
Attracting Interest in Buying Queen Petshop Stores With Social Media Data

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Abstract:

The pet shop industry in Indonesia is undergoing significant growth. The Indonesian Pet Food Association (AMHKI) projects a 20% annual growth in the pet food sector, with 60% of the market concentrated in Java, including Jakarta and other major cities. Data from Smart Scrapers reveals 296 pet shops in Jakarta alone. In this competitive landscape, businesses must effectively utilize social media to attract buyers. Queen Petshop, operating within the pet shop sector, leverages Instagram to communicate with its audience about available products. However, the shop has struggled to create engaging content. This study seeks to utilize Instagram's social media data to develop and improve @queenpetshop's content, aiming to increase purchase interest. A qualitative methodology with a descriptive approach was employed, gathering data through interviews, observations, and documentation. The study's findings indicate that strategic use of social media data in content creation significantly enhances purchase interest at Queen Petshop, highlighting the value of data-driven strategies in maintaining competitiveness in the rapidly growing pet shop industry.

Keywords: Buying Interest, Big Data, Social Media

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1. Introduction

The internet and technology have had a significant and far-reaching influence on contemporary culture in recent years. The accessibility of knowledge through social media and the digital revolution in the corporate sphere are evident illustrations of these transformations. (Mardikantoro & Wibowo, 2018) state that advanced technology and internet networks have enabled seamless interactions between customers and enterprises. This enables users to effortlessly access product or service information, even without assistance. According to databoks, the number of internet users in Indonesia has

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experienced a significant surge, rising from 43.7 million in 2014 to 278.7 million in 2024(databoks, 2024).

A multitude of company entities have incorporated the internet into their operational procedures, capitalising on social media as a means of promoting their products or services. One example of this is Queen PetShop, a small and medium-sized enterprise (SME) operating within the PetShop industry. A significant number of Indonesians exhibit a keen interest in social media services, resulting in the entry of multiple platforms into Indonesia. A multitude of novel social media platforms consistently emerge and remarkably, they consistently capture a significant portion of the market in Indonesia (Winarti, 2021; Fatkhurrahman & Wibowo, 2023). As stated by (Ritonga & Wibowo, 2016), social media marketing refers to the practice of utilising specific social media platforms to gain insights into customers and actively include them in communication and collaboration. The ultimate goal is to achieve important marketing and commercial objectives. Hence, the impact of social media, namely Instagram, is now significant due to the abundance of pet owners in Indonesia.

The proliferation of the internet has led to a significant surge in the volume of data being produced, rendering it a highly valuable resource. Data processing technologies, such as Big Data, facilitate the extraction of vital insights from extensive databases. Big Data, known for its vastness and variety, can be generated from a multitude of sources, such as machines, internet-connected devices, social media, and many types of files, whether organized or unorganized. Big Data can be utilized in marketing to target untapped market groups, obtain profound understanding of client opinions on product and service quality, and improve the precision of sales and demand predictions (Kumar et al., 2020; Pantano et al., 2020 ; Wibowo, Suryana, Sari, & Kaltum, 2021).

Iswah (2011) states that internet users commonly utilize social media platforms to engage in communication with others by means of posts or shared content generated by account holders, as mentioned in the study conducted by Gustiandi, Kurniadi, Lubis, and Rohmah (2022). Social media users exchange a wide range of content, such as photographs, videos, and electronic books. Hence, the impact of social media, namely Instagram, is currently significant as numerous pet owners in Indonesia utilize social media platforms to share the daily activities of their cherished pets.

Queen PetShop has established a strong reputation as a store that offers high-quality products, with a particular emphasis on cat food. Queen PetShop also provides a variety of dog food brands, giving pet owners the freedom to select

the most suitable diet for their cats. In addition, the knowledgeable team at Queen PetShop is prepared to offer suggestions regarding the selection of appropriate nourishment for each phase of your cherished pet's development.

According to the preceding paragraph, Queen PetShop's MSME not only sells a single type of food, but also provides a diverse range of food options that are of the highest quality. Queen PetShop has a social media marketing strategy, notably on Instagram, to promote widespread awareness of its products. This involves showcasing visually appealing content, such as photos, that highlight the many items and services they provide.

This can assist entrepreneurs, including micro, small, and medium enterprises (MSMEs), in making more informed decisions and formulating more efficient business plans. The objective of this research is to help Queen PetShop improve their knowledge of data use on Instagram and resolve the challenges they are encountering in this area. This study will demonstrate how Queen PetShop sustains its presence in the face of substantial market fluctuations. In the current era of Instagram, which is altering the nature of business, pet supply entrepreneurs such as Queen PetShop must adjust and evolve. Queen PetShop is striving to stay current and thrive in a dynamic business landscape by embracing digitization and expanding its online sales.

2. Theoretical Background

Marketing: According to the managerial perspective outlined in the book by Kotler and Keller (2018) as cited in the study by (Manik & Wibowo, 2023), marketing is the systematic process of strategizing and implementing the development, pricing, promotion, and distribution of concepts, products, and services to facilitate mutually beneficial transactions that fulfill the goals of individuals and organizations.

Promotion mix: Kotler and Armstrong (2016:432) stated in (Amin, Widaningsih, & Wibowo, 2021) that the promotion mix, also known as the marketing communications mix, refers to the precise combination of promotional instruments employed by a firm to effectively convey the value of their products or services and establish strong relationships with customers. Establish and cultivate consumer connections.

Social Media: When it comes to social media, there are four key indications, known as the 4C indicators, that play a crucial role in social media marketing. In Rahmah & Wibowo, 2020, Solis (Ritonga S. and Wibowo S., 2016:20) asserts that Chris Heurer, the founder of Social Media Club and a pioneer in new media, emphasizes four key areas referred to as the 4Cs. According to the

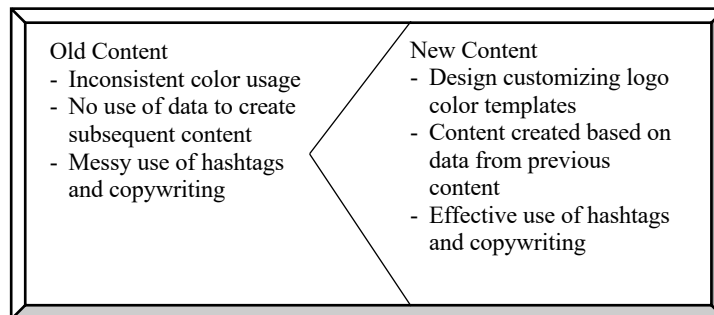
excerpt from the journal (Ritonga S and Wibowo S, 2016:20) cited in (Rahmah & Wibowo, 2020), the indicators of social media marketing are context, communication, collaboration, and connection. Bambang's research (Atmoko, 2012: 10) as cited in (Adiningsih & Rohmah, 2019) reveals that Instagram, a smartphone app for social networking, shares a strong resemblance with Twitter among various digital media applications. Nevertheless, users have the ability to capture photographs using a variety of methods in order to disseminate information through their application.

Buying Interest : As stated by (Kotler ; Fauzi & Wibowo, 2020), the desire to make a purchase emerges once the evaluation of several options has been completed. During the evaluation process, an individual will make a series of decisions about the things they plan to buy, taking into account factors such as brand and personal interest. Buyer interest, as defined by Kotler & Keller (2016) in (Sunardi, Sari, & Cahyani, 2022), refers to the probability of buyers buying particular products or services or transitioning from one brand to another. When the profits exceed the losses, the motivation to make a purchase is heightened.

Big Data : Big Data marketing is essential because performance marketing enables organizations to achieve a competitive edge via the implementation of diverse strategies and business operations. Consequently, firms prioritize marketing performance and strive to increase every aspect of it. (Wibowo et al., 2020; Wibowo, Suryana, Sari, & Kaltum, 2021). Big Data refers to the vast amount of data that is produced by technology instruments, social media platforms, and corporate information systems. Businesses can effectively handle and leverage this data to tackle difficulties. The study conducted by Chen et al. (n.d.) is referenced in the work of Wibowo, Suryana, Sari, and Kaltum (2021). Big Data encompasses data gathered from several sources, including social media, machine data, audio and video recordings, data from internet-connected devices like tablets and smartphones, as well as the storage and analysis of both organized and unorganized data. The study conducted by Ekbias et al. in 2015 is referenced in the work of Wibowo, Suryana, Sari, and Kaltum in 2021.

Model method: Queen PetShop's predicament is in their inability to effectively leverage the data accessible on their Instagram platform to enhance client engagement with their items. Purba & Hidayat (2016) propose that social media functions as a promotional platform utilized by individuals to establish connections and facilitate social interactions. Hence, it is vital to employ data that is valuable for identifying the products that pique consumers' interest within the organization. The objective of this investigation is to captivate the buying inclination of followers or individuals who peruse the information on

Queen Petshop's Instagram. The researcher will employ data from Queen Petshop's Instagram to captivate the purchasing inclination of people who follow or browse the account. The following is the framework for this research:



Picture 1
Model Method

3. Methodology

This study employs a descriptive qualitative research methodology. Descriptive research, as defined by Uma Sekaran (2013:100) in (MANIK & Wibowo, 2023), is a form of conclusive research that focuses on providing a detailed description of a certain subject, typically pertaining to market characteristics or functions.

Scientists employ a three-stage process to acquire dependable data. The stages encompass interviews, observations, and documentation. The researcher conducted the interview with the owner of Queen Petshop. The interviews occurred on July 8, 2024, and August 3, 2024. A structured interview is carried out using a predetermined set of questions, with a specific focus on gathering the essential and pertinent information (Sekaran & Bougie, 2017, p. 138). Nasution (Ibid 226) asserts in (MANIK & Wibowo, 2023) that observation serves as the fundamental basis for acquiring information. Scientists only rely on data, which are factual information about the tangible world acquired via careful observation. Observational techniques are utilized by researchers to gather data due to their suitability for researching human behavior, work processes, and natural occurrences. Scientists employed observational techniques to study the social media data of Queen Petshop's Instagram account. The documentation conducted is the outcome of content generated using social media data from the Queen Petshop Instagram account.

4. Empirical Findings/Result and Discussion

This research was conducted from January to August 2024, with the main focus on utilizing social media data to attract purchasing interest on the Instagram account of Queen Petshop. Based on the issues present on the Instagram social media of Queen Petshop, they have not yet been able to process social media data to attract the purchasing interest of their followers. Therefore, the author is utilizing the content data from Queen Petshop's Instagram to stimulate buying interest. This research was conducted at Queen Petshop located at Jl. Cemp. Baru X No.23, RT.7/RW.9 on July 8, 2024, from 5:11 PM to 7:00 PM.

The data collection process has been conducted with great attention to detail, and the researcher now needs to further explore the techniques for generating content for Queen Petshop's Instagram account. This is done to aid the writer in developing content ideas for Queen Petshop's Instagram account. The acquired data will be meticulously evaluated by the researcher.

Observation Results

During the observation at Queen Petshop, the researcher engaged in activities such as analyzing Instagram data, including the arrangement of posts, the quantity of likes, comments, and views. The researcher also enquired about their procedure for altering the uploaded content.


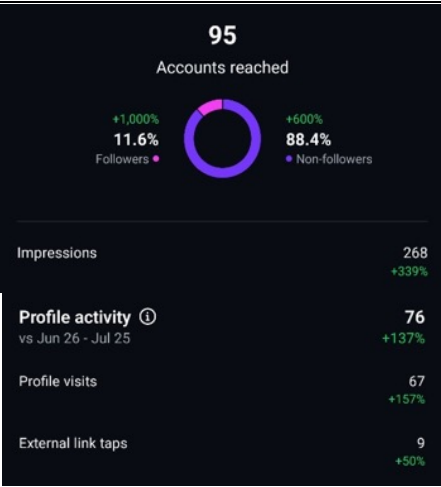
Interview Results

The interviews were done with informants at Queen Petshop, an offline store located at Jl. Cemp. Baru X No.23, RT.7/RW.9, Cemp. Baru, Kec. Kemayoran, Central Jakarta, Special Capital Region of Jakarta. The process will consist of two distinct phases: planning and implementation. During the planning phase, it was determined that Queen Petshop's content would be customized based on social media data and the preferences of its target audience. The color scheme will be modified to align with the logo, ensuring optimal and uniform outcomes. In addition, the researchers provided a WhatsApp number in the caption. The proprietor of Queen Petshop will additionally employ social media data as a standard for generating fresh material.

Utilization of Social Media Data

This material focuses on how researchers utilize data from Queen Petshop's Instagram account as a key source to develop content for that account. A number of content items were chosen for replication through data analysis, focusing on key indicators such as the quantity of likes, comments, and shares. Below is the whole data from the Queen Petshop Instagram account prior to the most recent content update conducted by the researchers.

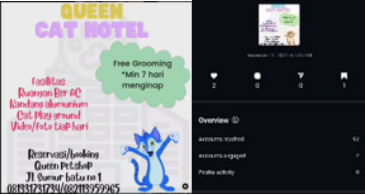




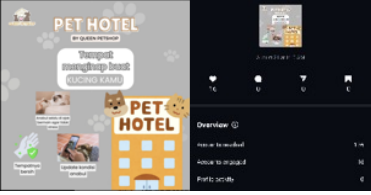




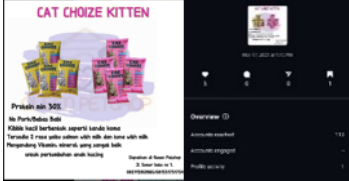




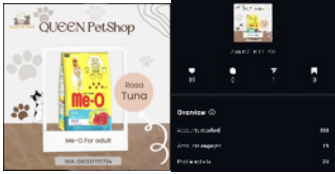




Table 1
Instagram Social Media Data

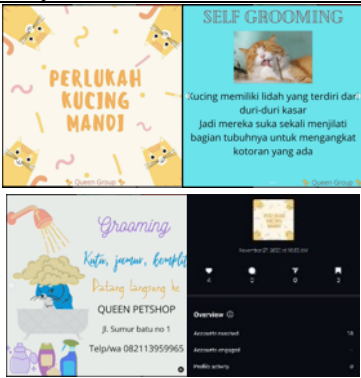
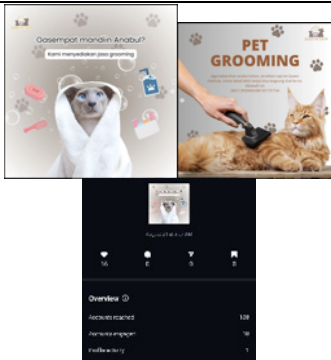
It	Total Instagram data before it was updated	Total Instagram data after being updated
1	 <p>11 Accounts reached</p> <p>9.1% Followers • 90.9% Non-followers</p> <p>Impressions 60 +27.6%</p> <p>Profile activity ⓘ 33 vs Jun 21 - Jul 20 +26.9%</p> <p>Profile visits 25 +13.6%</p> <p>External link taps 8 +100%</p>	 <p>95 Accounts reached</p> <p>+1,000% 11.6% Followers • +600% 88.4% Non-followers</p> <p>Impressions 268 +339%</p> <p>Profile activity ⓘ 76 vs Jun 26 - Jul 25 +137%</p> <p>Profile visits 67 +157%</p> <p>External link taps 9 +50%</p>

Results of Data Utilization

In this stage of research, the researcher applied the use of data and layout to content created based on old content to increase the buying interest of customers or audiences on Queen Petshop's Instagram. In addition, the researcher also added captions so that the audience can easily understand the uploaded content. In order for the audience to understand the content created, the researcher adds product advantages to the content created briefly and clearly.

Table 2
Results of Social Media Data Utilization

It	Content and legacy content data	New Content and New Content Data
1	 <p>  = 2  = 0  = 92  = 0 </p> <p>Hi cat lovers... It's the end of the year. Have a plan for homecoming/holiday? Who's going to be caught... Here.. just take it to Queen Petshop. again there is a year-end promo for the pet hotel. So it's only 50k per day. Facilities that can be obtained: Full AC room, aluminum cage, cat playground, photos/videos every day. Not enough? Want a video call? It's really possible. eits,, there is more... If you leave it for a week, we will give you complete free grooming. Kuy, reservations to 081331731734 places are limited, yes say.</p>	 <p>  = 18  = 0  = 136  = 1 </p> <p>Your vacation will be more peaceful with Queen Petshop Leave your pet care to us. We will send you the latest updates about your little one, complete with photos and videos. So, you can stay connected to him during the holidays. Come on, tag your friends who also have pets and share the fun! #pethotel#penitipanhewan #update#hewanpeliharaan #liburan</p>
2	 <p>  = 5  = 0  = 113  = 0 </p> <p>Well, if this one is CAT CHOIZE version for kittens, yes. There are 2 flavor options, namely tuna with milk and salmon with milk. The</p>	 <p>  = 18  = 0  = 184  = 1 </p> <p>Make sure your cat gets complete nutrition with Me-O tuna flavor. This adult cat food contains real fish and balanced nutrition to</p>

	<p>nutritional content in cat choize kitten is very complete. So it is very suitable to support the growth and development of your kitten. Come on, come directly to the store on Jl. Sumur batu no. 1 or if you are a mager, just click the link in Bio to shop online at our store. If you want to ask about other products, you can also go directly to 081331731734</p>	<p>maintain your cat's health and happiness. With the delicious tuna flavor, your cat is sure to devour it! Don't run out, order immediately at Queen PetShop. Contact us at WA: 081331731734. #KucingSehat #CatLovers #MakananKucing #MeO #QueenPetShop #CatFood #petcare</p>
3	 <p>👍=4 💬=0</p> <p>👁=18 ➡=0</p> <p>Hai... hey.. hey.. Cat Lover. Surely someone likes to ask, does the cat actually need to take a bath? Yes.. That's right. The answer is YES: Although cats actually like to bathe themselves by licking their bodies with their tongue, they also need to take a wet bath with shampoo. Why do you need to take a wet shower? Yes, that's right. Because cat self grooming only reaches the fur part of the cat. while the skin is not affordable. And you know for sure. The problem with the cat's skin is really buaaannnyyyaaaakkk. Starting from fleas, fungi, scabies, and</p>	 <p>👍=15 💬=0</p> <p>👁=138 ➡=0</p> <p>Are you so busy that you forget to bathe your pet? Don't worry, we're here to help! So that dirt and odors are not a problem, leave everything to the experts. We are ready to provide the best care for your beloved anabul, so you can stay focused on your activities without worry. Contact us now to book and let us take care of everything! #PerawatanHewan #GroomingServices #PetCare #HewanSehat #QueenPetShop #AnabulBersih #GroomingExpert</p>

	<p>others. Now by taking a shower using shampoo, these problems can be overcome. Ideally, for healthy cats, at least take a wet bath once a month. Well, if for cats who are in trouble according to the treatment, cat lovers Healthy cats, cat lovers are also happy. Queen Petshop 2 provides wet grooming services. Cuzz went straight to the store and asked about the grooming package</p>	
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5. Conclusion

The researchers employed the findings from interviews and observations as a basis to generate more impactful content for Queen Petshop's Instagram. This research effectively boosted consumer purchase interest by analyzing social media data, as demonstrated by the significant increase in reach from 11 to 525 individuals who read posts on the Queen Petshop Instagram account. The researchers successfully improved outdated content that previously did not conform to the color palette template, resulting in a more uniform and visually pleasing appearance. The addition of 37 likes and 235 views to the modified material signifies that this technique has effectively captured the audience's attention. These findings confirm that utilizing social media in an organized and data-driven manner can result in specific and desired consequences for Queen Petshop. Queen Petshop should seriously consider implementing the content design produced in this research. Utilizing a uniform amalgamation of colors and layouts helps enhance the visual recognition of a brand among consumers. Furthermore, it is imperative for companies to take a proactive approach in leveraging performance data from Instagram content in order to consistently enhance their content strategies. This involves creating posts that not only grab attention but also stimulate greater engagement from the audience.

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