writing this article because the writer describes based on his experience with his business partners.

RESULTS AND DISCUSSION

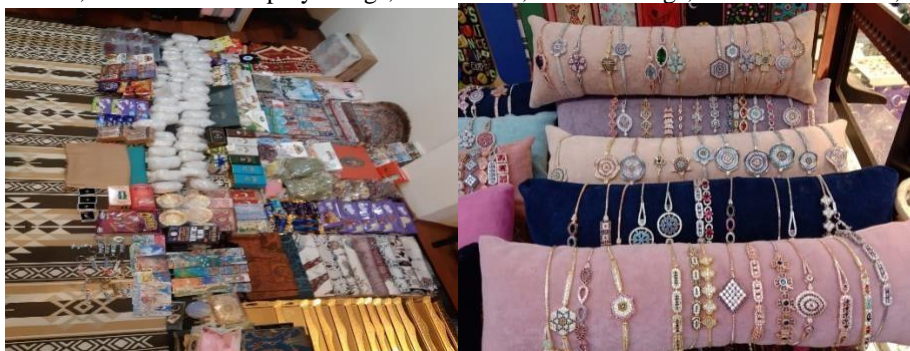
1. Jastip Beulee.in

The jastip business with the title “Beulee. in” as the name on the social media account started in February 2021 and is still operating today as a jastip business built by several youths with student status. Beulee. in is a play on the word "beliin" which means buy it in non-formal Indonesian, it is also a Sundanese word that means "buy it out". The choice of the jastip brand name is carried out by voting, where each member must provide their idea for a jastip brand name. There are 4 members of Beulee. in, 2 of whom are domiciled in Konya, Turkey. 2 are domiciled in Bogor, Indonesia. All Beulee.in members are students.

At first, we started this Jastip business because we saw the interest of the Indonesian people in Turkish goods and Turkish culinary delights. This makes us, as students who want to earn a side income, interested in doing this jastip business. Besides Turkey having a unique characteristic of its goods, Turkey is also famous for its worldwide culinary delights such as Baklava, lokum, and others.



The price set for each product has been added to the price of Turkish-Indonesian baggage, of course, it will be more expensive, but not as expensive as visiting Turkey in person, so the price set for each item is an affordable purchase price. Delivery from Turkey to Indonesia through the baggage of fellow students who will return to Indonesia. The system used is a pre-order system, consumers give what they want to buy, then we buy it, and payment is made after the goods arrive, or consumers can pay a 20% down payment. The products offered are various, such as Turkish prayer rugs, Turkish tea, zultanite rings, Turkish cosmetics, and others.

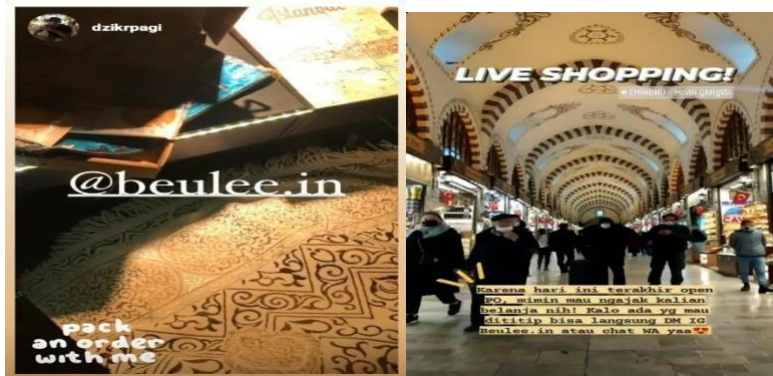


2. Digital marketing via Instagram

Instagram is where we started this jastip. We started on Instagram because Instagram is one of the applications most used by the public, Instagram has high appeal, and Instagram is also very easy to use, that's why we use Instagram as a marketing tool for this Jastip. Apart from that, there are quite a lot of Instagram features, such as direct messages, stories, photos, videos, IG TV, and most recently reels, where this feature is most accessible to other people. Of course, this is very assist us in broadcasting the existence of beulee. in on social media. Blank & Lutz (2017) states that Instagram is a social media that is easily accessible using a variety of devices and that the device that is mainly used to access the Internet on Instagram also has

advertisements that will be directly connected to Facebook, this can make its reach even wider. Tuten (in Wally & Koshy, 2014) defines advertising as a bundle of integrated promotional techniques to attract the attention of the target audience either in the form of business-to-consumer or business-to-business products.

Self-promotion on accounts is one of our efforts to continue to improve the quality of Beulee. in accounts on Instagram. Instagram is a container in which many accounts are likened to a house, the more attractive it looks, the higher the interest of netizens to visit the account. Besides that, the endorsement is also a way to expand the reach of this jastip business. Asking a celebrity to promote a business will be very helpful in increasing followers on Instagram, because the more followers a business account has, the more confident consumers will buy it, the consumer assumes that the more followers, the more buyers. Celebrities have the potential to influence their followers to buy the same product as being promoted, the more followers they have, the higher the endorsement price will be. Schiffman et al (in Kutthakaphan, Chokesamritpol, Examiner, & Hallén, 2013) define celebrities as movie stars, television personalities and popular entertainers, and sports icons who provide the same type of reference group appeal.



3. Social Media

Social media, apart from being used to share content, is also widely used to connect relationships, many communities are built on social media, and social media helps find new communities based on common interests, hobbies, religion, or politics (Bergstrom & Backman, 2013). The use of social media is not limited, a person may use it to simply share their content with others, and share their hobbies, but many people use it for more than that, social media is used to create connections with people they previously did not know or maintain connections with relatives.

The social media used as a business tool for Jastip Brulee. are Instagram and Whatsapp. Both have the potential to increase Jastip's business if used properly. On Instagram Beulee.in there is a link which if clicked will go directly to WhatsApp. It can be concluded that effective communication between business people and consumers or prospective buyers is through WhatsApp because WhatsApp is accessed more often by everyone, so the response will be faster than communicating via Instagram direct message.

According to Statista (in Blank & Lutz, 2017) the fastest-growing social media site is Instagram with more than 600 million users. Instagram is very easy to use for sharing content and as a means of promotion. Its attractiveness is high, making social media consumers easy and happy to access it.

CONCLUSION

The Jastip business generates sizable profits if it is carried out seriously, the Jastip business is a new business model that offers services so that business people are not burdened by product quality because usually, the goods ordered are goods that consumers have purchased before, so all they have to do is what business people do is guarantee the authenticity of the product. Jastip can also be used as a side business because the method of ordering is in the form of pre-orders so business people don't need to stock up on a lot of goods. The use of Instagram must be maximized because it will affect the continuity of the Jastip business, the Jastip business account, even though it is paused in selling its Instagram account, must keep operational sharing content or promotions for the next sale.

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