

## Digital marketing communication for archery sports equipment on Instagram @vienetharcheryofficial

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**Abstract** The sports equipment business is one of the businesses that is currently starting to develop. Supported by the desire of the community to engage in sports, one of which is archery, Vieneth Archery Official, one of the archery equipment shops, takes advantage of this situation. The purpose of this study was to digitally determine the marketing communication of archery sports equipment on Instagram @vienetharcheryofficial. The method used in this research is Krippendorff content analysis which is carried out by collecting data on the Instagram account @vienetharcheryofficial from 1 May 2022 to 30 May 2022. The conclusion of this study shows that Vieneth Archery, as an archery equipment shop, carries out digital marketing communications through @vienetharcheryofficial Instagram posts dominated by public relations and publicity efforts.

**Keywords:** digital marketing communication; archery equipment; instagram;

### INTRODUCTION

Sport is no longer seen as a mere hobby but has also been seen as a lifestyle (Syarif, 2021; Wisnubrata, 2020). Plus, exercise is becoming increasingly popular both as a regular activity and as part of a healthy lifestyle which, if not practised, can feel incomplete (Pramita, 2019). In addition, exercising regularly can keep the body in shape and protect the body from various diseases (UNPI, 2016). The growing association of cycling or the current trend of incorporating cycling into daily activities, whether travelling for work, shopping, gathering or even communicating. Cycling is a new lifestyle in modern times. So that people know the value of activities, it is necessary to channel hobbies. Maintaining and improving physical condition through exercise will help to get a strong and healthy body that will perform effectively in training.

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A robust implementation plan is required, and one of these activities is to determine the duration, frequency, and intensity of cycling before doing it as desired. The community is aware of the importance of warming up. After the implementation, cooling must maintain body condition and protect against harm. A healthy, fit body with a good size is essential—human expectations during productive times. A fit and healthy person can work well with the best results (Utomo, 2020).

Another example, the shift in the gym from the consumption of bodybuilders for the sake of competition and sport to public consumption, can be seen in the transformation of fitness centres to address the discourse of a healthy lifestyle. In the early 1900s, the gym became a luxury activity as a sport and physical culture. Still, it gradually became a concern not only for the aristocracy and bodybuilders but also for workers and the middle-class (Andreasson & Johansson, 2014). Gym as a lifestyle then spread on a global scale into the consumption of many people. The fitness centre continues to develop into a place where elements of femininity and masculinity are continuously reproduced. To be used as an object to sell things, the body must be rebuilt by the owner and viewed narcissistically rather than functionally (Piliang, 2011). For example, his Muscle & Fitness magazine sold more than 400,000 copies in the mid-1970s. At the same time, the famous Gold's Gym grew from a small gym into a robust global franchise in Indonesia (Liokaftos, 2012). The increase in public interest in the fitness industry is also inseparable from the growth and shift in the lifestyle of the Indonesian people. A change in the sense of the emergence of healthy lifestyle trends and increasing public awareness of the importance of physical appearance (Wijayanti, 2009). One of the sports that is currently a trend in society is archery.

Archery, a trend in urban communities, has spawned many communities (Nusantoro, 2021). Archery is a sport growing in popularity in the metropolitan area and spawned many communities. Youth Islamic Study Club (YISC) Al Azhar, Kebayoran Baru, Jakarta, one of which offers YISC Archery. One of Al Azhar's interests and talents is the archery community. This community was established to introduce sunnah sports and invite people to revitalise the mosque. As a result, this community is accessible to everyone and not only to YISC Al Azhar members. Regular training at three levels, basic, intermediate, and advanced, is one of the activities in this community (Fajar, 2018).

In addition, unique events such as a training clinic for archery are also held. The community also conducts archery assessment tests, or tests with increased levels, in addition to archery training. Still, according to Fajar (2018), archery has a considerable degree of difficulty. One does not yet have the strength to pull the bow's weight, especially for beginners. Because archery requires a strong physique even though it looks simply. High physical strength is required for a sufficiently strong bow pull. However, archery has other advantages, such as improving balance to hit the target accurately. Then train

concentration and hand-eye coordination. The mental focus and stress management skills that can be developed through archery include focusing on a task without delay (Fajar, 2018).

Archery is a popular sport that has produced the best athletes in the world (Indahwati & Ristanto, 2016) and became an ancient sport with a long history that started as a hunting sport rather than a recreational activity (Maxson, 2013). Archery was used for self-defence, especially in combat during this time, and as a sport for members of the royal family apart from hunting (Hitti, 2002). Archery became a valuable method to collect sustenance in the form of animal protein before having the knowledge and skills to handle livestock. Several historical events related to archery as the sport developed in several locations, not just one (Nauright, 2012). Instead of being a hobby in the past, archery has become a sport for athletes. Since 1900, archery has also been included in the Olympics (Nauright, 2012). The lifestyle of sports in society, especially in urban communities, towards archery is an opportunity used by the capitalist industry in facilitating the community to fulfil a sports lifestyle, especially archery. This research focuses on digital marketing communications in marketing sports equipment.

The disruption age will alter how businesses run and the foundations upon which they are built, including cost structures, corporate cultures, and even industry ideologies. In the age of disruption, it is clear that business has changed, and what was once a crucial method of conducting business has evolved into the sharing of roles and the pooling of resources (Kusuma & Sugandi, 2018; Suropto, 2019; Dagumboy, 2019). The use of digital or electronic media for business-to-consumer communication, or "digital marketing," is rising swiftly (Shankar et al., 2022). Digital marketing communications in product categories with high levels of involvement can even cause need recognition. According to the findings, consumers are happy with digital communication, are influenced by other customers' reviews, and communicate their thoughts after purchases through digital channels (Dahiya & Gayatri, 2018; Putranto et al., 2022). Social media marketing has dramatically impacted the image and trust of businesses.

Additionally, brand perception and consumer trust have significantly influenced purchasing intent (Sanny et al., 2020). Digital marketing is leading the way in offering new tools to reach, inform, engage, show and sell products and services to customers and is expected to continue to be at the forefront of the technology revolution (Kim et al., 2021; Susilo et al., 2021). Alternatively, it can also be interpreted as a planned and organised method of brand promotion to encourage user connection with the brand (Sucipto & Yahya, 2022). Attractive, informative, and influential digital marketing/advertising communication on consumer behaviour (Munsch, 2021). Consumers' preference for particular products is significantly influenced by all

digital marketing channels, mainly social media. Traditional marketing is shifting to digital marketing thanks to the internet's significant impact on consumers. When used effectively, social networks, digital marketing components, and social media offer vital services for businesses to reach their clients. Traditional marketing has changed into digital marketing as technology advances. Social media channels are becoming more critical in connecting with customers. Social media and digital marketing channels are quickly displacing the old and widespread marketing channels. Two-way communication replaces traditional marketing's one-sided communications strategy, which is now adequate. As a result, businesses unable to adapt to this new environment will gradually become smaller and eventually vanish. Consumers can currently communicate their wishes to business people via social media (Keke, 2022).

Researchers try to show the novelty of this research by bringing up research that previous researchers have done. The first study discussed the Wanto Sports Store, a shop selling sports equipment and accessories that had to update its technology to stay ahead due to intense commercial competition. E-commerce websites must be implemented in marketing and sales strategies to overcome these problems. Because customers can access it from any location and at any time as long as they are connected to the internet, this e-commerce website can increase the marketing reach of Wanto Sports Store. The website was built using a strategy based on structured analysis using Use Case tools, Entity Relationship Diagrams (ERD), and Data Flow Diagrams to define process diagrams (DFD). As a result, Wanto Sports Store underwent significant changes after this information system was installed, including increased customers who previously did not use it. However, the number of consumers of the quality of goods must still be increased based on the convenience of shopping at the Wanto Sports Store (Putra, 2012).

The second study uses various media to discuss swimming marketing activities in Indonesia carried out by the Executive Board of the All-Indonesian Swimming Association (PB PRSI). These media include social media, print and broadcast media, and integrated marketing communications in the form of events. It uses several techniques from marketing communications and sports marketing, such as public relations, personal selling, and advertising. There are many obstacles to adopting the PRSI PB organisational promotion plan, including sports facilities, declining performance, sponsorship, and budget funds (Reftari et al., 2018). The third study discusses Decathlon Indonesia as one of the sports retailers in Indonesia that sell sports equipment. For personal selling, Decathlon Indonesia management uses new media such as Instagram, Facebook, YouTube, LinkedIn, and TikTok. Decathlon Indonesia's management minimises interaction and uses a display layout so that information about products reaches consumers. Publicity and promotion methods include

organising digital events by providing participants with discounts, prices and gift coupons. Decathlon Indonesia still has problems connecting with traditional media, such as radio and television, and Decathlon membership in the country has not received sufficient loyalty rewards (Purnamasari & Swarnawati, 2022). The fourth study discusses the maximum utilisation of human resources, making applications, and collaborating with stakeholders who are part of the ACE Hardware Lampung Retail marketing communication approach to encourage online sales. Implementing a marketing communications strategy involves considering various factors, including those related to product information, services, purchases, advertising, and sponsorships (Asniar et al., 2022). Based on the background described, this research aims to determine the digital marketing communication of archery sports equipment on Instagram @vienetharcheryofficial.

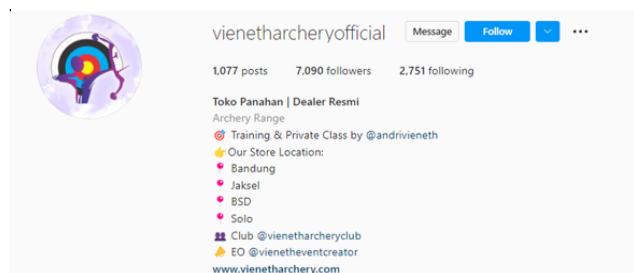
## **METHODOLOGY**

Content analysis is used as a research method where content analysis is a tool for researching and interpreting communication in the sense of a systematic, objective, and quantitative message (Wimmer & Dominick, 2013; Putranto, 2021). In addition, content analysis is often a methodology for analysing message content as well as message content processing or a tool for analysing open communication actions through selected communicators (Budd et al., 1967; Putranto & Farida, 2021). The use of content analysis has several purposes and benefits, such as (a) Describing and making comparisons of media content; (b) Comparing media content and social reality; (c) Media content is a reflection of social and cultural values and people's belief systems; (d) Knowing the function and influence of the media; (e) Evaluating media performance; (f) Knowing media bias (McQuail, 2010).

Quantitative analysis is an analysis to measure several aspects that are carried out quantitatively. The procedure measures and calculates from the content element and presents it quantitatively. Content analysis (quantitative) has limited use with explicit material. Researchers only code (mark) what they see in the form of sound, in the form of pictures of newspapers and television (Kriyantono, 2014). Content analysis has a different character from other text analyses. In general, quantitative analysis can be interpreted as part of a technique in scientific research to observe the form of content and conclude the content. The content analysis method systematically identifies the communication's visible (manifest) content and is carried out objectively, validly, reliably, and can be replicated (Kriyantono, 2014).

The researcher used two coders to ensure objectivity in data collection and coding. Reliability tests were carried out using two coders to ensure that the results were accurate and the data collected was actual. The reliability test evaluates the accuracy and authenticity of information collected from Instagram and uses two coders.

Instagram is a social networking site for posting pictures and videos used to market themselves online (Prasetya, 2020; Octaviana & Susilo, 2021). Instagram is a social media platform with a strong emphasis on videos and images, allowing users to annotate their pictures with captions, hashtags and comments. Although this app works on both PC and mobile devices, it is mainly made for mobile devices (McNely, 2012; Susilo, 2021). First, the researcher collected @vienetharcheryofficial Instagram posts from 1 May 2022 to 30 May 2022. Next, the researchers analysed to see if there were posts relevant to marketing communications for digital archery equipment on Instagram @vienetharcheryofficial.



**Figure 1.** Instagram profile @vienetharcheryofficial  
Source: (Instagram, 2022d)

Several promotion indicators include advertising, sales promotion, public relations and publicity, personal selling, and direct marketing (Kotler & Armstrong, 2010). Advertising is a personalised presentation produced by a company's sales staff to generate sales transactions and build client connections. Sales promotion is used to promote products or services for purchase or sale. Public relations and publicity foster positive business relationships with public companies, promote a positive company image, and address or dispel rumours, stories, and unfavourable events. Personal selling refers to special presentations made by a company's sales team to promote sales transactions and foster client relationships. Finally, direct marketing is the creation of one-on-one relationships with clients to get an immediate response while also building long-term partnerships.

Researchers use reliability tests to verify the validity of the data obtained and to assess the level of accuracy of the data. The calculation or formula used to calculate the reliability formula in this study is the Holsti formula.

$$PAo = 2A / (N1 + N2)$$

*PAo* represents *A* and denotes the number of decisions made by the two coders, whereas *N1* and *N2* reflect the number of decisions made by the coder. The Holsti formula is backed by reliability with a minimum level of 70% or with a tolerable 0.7. If the calculation results

are at 0.7 or more than 70%, then the results of the measuring instrument are reliable (Krippendorff, 2018).

## RESULTS AND DISCUSSION

Before data analysis, a reliability test was conducted to determine whether the measuring instrument could be continued. The first step is tabulating the data. Researchers collected 16 posts featuring digital archery equipment marketing communications on Instagram @vienetharcheryofficial. 2 coders carried out data tabulation. Where in table 1, the results of coding output from coders 1 and 2.

**Table 1.** Post analysis by two coders

Post	1 <sup>st</sup> Coder					2 <sup>nd</sup> coder				
	A	B	C	D	E	A	B	C	D	E
1	-	1	-	-	-	-	1	-	-	-
2	1	-	-	-	-	1	-	-	-	-
3	-	1	-	-	-	-	1	-	-	-
4	-	1	-	-	-	-	1	-	-	-
5		-	1	-	-	-	-	1	-	-
6		-	1	-	-	-	-	1	-	-
7		-	1	-	-	-	-	1	-	-
8	1	-	-	-	-	1	-	-	-	-
9	-	-	1	-	-	-	-	1	-	-
10	-	-	1	-	-	-	-	1	-	-
11	-	1	-	-	-	-	1	-	-	-
12	-	1	-	-	-	-	1	-	-	-
13	1	-	-	-	-	-	-	1	-	-
14	-	-	1	-	-	-	-	1	-	-
15	1	-	-	-	-	1	-	-	-	-
16	-	1	-	-	-	-	1	-	-	-
<b>Total</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>-</b>	<b>-</b>

\* **A:** Advertising, **B:** Sales Promotion, **C:** Public Relations and Publicity, **D:** Personal Selling, and **E:** Direct Marketing  
Source: (Author, 2022)

**Table 2.** Coder output

Variable	Coding Output		
	1 <sup>st</sup> Coder	2 <sup>nd</sup> Coder	Two coders come to an agreement
Advertising	4	3	3
Sales promotion	6	6	6
Public relations and publicity	6	7	6
Personal selling	-	-	0
Direct marketing	-	-	0
<b>Total</b>	<b>16</b>	<b>16</b>	<b>15</b>

Source: (Author, 2022)

Furthermore, reliability tests were carried out to verify the validity of the data obtained and to assess the accuracy of the data using the

Holsti formula, where M is an agreement between two coders, namely 15, N1 and N2, which is the entirety of posts that display marketing communications for digital archery equipment on Instagram @vienetharcheryofficial, totalling to 16.

$$\begin{aligned} Pao &= 2A/(N1+N2) \\ &= 2(15)/(16+16) \\ &= 30/32 \\ &= 0,93 \text{ (93\%)} \end{aligned}$$

The reliability test results obtained from the two coders got results of 0.93 or 93%, which means that the measuring instrument is reliable because it has exceeded the minimum value of 70% or 0.70, which is set as the minimum number (Holsti, 1969).

### **Vieneth Archery Official Instagram Post**

Furthermore, the coding results were based on five indicators: advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. It is known that most of @vienetharcheryofficial Instagram posts display public relations and publicity indicators.



**Figure 2.** Instagram post @vienetharcheryofficial 18 May 2022  
Source: (Instagram, 2022a)

In Figure 2, it can be seen that the publicity shown by Vieneth Archery Official is by showing gratitude to the Archery Training Team for winning the gold medal in the mixed team recurve number on behalf of Rezza and Riau, which has made Indonesia proud.





**Figure 3.** Instagram post @vienetharcheryofficial on 20 May 2022  
Source: (Instagram, 2022c)

In Figure 3, it can be seen again that the Vieneth Archery Official did publicity by showing gratitude to the Archery Training Team for winning the gold medal in the men's team compound number on behalf of Prima, Deki, and Hendika, who had made Indonesia proud.



**Figure 4.** Instagram post @vienetharcheryofficial 25 May 2022  
Source: (Instagram, 2022b)

In Figure 4, it can be seen that the publicity carried out by Vieneth Archery Official showed that the world champions used the "Hoyt" bow and wiped out all gold medals in the individual category at the Archery World Cup First Stage in Antalya in 2022. Vieneth Archery Official once again showed that if you want to be a champion or be able to excel, you can choose products such as COMPOUND INVICTA, RECURVE RISER XCEED, and RECURVE LIMB VELOS, which are available at Vieneth Archery Official.

Based on Figures 2, 3, and 4 that researchers have presented, Vieneth Archery Official conducts digital marketing communications in

offering archery equipment to consumers, with publicity dominating @vienetharcheryofficial's Instagram posts. Vieneth Archery Official does not only do marketing for archery equipment products by showing off bows and arrows on their Instagram, but also trying to attract potential consumers through Instagram, which has much mass. So, then the viewer is taken to visit Vieneth's Instagram profile page to see Instagram stories, reels, and video tutorials, and to visit the Vieneth website page to see in detail the information needed by potential buyers of archery equipment products.

### **Vieneth Archery Official Digital Marketing Communication Practices**

According to Ri'aeni (2017), the internet marketing plan achieved this traditional product by creating the perception of one-stop shopping in physical stores and arranging several products that can be sold online. Innovating products with a focus on taste instils confidence in consumers that the product is trusted and legendary, as well as receiving media coverage. Positive ones (television culinary programs) and user reviews. Instagram, WhatsApp, Line, SMS/Call, and online stores (Tokopedia/Bukalapak) are some of the media used in marketing Cirebon's savoury digital sticky rice and direct marketing in shops (offline) where producers open outlets. In online stores, there are recommendations to take advantage of fast shipping (delivery) services to maintain the product and be suitable for use. While in this study, Vieneth Archery Official has social media such as Instagram, YouTube, Tiktok, and Facebook. In addition, Vieneth Archery Official also has offline stores in Bandung, Jakarta, South Tangerang, and Solo areas making it easy for prospective buyers to see the desired archery equipment product directly.

According to Kusuma & Sugandi (2018), using Instagram as a digital marketing communication channel examines the problems encountered, identifies the challenges being addressed, and analyses the audience to determine the right target. Then develop or decide on the goal to increase consumer awareness of the product. Instagram is then used as an appropriate channel and medium of communication during elections to assist the marketing communication process. In addition, create strategies or activities to achieve goals by creating Instagram quizzes that can get closer to customers. Instagram is a digital marketing communication tool that maintains social media activities that utilise photo and video features, comments for interaction, captions for messages, locations, hashtags, tagging, and Instagram ads for information dissemination. Meanwhile, the promotion of artists on social media is done to increase the number of followers and likes. In this study, Vieneth Archery Official raises outstanding archers to attract the attention of potential consumers.

According to Afrilia (2018), the most straightforward digital marketing tactic to use is social media. The beginning of an online

launch effort to reach a larger target market that is challenging to achieve in the real world can be described as social media. One of the benefits of using social media is the effect of speed in disseminating information. Not only that, information shared on social media can be shared quickly. Social media is considered capable of directly reaching (engaging) potential customers in addition to low prices and no special skills required for the initial launch. Therefore, it is not surprising that business actors prioritise using social media rather than creating other digital media, such as websites. Management must also consider carefulness to ensure that the message is right on target and in accordance with the original purpose. Followed to Kusniadji's (2018) research, social media is the most straightforward digital marketing strategy.

Social media can be characterised as the start of an online launch campaign to reach a broader target demographic that is hard to achieve in the real world. The rapid dissemination of information is one of the advantages of using social media. In addition, social media gives knowledge the power to spread quickly. Even the audience response can be observed and studied for the growth of the relevant market. Vieneth Archery Official utilises the practice of using social media by using Instagram, namely @vienetharcheryofficial. Through Instagram, Vieneth Archery Official influences Instagram followers @vienetharcheryofficial by bringing up archers who excel at the international level. These figures are also strengths and relied on by Vieneth Archery Official so that followers or potential consumers perceive that buying archery equipment products at Vieneth Archery Official can make the wearer achieve high achievements like these archer figures.

According to Hamzah (2018), the Web use series is used as a digital marketing communication medium in Indonesian advertising, focusing on case studies of social media optimisation. As a support service for tourists in Indonesia, Traveloka has proven to be quite helpful in developing and maintaining relationships with customers. Social media platforms can avoid all bad things through participatory and educative efforts. So that Traveloka's perception can change the perspective of the Indonesian people, both in overall marketing efforts for a travel application brand and those limited to digital platforms because web series are very popular with the general public, especially young people. However, in this study, Vieneth Archery Official has not done marketing activities through regularly posting on Instagram. This can be seen in @vienetharcheryofficial's Instagram post, which appears in 1 to 2 posts in 1 week. Of course, this cannot reach people far from the location of the Vieneth Archery Official. So, if you want to get a sense of satisfaction with the product, then potential customers can go directly to the offline store.

## CONCLUSION

Advertising, Sales promotion, Public relations and publicity, Personal selling, and Direct marketing have become indicators in analysing marketing communications for digital archery equipment on Instagram @vienetharcheryofficial. After data analysis, it was found that Vieneth Archery Official, a digital archery sports equipment seller, carried out more marketing communications through Instagram posts @vienetharcheryofficial, which was dominated by Public relations and publicity efforts. This effort is presented by bringing up athletes (archers) who excel in the international arena so that the imagination of using archery equipment purchased through Vieneth Archery Official can make users confident to excel like other elite athlete archers at Vieneth Archery Official.

This research can be extended as qualitative research using the digital discourse analysis method in the future. The future data analysis can be expanded to the ideology on the mezzo level and interactivity of netizens.

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