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## The Effect of Social Media Instagram Promotion on The Sale of Mariposa Novel

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### **Abstract**

*This research aims to analyze the effect of promotion on social media Instagram towards the selling of Mariposa novels. The sampling technique used in this research was the purposive sampling technique with the criteria: Mariposa novel's sales report after being published in bookstores in 2019. In order to know the effect of social media on the selling of Mariposa novel, a statistic test namely paired sample t-test was carried out by the researcher. By dividing the sales report into two categories: sales report before the social media promotion treatment (sales report on January to June 2019) and after social media promotion treatment (sales report on July to December 2019). The result showed that the significant value was 0,028 (which is smaller than 0,05). Thus, the promotion on social media Instagram had a significant effect on the selling of Mariposa novel.*

**Keywords**— promotion, social media, selling, Mariposa novel

### **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh promosi di media sosial Instagram terhadap penjualan novel Mariposa. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *purposive sampling* dengan kriteria: laporan penjualan novel Mariposa setelah dipublikasikan di toko buku tahun 2019. Untuk mengetahui pengaruh media sosial terhadap penjualan novel Mariposa dilakukan uji statistik yaitu *paired sample t-test* oleh peneliti. Dengan membagi laporan penjualan menjadi dua kategori yaitu laporan penjualan sebelum perlakuan promosi media sosial (laporan penjualan Januari hingga Juni 2019) dan setelah perlakuan promosi media sosial (laporan penjualan Juli hingga Desember 2019). Hasil penelitian menunjukkan nilai signifikansi 0,028 (lebih kecil dari 0,05). Dengan demikian, promosi di media sosial Instagram berpengaruh signifikan terhadap penjualan novel Mariposa.

Kata kunci: *promosi, media social, penjualan, novel Mariposa*

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## INTRODUCTION

A sale is described as one of the quite important factors for the development of the company. Bad management of the company may provide loss for the company since it is affected by the company's profit so that it gets decreased. In business development, gaining profit is one of the important aspects

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of a company. Sale is considered as the key player in marketing products to consumers (Kurniasari et. al, 2016). A sale can be increased by the company so that they can grow well. A company can increase its sale through promotion. Lupiyoadi (2013) states that one of the variables in the marketing mix that is so important to be implemented by companies in marketing their goods or service is promotion. It has a function as communication between companies and consumers.

Sale promotion consists of a set of techniques used to achieve sale or marketing goals with effective budget use, by giving plus points on products or services both to intermediaries and consumers, and is usually not limited to a certain period of time (Cummins, 2010). Along with the development of information and communication technology, sales promotion patterns also change a lot mainly with the existence of the internet. Sales promotion by using the internet is usually called online sales promotion that is using social media. The popularity of social media with the increasing number of its users makes the companies starting to use social media as their promotion strategy. One of the most popular social media social used by customers to shop online is Instagram. According to a survey conducted by Global Web Index, in the fourth quarter in 2012, Instagram got increased by 23%, from 130 million per month to 150 million per month, and became one of the most used social media in the last three months. ([www.globalwebindex.net](http://www.globalwebindex.net)).

Instagram provides excellent features to share photos that can be given a like sign or comment for its users. Instagram account user can promote their products by uploading photos of products and customers on Instagram can easily get information regarding products they want to buy from Instagram (Sasilia, 2016). Products that can be promoted on Instagram namely clothes, foods, books, etc. Along with the fast development of technology today, books still exist as a complement to reading needs for its audience. Some books have been published and successfully attracted readers' interest to buy them. The novel becomes the bestseller in some bookstores in Indonesia ([celebesmedia.id](http://celebesmedia.id)). The novel is an imaginative literary work based on creating awareness and responsibility as an aesthetic artwork by offering portraits of life as idealized by the author (Ma'ruf and Imron, 2010).

Mariposa is the fourth novel written by Luluk HF and published by Coconut Books, a publishing company, in December 2018. Mariposa novel tells about highschool students' romance and friendship. This novel is originated from a platform called Wattpad and has been read by more than 120 million times until it gets published. Mariposa has been sold up to 60 thousand copies and reprinted 10 times. The segment for this novel itself is teenagers. Mariposa is a *teenlit* fiction novel and has 482 pages. This novel has also been adapted to a movie by Starvision Production House that collaborated with Falcon Pictures. Mariposa movie, within a week of airing, has successfully gained 700 thousand viewers.

Through promotion via social media Instagram, the company can communicate the strengths of its products to the customers so that they will buy them. The promotion through social media Instagram can also help the company to introduce, inform, remind and encourage customers to buy products offered. So, when customers are interested in purchasing the products, the company's sales will also increase. The way to promote the Mariposa novel in 2019 was done by using three Instagram accounts which are @coconutbooks (publisher account with 155.000 followers), @luluk\_hf (author account with 185.000 followers), and @novelmariposa (official Instagram account of Mariposa novel with 57.000 followers). Promotion via social media aimed to increase the sales of Mariposa novels. Therefore, this research purposes to know the effect of promotion on social media Instagram towards the sale of Mariposa novel. Thus, the formulation of the study problem of this study is whether Instagram's social media promotion affects the sale of Mariposa Novel. The purpose of this research is to find out how Instagram's social media promotion affects the sale of the Mariposa Novel.

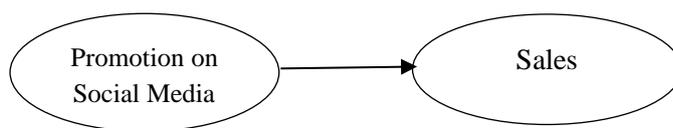
## LITERATURE REVIEW

American Marketing Association (AMA) defines marketing as an organizational function and a set of processes to create, communicate and give value to the customers to manage customer's relation by giving profits to the organization and stakeholders (Kotler and Keller, 2009). According to Sumarni and Soeprihanto (2010) marketing is a whole system of business activity showed to plan, decide the price, promote and distribute the goods and service that satisfies the needs, both to the existing buyer or potential ones. So, the points of marketing are identifying and meeting humans and social needs (Kotler and Keller, 2009). Marketing Management is the analysis, planning, implementation, and control of programs designed to create, form, and maintain profitable exchanges with target buyers to achieve their organizational goals (Sumarni and Soeprihanto, 2010). According to Gitosudarmo (2014) promotion is a course of action aimed to influence the consumers so that they will know the products offered by the company and then they will gladly buy them. Promotion can also help to introduce a product to consumers so that they can choose which product they wanted through a persuasive message, to remind, inform and encourage the consumers to purchase the products offered (Kotler and Armstrong, 2014). Lupiyoadi (2013) explains that things we have to pay attention to in promotion are promotion mix, which consists of advertising, personal selling, sales promotion, public relation, word of mouth, and direct mail. According to Swastha (2007) sales is the science and art of influence an individual which is done by sellers to attract people so that they are willing to buy the goods or service offered. Sale is a social managerial process where individuals and groups get what they need and want, creating, offering, and exchanging valuable products with other parties (Kotler and Armstrong, 2008).

Sales are one of the most important indicators in a company because sales can generate profit for a company. If the level of sales generated is large, then the profit generated will also be large so that the company can survive the competition of the business and the company can grow its business. A Company must increase the competitive advantage required in the face of business competition. For that, the company must create a high-quality product (Darmadi, 2013). According to Sumarni (2003) kinds of sales are divided into two, namely direct and indirect sales. Kotler and Keller (2016) underlined that social media are media used by consumers to share information in form of text, images, sounds, and videos with either other people or companies. Social media is a term that describes various technologies used to bind people into a collaboration, exchange information, and interacting via web-based messages. Due to internet development, the various technologies and features available for its users also change (Cross, 2013). Social media is a medium on the internet that allows its users to present themselves as well as intern, cooperate, share, communicate with other users, and form social bonds virtually (Nasrullah, 2016). Kaplan and Haenlein (2010) divide various kinds of social media into 6 (six) kinds which are collaborative projects, blogs, content communities, Social Networking Sites (SNSs), virtual games world, virtual social worlds. One of the ways to succeed in sales is by doing promotion and one of which is a promotion on social media. Promoting on social media periodically or regularly can attract many buyers. Providing information to buyers about Mariposa novel so that many more buyers will be interested in buying this novel and so the sales will increase.

Based on the theoretical basis and research results of Setiawan et al (2019) which analyzed "The Effect of Social Media Based Promotion towards The Sales Production of Female Farmer Group (KWT) Ayu Tangkas in Megati Village". This research showed that social media Instagram as promotion media could increase the sales production of KWT Ayu Tangkas in Megati village, Selemadeg district, East Tabanan Regency. It could be seen from the sales amount of 220 people for six months before promoting via Instagram, then it increased up to 1.343 people after promotion via

Instagram. In other words, there was an increase in ordering by 1.123 people in the second six months. It could also be seen from the average orders in six months, there was an increase of 187,16 from 2018 to 2019, that was 36,67 per month then became 223,83 per month before promotion. The increasing sales could be seen from the increase of orders for cakes from in and outside the village for each month, so it affected the increasing revenue of KWT Ayu Tangkas in Megati village. Based on these results, it meant that social media Instagram-based promotion had a significant effect on the sales of the products of KWT Ayu Tangkas in Megati village, Tabanan regency. The similarity between current research and the one conducted by Setiawan et al (2019), is that both are discussing promotion on social media towards the increase of sales. The difference between current research and the previous research is the research object. The research object for this research is the Mariposa novel, meanwhile the research conducted by Setiawan et al (2019) had the production of Female Farmer Group (KWT) Ayu Tangkas in Megati village as their object research. Based on the literature review above, the analysis model used in this research is shown in a chart describing that promotion on social media variable affects the sales of Mariposa novel. The following is the analysis model of this research:



**Figure 1.** Analysis Model

## RESEARCH METHOD

This research used a quantitative approach where this emphasized proving the hypothesis testing. The data used had to be measurable and would produce generalizable conclusions in this research which was causal, where this research tested the effect between variables. The approach conducted in this research started by formulating the problems which then was drawing a hypothesis. The next step was creating an analysis model, identifying variables, defining operational, and collecting secondary data based on the research sample. The population of this research was financial statements of the publisher Coconut Books. the sampling technique used in this research was purposive sampling which was used on the researches which more focused on the research purpose rather than the population nature in deciding the research sample (Bungin, 2011). The criteria used was the Mariposa novel's sales report after being published in bookstores in 2019. The Independent variable is the variable that affected the dependent variable. The Independent variable in this research was the promotion of social media. The dependent variable in this research was sales. Those variables were following the research purpose which was to know the effect of promotion on social media towards the sales of Mariposa novel.

The sales data used were Mariposa novel's sales reports from January to December 2019. The data used in this research was secondary data which was: data of Mariposa novel's sales reports from January to December 2019. This research aimed to test the hypothesis of the effect of promotion on social media towards the sales of Mariposa novels. Therefore, the statistic test used was paired sample t-test. Paired sample t-test was used to test two paired samples if they had different rates. The paired sample was sampled with the same subject but had different treatment or measurements. Paired t-test was also called before and after the test. This section contains the type of research conducted, population and sample research, research locations, data collection methods, and data analysis techniques used. If there are figures or tables from the results of the data analysis, then use the provisions that have been

explained in the sample figures and tables above. Therefore, the numbers of data before and after having treatment should be the same. That treatment was the sale of Mariposa Novel. Hypothesis testing includes:

a. Determining statistic hypothesis

*Ho: Promotion on social media Instagram did not affect the sales of Mariposa novels.*

*Ha: Promotion on social media Instagram had a significant effect on the sales of Mariposa novels.*

b. Determining the value of  $\alpha$  to know the significance level of data processing results. It was determined that  $\alpha$  was 5%.

c. Conducting paired sample t-test towards the sales of Mariposa novel six months before promotion on social media and six months after promotion on social media. The processed data obtained by processing them using IBM SPSS (Statistics for Products and Services Solution Release) ver. 21 program with paired sample t-test method.

## RESULT AND DISCUSSION

Mariposa's novel was published by Coconut Books in December 2018. Mariposa's novel was written by Luluk HF (Hidayatul Fajriyah) who was a student in the Management Department, Faculty of Economics and Business, University of Muhammadiyah Malang.



**Figure 2.** Mariposa Novel  
Source: an Instagram account of luluk\_hf, 2018

Mariposa's novel was the first time written by Luluk HF on a platform called Wattpad in 2017 which had been read 120 million times until eventually it got published in 2018. Mariposa novel was a teenlit fiction novel that consisted of 482 pages and was sold for Rp. 99.000. Mariposa's novel told about high school students' romance and friendship where the main characters were named Iqbal Guanna Freedy and Natasha Kay Loovi. The segment for the Mariposa novel itself was teenagers from secondary school, high school to college students. This novel became a hot topic amongst the readers and publishers. Before it got published, the Mariposa novel had been proposed by more than ten publishers. Among them were Coconutbooks, Grasindo, Loveable, Pastelbook, Haru, Rainbowbook, Belia Bentang Pustaka, Cleverbook, Gagasmedia, Grassmedia, RDM Publisher, Falcon Publishing, and

Inari.

During the pre-order or before the official sales, *Mariposa* novel had broken a record, where within 24 hours it was successfully sold on an online shopping platform for 17.849 copies. *Mariposa* novels started spreading out to all bookstores in Indonesia such as Gramedia, Togamas, and Gunung Agung in early January 2019. It succeeded in becoming a Top Ten Bestseller book. Before being published, *Mariposa*'s novel had already been offered a movie contract by Starvision production house. In October 2018, Luluk HF and CoconutBooks signed a movie contract for the *Mariposa* novel. In 2019, Starvision cooperated with Falcon Pictures to work on the *Mariposa* novel. *Mariposa* movie had been aired on March 12, 2020, in all cinemas in Indonesia.



**Figure 2.** *Mariposa* Movie Poster

Source: an Instagram account of *luluk\_hf*, 2018

The work on the *Mariposa* movie in December 2019 was directed by Fajar Bustomi and starred by Adhisty Zara and Angga Aldi Yunanda. The *Mariposa* movie shooting process took time for about one month. From December 2019 to January 2020. Meanwhile, the pre-production was done for four months. Started from the script, casting for the actors and actresses, and reading session. In ten days of airing, the *Mariposa* movie was able to gain more than 700.000 viewers. Gala premiere of *Mariposa* Movie was held on March 11 2020 which was attended by Producers, Director, Author, Script Writer, actors and actresses, and more than 1.000 viewers in Epicentrum XXI, South Jakarta. *Mariposa* novel, since the first published in 2020, had been sold for more than 60.000 copies and had been reprinted 10 times.

The *Mariposa* novel was promoted via social media Instagram of the publisher Coconutbooks (@coconutbooks), the Instagram account of the author Luluk HF (@luluk\_hf), and the Instagram account of Official *Mariposa* Novel (@novelmariposa). That promotion on social media was done from January 2019 up to now. The promotion was done by posting special and important quotes from *Mariposa*'s novel in the Instagram account of Official Novel *Mariposa* (@novelmariposa), the publisher Coconutbooks cooperated with Gramedia bookstore to create a special display for *Mariposa* novel in each Gramedia bookstore in Indonesia. That display was also posted on the Instagram account of the publisher CoconutBooks so that many prospective buyers knew about the *Mariposa* novel that had been

published and displayed in Gramedia bookstore novel.



**Figure 3.** Gala Premiere of Mariposa Movie  
Source: the Instagram account of luluk\_hf, 2018

The author of Mariposa's novel, Luluk HF, also made an event called 'chat time on her Instagram account. At that time Mariposa was a visualization or manifestation of Mariposa's novel story in form of chat so that the readers could be closer to the casts and characters in Mariposa's novel. There were some other ways for promotion carried out by the publisher Coconutbooks one of which was giving the prospect buyers Mariposa's novel huge cow dolls. The other effort was slipping Golden Ticket inside Mariposa's novel. Whoever got the Golden Ticket, he or would bring home the huge cow doll. Cow doll was the icon of Mariposa's novel. The announcement of the cow doll prize was informed in the post uploaded by the publisher Coconutbooks in their Instagram account.



**Figure 3.** Gala Premiere of Mariposa Movie  
Source: the Instagram account of luluk\_hf, 2018

Near the end of 2019, the publisher Coconutbooks and the author Luluk HF launched the sequel of Mariposa that was Dua Belas Cerita Glen Anggara's novel which aimed that prospective buyers who had not known the story of Mariposa novel would be willing to buy Mariposa novel before buying its

sequel. Based on the results gained from the sales of Mariposa novel written on Mariposa Novel Sales Report from January 2019 to December 2019. The following was detailed of Mariposa Novel sales in 2019:

**Table 1.** Mariposa Novel Sales Report in 2019

Month	Number of Sales (copies)
January	10,306
February	6,549
March	4,746
April	3,121
May	2,889
June	3,536
July	2,424
August	1,822
September	1,612
October	2,054
November	1,703
December	1,698
<b>TOTAL</b>	<b>42,460</b>

Source: Mariposa Novel's Sales Report in 2019

From the data above, it could be explained that the sales of Mariposa novel in 2019 from January were 10.306 copies, in February was 6549 copies, on March was 4.746 copies, on April was 3121 copies, on May was 2889 copies, on June was 3536 copies, on July was 2424 copies, on August was 1822 copies, on September was 1612 copies, on October was 2054 copies, on November was 1703 copies and on December was 1698 copies. So, the total sales of the Mariposa novel in 2019 were 42460 copies. Afterward, to know the effect of promotion on social media towards the sales of Mariposa novel, the researcher conducted a statistic test which was paired sample t-test, by dividing the sales reports into before the treatment of promotion on social media more frequently (sales reports from January 2019 to June 2019) and after the treatment of promotion on social media more frequently (sales reports from July 2019 to December 2019). From the data processing results of the sales reports of the Mariposa novel, it was figured out the average number of sales before and after the promotion on social media was carried out. Besides, it was also known that the results of hypothesis testing using paired sample t-test as follows:

**Table 2.** Hypothesis Testing Results

	Before	After	Sig. t-test
Number of sales	5,191.1667	1,885.5000	0,028
Std. Dev	2,847.05261	305.17913	

Based on table 2, it could be seen that the average sales number of Mariposa novels was different between before promoting on social media frequently was 5191.1667 and after promoting on social media frequently was 1.885.5000, with the significant value as of 0,028 (smaller than 0, 05). Thus,  $H_0$  was rejected and  $H_a$  was accepted. It meant that the hypothesis was accepted. Therefore, promotion on social media had a significant effect on the sales of Mariposa novels. So, this research results supported the previous research conducted by Setiawan et al (2019) who stated that social media Instagram-based promotion had a significant effect on the sales of the KWT Ayu Tangkas production in Megati village, Tabanan regency. Also, the research conducted by Arianta and Kartika (2019) stated that the social media variable (X1) had sig. value of  $0,000 < 0, 05$  so  $H_0$  was rejected and  $H_1$  was accepted. It meant that part, the social media variable had a significant and positive effect on sales volume. It was also following the statement of Kotler dan Armstrong (2014) who explained that promotion was a course of action aimed to give information about the advantages of a product to the customers so that they were interested in buying the product promoted by the company with the persuasive message, easy to remember, informative and motivated the customers so that they desired to buy the products offered.

The existence of promotion on social media allowed the publisher and the author to provide information regarding the Mariposa novel to increase the attractiveness of the Mariposa novel in the prospective customers' eyes. Besides, promotion on social media Instagram aimed to persuade and to remind prospective customers of the existence of Mariposa novel. It caused the prospective customers to eventually buy Mariposa novels which affected the increase of the sales of Mariposa novels. Thus, promotion on social media Instagram should be carried out periodically or continually by the publisher and author of Mariposa novel so that it could increase the sales of Mariposa novel. From the data processing results of the sales reports of the Mariposa novel, it was figured out the average number of sales before and after the promotion on social.

## CONCLUSION

Based on the analysis in the previous chapter by using paired sample t-test technique, it could be concluded that promotion on social media Instagram had a significant effect on the sales of Mariposa novel. In other words, the promotion on social media Instagram carried out by the publisher Coconutbooks and the author Luluk HF had successfully increased the number of sales of Mariposa novel in 2019.

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