

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the fast digital era, the development of information and communication technology has transformed to various aspects of life, particularly in the realm of business marketing. Social media has emerged as one of the most effective platforms for marketing, enabling companies across diverse sectors to enhance brand awareness, foster relationships with consumers, and strengthen their brand image. Social media as an online network facilitating social interaction in the virtual world, allowing users to engage with one another without the constraints of time and space. According to a recent analysis, there are approximately 5,07 billion social media users worldwide, with Instagram being one of the most widely used platforms due to its strong visual appeal and its ability to capture users' attention through creative content. In fact, as of January 2025 the number of global Instagram users is estimated to have reached 1,74 billion, or around 21,3% of the world population, as reported by we are social and meltwater, indicating a significant and continuous growth trend in Instagram page.

The high number of users has opened up great opportunities for business owners to utilize social media as a digital marketing tool. Social media has become essential for companies as it can be used as a means to conduct marketing activities, external promotion and customer management (Seo & Park, 2018) One of the most popular platforms, especially for businesses, is Instagram, due to support for marketing activities. Features such as stories, Reels, Live and Feed provide opportunities to create the latest diverse content. Instagram also offers to paid advertising options that allow businesses to target audiences based on

Location, interests, and user behavior. Businesses can be more interactive in their marketing communication by promoting their brand and products online through social media channels (Belgin, 2018). The use of hashtags allows businesses to reach people beyond followers, and the shopping feature allows customers to purchase products directly from the platform, making marketing promotions more effective and increasing sales.

Indomie, an instant noodle brand produced by Indofood, are successfully example of leveraging digital marketing strategies on social media. The Instagram account @indomie_nigeria is studied because it is relevant to the objectives of this. First, Indomie is a local brand that has successfully blended Indonesian flavors with global appeal, as evidenced by its presence in over 80 countries, including Nigeria. The account @indomie_nigeria serves as an interesting case to analyze because it showcases how the brand can adapt and communicate effectively with an international audience that has diverse cultural backgrounds. Additionally, this account is known for having a high level of consumer engagement through various interactions such as comments, likes, and shares, which demonstrates the power of content in building emotional connections with its followers. The diverse creative content presented, ranging from recipes, challenges, to promotional campaigns, provides opportunities to explore various marketing strategies used to attract attention and enhance consumer loyalty.

From an academic perspective, the account @indomie_nigeria is highly relevant to the field of English for Business and Professional. Analyzing the use of English in the digital content of this account allows me to understand how language is used as an effective communication tool in the context of multicultural and international marketing. The uniqueness of this account is also evident in its integrated marketing strategy, which not only focuses on product promotion but also emphasizes community building through activities such as contests and collaborations that strengthen the bond between the brand and consumers

Compared to other Indomie accounts, @indomie_nigeria has several advantages that make it worthy of analysis. This account specifically targets the

Nigerian market, which has cultural characteristics and preferences different from the domestic Indonesian market, thus allowing research on the adaptation of marketing strategies in a unique local context. The content presented is also very creative and innovative, not only promoting the product but also educating and inspiring consumers about various ways to use Indomie products in daily life, thereby adding value for its followers. The active interactive approach, such as hosting quizzes, challenges, and Q&A sessions, further strengthens the relationship between the brand and its community of followers, creating stronger loyalty. Finally, the account's ability to tailor content to local Nigerian trends and culture makes it highly relevant and appealing to the audience, which is one of the keys to success in digital marketing.

Although many previous studies have discussed digital marketing strategies in the tourism, education, and academic library sectors, there is a gap in the literature examining digital marketing strategies in the Fast-Moving Consumer Goods (FMCG) sector, particularly in the context of international markets. Most previous research, such as that conducted by Lubna Sari Siswanto, (2023) and Yani Wijayanto (2022), has focused more on these sectors and has not given sufficient attention to the dynamics of marketing in the FMCG sector, especially in culturally diverse markets like Nigeria. This research aims to fill that gap by analyzing the content posted by the @indomie_nigeria account, including the types of content, use of hashtags, captions, and interactions with users.

The content analysis aspect of this research will include both quantitative and qualitative evaluations of the posts made by the @indomie_nigeria account. By analyzing the content patterns that successfully attract consumer attention, this research will not only provide a deeper understanding of Indomie's digital marketing strategies but also offer practical guidance for other business actors looking to leverage social media as a marketing tool.

Furthermore, previous studies have mostly provided educational and informative recommendations, while this research is directed towards providing more strategic and applicable recommendations for enhancing user engagement and branding through Instagram, with a focus on the content analysis used by the

@indomie_nigeria account. The uniqueness of the use of English tailored to the context of international business is also an important aspect relevant to the researcher's field of, which is English for Business and Professional Communication

With the increasing popularity and use of Instagram as a global marketing platform, especially in the FMCG industry, this research aims to provide the latest insights and more effective strategies for business actors who want to develop their brands in international markets through social media. Therefore, this research not only contributes to the development of communication and digital marketing theory but also provides practical benefits for businesses operating in multicultural and multilingual environments like Nigeria.

This research is expected to make a significant contribution to the development of business communication theory and digital marketing practices, as well as the understanding of the application of English in an international context. This research is also expected to provide useful insights for readers and business actors who wish to expand their ventures in the global market

1.2 Formulation of the Problem

1. How are the digital marketing strategies implemented by @Indomie Nigeria?
2. How is the use of hashtags, captions and taggings in @Indomie Nigeria's Instagram posts?
3. What are the types of content trends that most effective in increasing user interaction on @indomienigeria's Instagram account?

1.3 Scope and Limitation Problem

This research focuses on analysis of digital marketing strategies in @indomienigeria's Instagram social media posts, especially reels and posted. This research starts from identifying the most popular reels and posts based on the number of likes, comments and shares in the last 4 months. From this

identification a total of 10 feeds and 10 video reels will be selected and researched.

1.4 Purpose of the Study

Base on the problems that have been discussed above, the objectives of this are:

1. To evaluate the digital marketing strategies implemented by @Indomie Nigeria
2. To analyze the effect use of hashtag, caption and mentions in @Indomie Nigeria's Instagram posts
3. To identify the types of content trends that most effective in increasing user interaction on @indomienigeria's Instagram account

1.5 Significance of the Study

This research aims to analyze the content on Indomie Nigeria's Instagram account as digital marketing and provide significant benefits to various parties involved in education, teaching, research, and further development. This is expected to provide benefits to various parties as follows:

1. For Students
Specifically, this study serves a preparation to understanding how to use digital marketing strategy especially in Instagram platform.
2. For Lecturers
In this regard this is expected to provide knowledge to lectures about digital marketing strategy, as well as its use as an alternative media in delivering digital marketing material.
3. For the Researcher
After conducting this research, the identify new trends in digital marketing which can be useful for develop effective marketing strategies.
4. For Further Development
To identify research differences for further research on digital marketing strategy on the Instagram platforms.