

Use of Social Media Instagram and Tiktok in Promoting Wedding Clothing Services

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Abstract

This study aims to analyze the use of social media, particularly Instagram and TikTok, as promotional tools for a wedding attire service business represented by the @RickyIDM account. The background of this research is driven by the rapid development of digital technology, which has shifted marketing strategies from conventional methods to digital-based approaches, especially through visually oriented social media platforms. This research employs a qualitative approach using a case study method. Data were collected through observation, in-depth interviews, and documentation involving account managers and consumers. The data analysis process was conducted through data reduction, data display, and conclusion drawing, supported by triangulation techniques to ensure data validity. The findings reveal that the utilization of Instagram and TikTok by @RickyIDM has significantly contributed to increasing brand awareness, audience engagement, and consumer trust. The implemented strategy reflects the concept of Integrated Marketing Communication (IMC), characterized by consistent and integrated messaging across platforms, as well as Social Media Marketing principles, including content creation, content distribution, interaction, and community building. However, several challenges were identified, such as dependency on digital trends and platform algorithms, as well as discrepancies between the visual expectations formed on social media and the actual service experience. In conclusion, social media plays a strategic role in enhancing the promotion of wedding attire services. Nevertheless, it requires adaptive, consistent, and data-driven content management to achieve optimal results.

Keywords: Social Media, Instagram, TikTok, Integrated Marketing Communication, Social Media Marketing, Digital Promotion



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INTRODUCTION

The development of information and communication technology has driven a significant transformation in marketing practices, particularly through the use of social media as a strategic communication tool. Social media is no longer simply used for personal interactions but has become a crucial tool for building brand awareness, reaching consumers, and increasing the effectiveness of business promotions. In this context, the success of digital marketing is determined not only by the platform's presence but also by the business owner's ability to consistently manage visual content, interactivity, and audience engagement.

Instagram and TikTok are two visual-based social media platforms with significant influence in Indonesia, with very high user bases and algorithms that support widespread content distribution. Both platforms are considered effective in supporting promotions in the creative industry, including wedding fashion services, which rely heavily on aesthetics, symbolism, and consumer trust. Through visual content such as photos, videos, and storytelling, businesses can build brand image while creating emotional connections with audiences.

Several previous studies have examined the use of social media in the context of creative service promotion. Pradana et al. (2023) found that the use of Instagram on the @FannanVisuals account was effective in increasing promotional reach through optimizing features such as hashtags, location, and account collaboration. Meanwhile, Permana et al. (2025) demonstrated that a promotional strategy based on the AISAS model on the @fearless.creativa account was able to systematically drive consumer attention and action. Another study by Ula (2022) emphasized that the power of visual content and testimonials on Instagram plays a crucial role in building customer trust, although weaknesses remain in information delivery. Furthermore, Jordy (2023) and Nuryasin et al. (2023) underscored the importance of Instagram's interactive features in creating engagement and encouraging two-way communication, which in turn improves customer reputation and loyalty.

One example of social media utilization in this context is the @RickyIDM account, which actively uses Instagram and TikTok to promote wedding fashion services in Palembang. This account not only showcases its product portfolio but also its creative process, customer testimonials, and direct interaction with its audience, thereby increasing customer engagement and loyalty. This success demonstrates the integration of digital marketing communication strategies, which is interesting for further study.

However, previous research has generally been limited to the use of a single social media platform and has not comprehensively examined the integration between platforms and its relationship to integrated marketing communications (IMC) theory and social media marketing. Therefore, this study aims to analyze the integrated use of Instagram and TikTok in promoting wedding fashion services, as well as to understand how content strategy, interactivity, and audience engagement contribute to the effectiveness of digital marketing communications.

RESEARCH METHODS

This research uses a qualitative approach with a case study method. The object of the research is the social media account @RickyIDM on the Instagram and TikTok platforms. Data obtained in the case study were obtained through interviews, observations, and studying various documents related to the topic under study. Therefore, this research uses case study research because it wants to know the use of Instagram and TikTok social media in promoting wedding dress service businesses on the @RickyIDM account. To obtain data, of course, researchers conducted observations on social media accounts and direct research at the Ricky IDM Gallery located on Jl. Swakarya II, Demang Lebar Daun, Ilir Bar. I District, Palembang City, South Sumatra 30151. Data analysis uses the Miles and Huberman model which consists of data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

The research results show that the @RickyIDM account's use of social media serves not only as a promotional tool but also as an integrated marketing communications strategy. Instagram and TikTok are used in a complementary manner, adapting to the characteristics of each platform. Instagram focuses more on presenting an aesthetically pleasing and curated visual portfolio, thus building a professional and elegant brand image. Meanwhile, TikTok is utilized to produce more dynamic, trend-driven content with high viral potential, effectively expanding audience reach.

From an Integrated Marketing Communication (IMC) perspective, these findings demonstrate a consistent message conveyed across both platforms. Despite the differences in content formats, the narratives constructed consistently emphasize service quality, aesthetic value, and brand professionalism. This reflects an integrated marketing communications effort that strengthens brand identity in the minds of consumers. Furthermore, the use of various content formats, such as professional photos, transformation videos, and customer testimonials, demonstrates that the promotional strategy is not solely focused on sales but also on building perception and trust.

In the context of Social Media Marketing (SMM), the success of @RickyIDM's promotion is supported by the optimization of four main elements: content creation, content sharing, connecting, and community building. The content produced tends to be relevant to audience needs, visually appealing, and follows emerging trends. Content distribution is carried out consistently by utilizing platform features such as hashtags, trending audio, and reposts. Active interaction through comments and direct messages strengthens the relationship between the brand and consumers, while audience engagement in the form of likes, shares, and user-generated content contributes to building a loyal digital community.

A high level of engagement is a key indicator in assessing the effectiveness of a promotional strategy. Audience engagement not only increases content visibility but also strengthens consumer trust in the services offered. This aligns with findings that intense digital interaction can create an emotional closeness between brands and customers, which ultimately influences their decision to use services.

However, this study also identified several challenges in managing digital promotions. One obstacle faced is the limited availability of clothing sizes, which do not always match the needs of consumers who come after viewing content on social media. Furthermore, the demand to continuously produce creative content and keep up with trends creates pressure for account managers. To address this, adjustments are made by providing consumers with alternative products and adapting to relevant digital trends.

Critically, reliance on social media trends has the potential to become a weakness if not balanced with a long-term branding strategy. While trends can increase visibility quickly, the sustainability of a brand's image still requires consistent messaging and strong differentiation. Therefore, a balance is needed between exploiting trends and strengthening brand identity so that promotional strategies are not merely temporary but sustainable.

CONCLUSION

Based on research on the use of Instagram and TikTok to promote the wedding fashion service business on the @RickyIDM account, it can be concluded that the implemented digital marketing communication strategy has demonstrated significant effectiveness in building brand image, increasing audience engagement, and expanding market reach.

Based on Integrated Marketing Communication (IMC) Theory, the @RickyIDM account has been able to consistently and coordinately integrate various forms of marketing communication across two main platforms: Instagram and TikTok. The consistent messaging conveyed through visuals, captions, and interactions reflects a strong, professional, and

aesthetic brand identity. Instagram is used as a visual portfolio platform that emphasizes the quality and aesthetics of the clothing, while TikTok is used to increase visibility through dynamic, trend-following, and potentially viral content. The integration of these two platforms demonstrates that the IMC strategy is not only applicable to conventional media but is also relevant in a platform-based digital context.

According to Social Media Marketing Theory (Gunelius), the strategy implemented by @RickyIDM encompasses four main elements: content creation, content sharing, connecting, and community building. The resulting content, including professional photography, transformation videos, behind-the-scenes videos, and customer testimonials, has proven effective in capturing audience attention and building trust. Content distribution through features like reels, hashtags, and trending audio organically expands reach. Furthermore, active interaction with audiences through comments and direct messages strengthens the emotional connection between brands and consumers. In the long term, this contributes to the formation of a loyal digital community.

Engagement is a key indicator of the success of a digital promotion strategy. A high number of likes, comments, shares, and views demonstrates that the content produced is not only visually appealing but also relevant to the audience's needs and preferences. This engagement not only increases content visibility but also fosters positive perceptions and consumer trust in the quality of the service offered.

This study also identified challenges in managing digital promotions, including the need to constantly follow trends, limited product sizes, and high consumer expectations due to viral content. However, businesses are able to overcome these challenges through adaptive strategies, such as content innovation, offering alternative products, and persuasive communication with consumers.

ACKNOWLEDGMENT

Praise be to Allah SWT who has given grace and blessings so that the thesis proposal entitled "The Use of Instagram & Tiktok Social Media in Promoting Wedding Fashion Service Business: A Study on the @RickyIDM Account" has been completed by the author. The author expresses his gratitude and high appreciation to the leadership of STISIPOL Candradimuka Palembang, the Head of the Master of Communication Studies Program, and all lecturers who have provided knowledge, guidance, and facilities during the study process. The author also expresses his deepest gratitude to the supervisor who has provided very meaningful direction and input in the preparation of this thesis. The author realizes that this thesis still has limitations, therefore constructive criticism and suggestions are highly expected. Hopefully, this thesis can provide benefits in the development of similar scientific studies, especially in the fields of communication science, social media, and the use of social media in wedding fashion service businesses.

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