EFFECTIVENESS OF KFC MARKETING THROUGH INSTAGRAM ON
CONSUMER INTEREST IN DEPOK CITY

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Abstract. *At this time, many companies are maximizing their marketing through social media so that it can ultimately make the company grow and obtain targeted results in sales. This study aims to examine how the Effectiveness of KFC Promotion Through Instagram on Buying Interest. The method used is quantitative, with descriptive-verification analysis method, useful for describing and analyzing research results. Analysis is used to prove the hypothesis that has been built. The results of this study indicate, the level of effectiveness of marketing conducted by KFC through Instagram is very high, through data processing which is positive and includes all promotional activities, both in the field of advertaising and promotion on Instagram. Indicators carried out in this study to measure the level of effectiveness is to discuss the time and cost of consumer buying interest.*
Keyword*: Effectiveness, Marketing, KFC, Instagram, Purchase Interest.*

PRELIMINARY

Effectiveness is the entire cycle of inputs, processes and outputs that refer to the results of the use of an organization, program or activity that states the extent to which goals (quality, quantity, and time) have been achieved, and the measure of success of an organization to achieve its goals and achieve its targets. This means, that the understanding of effectiveness that is concerned is solely the desired results or objectives. Product marketing is one of the keys to maximizing the company's goals in generating profits. Without marketing the business or business that is run will not develop rapidly. Every company's marketing is different. Seeing the development of technology that is increasingly advanced, it seems to provide a way for business people.

THEORETICAL FRAMEWORKS

Effectiveness according to the above understanding means that indicative effectiveness in the sense of achieving a predetermined goal or goal is a measurement in which a target has been achieved in accordance with what has been planned. Another understanding according to Susanto (2005: 156), "*effectiveness is the message power to influence or the level of ability of messages to influence*". According to Susanto's understanding, effectiveness can be interpreted as a measurement of the achievement of planned goals that have been planned in advance.
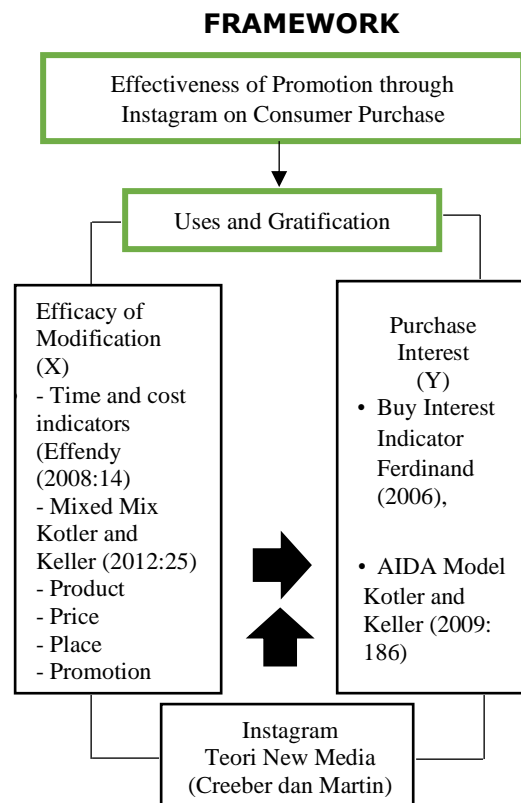
The marketing mix is part of the marketing concept that has an important role in influencing consumers to buy the products or services offered. The elements of the Marketing Mix are often known as 4p according to Kotler and Keller (2012: 25), namely: (1) Product (Product; (2) Price (Price); (3) Place (Place) and (4) Promotion (Promotion).

New Media Theory is a theory developed by Pierre Levy, defined as a communication product, mediated by technology, and shared with digital computers (Creeber and Martin, 2009. New Media is a media which consists of a combination of various elements. New media is a media which uses the internet, technology-based online media, is flexible in character, has the potential to be interactive and can function privately or publicly (Mondry, 2008: 13).

User (Uses) media content to get fulfillment (Gratification) of one's needs or Uses and Gratification one of the theories and approaches developed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch (Effendy, 2000), often used in communication. The Uses and Gratification approach is intended to describe the process of acceptance in mass communication and explain the use of media by individuals or aggregations of individuals (Effendy, 2000: 289).

AIDA is one of the response hierarchy models used to see the hierarchical effect of product promotion on consumers (Dewi, 2016). According to Kotler and Keller (2009: 186) the AIDA formula (Attention, Interest, Desire, Action) is the formula most often used to help overall advertising planning. This plan consists of; (Attention), making a product interest (Interest), making a desire to have a product (Desire), and inviting customers to take action in purchasing a product (Action). Using the AIDA model will clarify the concepts of change, attitudes, and behavior in relation to a framework of action.

FRAMEWORK

Effectiveness of Promotion through Instagram on Consumer Purchase

Uses and Gratification

Efficacy of Modification (X)
- Time and cost indicators (Effendy (2008:14)
- Mixed Mix Kotler and Keller (2012:25)
- Product
- Price
- Place
- Promotion

Purchase Interest (Y)
• Buy Interest Indicator Ferdinand (2006),

• AIDA Model Kotler and Keller (2009: 186)

Instagram
Teori New Media
(Creeber dan Martin)

METHOD

The approach in this study is a quantitative approach, because this study is presented with numbers (Samatan, 2017). This is consistent with the opinion (Arikunto 2006: 12) which suggests that quantitative research is a research approach that is widely demanded to reveal numbers, starting from data collection, interpretation of the data, and the appearance of the results.

The paradigm used is the positivism paradigm (Samatan, 2017; Bungin, 2008), where social science is placed the same as natural science as an organized method that combines deductive logic with empirical observation in order to probabilistically find confirmation of the law of cause and effect that can be used to predict patterns general pattern of certain social symptoms. In quantitative research, which is based on an assumption that a phenomenon can be classified, and the relationship of symptoms is causal (cause-effect), then researchers can conduct research by focusing on only a few variables (Sugiyono, 2011: 42).

Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2001: 119). The population is limited by the number of residents or individuals who have at least one common characteristic (Nazir, 2009). In this study the population was the KFC Instagram diagram.

Arikunto (2006) states that the sample is part or representative of the population to be studied. The sampling technique in this study was purposive sampling. Purposive sampling is a technique of deliberately determining samples in accordance with the required sample requirements. Requirements of respondents taken as samples are:

KFC consumers who have seen the KFC Instagram account
Paul Leedy in Arikunto (2006), as follows:

$$n = \left(\frac{Z}{e}\right)^2 (P)\left(1 - \frac{1}{p}\right)$$

Keterangan:

n = Sampel
P = Populasi
e = Sampling error (10%)
Z = Satandard for selected error

The population of this study is unknown, so the price of P (1-P) the maximum is 0.25 and uses a 95% Confidence Level with an error rate of not more than 10%, the sample size is:

$$n = \left(\frac{1,96}{0,1}\right)^2 (10)\left(1 - \frac{1}{0,5}\right) = 96,04$$

(Rounded up to 100 people)

According to Sugiyono (2008: 261) explained that simple regression is based on the functional relationship as well as an independent variable with a dependent variable. The general equation of linear regression is:

| Y= a + b1x1 | Y= a + b1x1 + b2x2+b3x1x2 |

Information:
Y = Buy consumer interest
a = price of Y if X = 0 (constant price)
b = number of the direction of the regression coefficient, i.e. shows an increase in or decrease in the dependent variable based on the independent variable (free). If b (+), then increases and if b (-) then there is a decrease.
X = Effectiveness of Conversion
M = Instagram

Variable M in this study explains the moderator variable, which serves to strengthen or weaken the influence of the independent variable on the dependent variable. According to Sugiyono (2010: 39), this Moderator Variable is called the second independent variable. Following is an explanation of moderator variables:

Sumber: Samatan, 2017:79
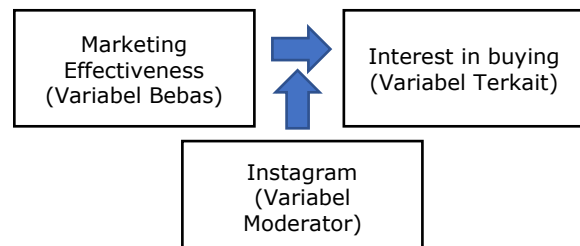
Gambar 2: Variabel Penelitian

RESULTS AND DISCUSSION

The population in this study is KFC consumers who see cooking through Instagram. Questionnaires were distributed to 100 respondents randomly. Respondents in this study have characteristics. Research characteristics consist of:Karakteristik Berdasarkan Usia:

Tabel 1
Characteristics of Respondents by Age

No.	Ages	Ages	(%)
1.	**18-19 years**	8	8%
2.	**20-21 years**	81	81%
3.	**22-26 years**	11	11%
	Total	100	100%

Sumber: Olahan Peneliti

Characteristics of Respondents Based on the age of the results of the distribution of the questionnaire, the age of respondents showed that the number of respondents aged 18-19 years was 8% or 8 respondents, aged 20-21 by 81% or 81 respondents, aged 22-26 by 11% or 11 respondents.

Tabel 2:
Characteristics Based on Gender

No.	Gender	Amount	(%)
1.	**Man**	37	37%
2.	**Girl**	63	63%
	Total	100	100%

Sumber: Olahan Peneliti

Characteristics of Respondents by Gender from the results of the distribution of the questionnaire showed that the number of respondents who were male as many as 37% or as many as 37 respondents and the number of female respondents was 63% or as many as 63 respondents.

In the variable (X) Effectiveness of this study discusses the effectiveness with measurable indicators explaining the Cost and Time in the cooking. The elements of the Marketing Mix can be mentioned into 4p according to Kotler and Keller (2012: 25), namely:
1. Product
A thing that can be offered to the market to get attention so that the products sold will be purchased, used or consumed that can meet a customer's wants or needs.
2. Price
A value exchanged by consumers for the benefit of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price for all buyers.
3. Place
The place is associated as a distribution channel aimed at achieving the target of consumers. This distribution system covers transportation locations, warehouses and others.
4. Promotion
Promotion means activities that convey the benefits of the product and persuade customers who buy it. the good of the product and persuade the target customer.

In the variable Y Purchase Interest this study uses the AIDA assumption which explains that buying interest includes: (1) Attention; (2) Interest (Interest); (3) Desire and (4) Action.

From the four concepts, this research explains that the cooking done by KFC through Instagram can influence consumers who see the KFC Instagram account to buy the product.

The main theories explained in this research are the New Media theory and the Uses and Gratification theory, new media theories talk about new media such as Instagram. Instagram in this research is a digital based KFC marketing venue. The uses and gratification theory or the use and fulfillment of needs using this approach focuses on the audience members. Where this theory tries to explain about how the audience chooses the media they want. Where they are audiences / audiences who actively choose and have different needs and desires in consuming media.

Uses and Gratifications shows that the main problem is not how the media change the attitudes and behavior of the audience, but how the media meets the personal and social needs of the audience. So, the weight is on an active audience, who intentionally uses the media to achieve specific goals. The concept of use is an important and essential part of this thinking. Knowledge of the use of media and its causes will provide an avenue for understanding and estimation of the results of a mass communication process. In this research Instagram is one of the media used.

CONCLUSIONS AND SUGGESTIONS

Based on the discussion that has been described previously can be concluded as follows:

What is the level of effectiveness of marketing through Instagram on product buying interest. The effectiveness level of marketing conducted by KFC gets good results through data processing and positive results and includes all promotional activities, both in the field of advertaising on Instagram and promotion on Instagram. Indicators conducted in this study to measure the level of effectiveness is to discuss the time and cost of buying interest. In terms of effectiveness Respondents strongly agree to the effectiveness and efficiency of reducing the time and cost of marketing through Instagram. Instagram makes it easy for KFC consumers to see new products and menus released by KFC. in airtian, consumers are greatly helpe to go to Effectiveness and accelerate time costs in marketing activities and buying interest through the Instagram.

SUGGESTION

Based on the research results obtained, there are several suggestions that will help various interested parties:

For Respondents

From this research, KFC consumers can continue to access Instagram to find out about the latest promotions and menu updates released by the restaurant. By utilizing social media as the easiest, and fastest access to provide information to meet everyday life in culinary matters.

Next Research

For further research that is interested in researching with a theme of this type of research is expected to be used as a comparison and basis for further research so that researchers can deepen the research to be carried out by using qualitative methods.

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