RESEARCH ARTICLE

# Designing Positioning Improvement of Silvi's Instagram Using Multidimensional Scaling

Muhammad Aldio Rozan Putra, Agus Achmad Suhendra*
and Ima Normalia Kusmayanti

Fakultas Rekayasa Industri, Universitas Telkom, Bandung, 40257, Jawa Barat, Indonesia
*Corresponding author: agus@telkomuniversity.ac.id

## Abstrak

Silvi is an application that helps restaurant owners in managing ordering and payment procedures. PT. Kreigan Sentral Teknologi markets the Silvi application through social media, and one of the platforms they use is Instagram. Potential clients can access the Silvi Application via IG called silvi.indonesia. The engagement rate shows that it is very important to control the feed on Instagram to get more engagement. By using multidimensional scaling, it was concluded that there are ten Instagram engagement attributes used in perceptual mapping, such as profile interest, profile description, feed interaction, feed interest, feed timeline, story timeline, story interest, text interest, and text explanation. There are nine competitors used in perception mapping. Based on the three regions on the map, Silvi is in region A with Moka and ESB. Recommendations for improving the Instagram SIlvi positioning design are carried out on the attributes that the company wants to highlight so that Instagram audiences can recognize and get more engagement on Instagram Silvi.

**Key words:** Silvi, Instagram, Positioning, Multidimensional Scaling, Attributes, Perceptual Mapping
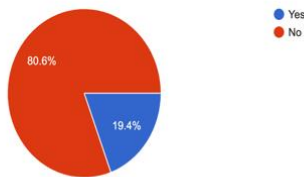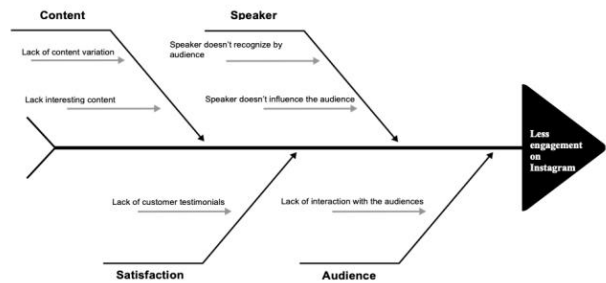
**Gambar 1.** Figure 1



**Gambar 2.** Figure 2

## Introduction

Based on Figure 1, it is shown the low number of respondents that is known about Silvi is equal to 19.4%. One of the important things in having a brand is the brand awareness itself. One of the platforms that can increase brand awareness from the audience is Instagram. In this research hope it will make the brand of Silvi will be known by more audience, because as it shown in the graph above who don't know about Silvi is 80.6%.

There are some factors that can impact the engagement. The fishbone above shows some of the factors that can impact the engagement.

The first one is content. Content is really important to get engagement from the audience, because if the audience didn't like the content then it won't have a good engagement. The second one is the speaker. On Silvi sometimes they like to make an event something like a seminar that invites speakers to be at the event. It is a good step to get the engagement but more important is the speaker selection. The third one is satisfaction. Silvi has to get more testimonials from the audience to be better. Last but not least is the audience itself.

## Literature Theory

### Positioning

The process of positioning can be characterized as iterative; it calls for deliberate and proactive activities; it entails judgments at the conceptual, strategic, and operational levels; and it should reflect the triad of company, competitor, and target market/customer considerations [1].

### Perceptual Mapping

In marketing, perception maps are used to visually analyze relationships between two or more attributes. Plots created by a variety of methods, including principal component analysis, (multiple) correspondence analysis, and multidimensional scaling, are referred to as "perceptual maps." Each method has prerequisites for creating and comprehending the map [2].

### Digital Marketing

Digital marketing has technology at its heart. It is therefore crucial to involve both technical and aesthetic minds in the initial stages of strategy formulation. The objectives should speak to both system and story and the tools afforded by technology should be a starting point in the process of developing strategic objectives. The second factor to consider when setting objectives is that all channels of a brand operate as part of a greater whole [3].

### Brand

The broad meaning of a brand is particularly important from the customer's point of view, as it concerns the category of value desired and expected from a given brand, which in turn communicates and affects emotions resulting in particular needs and purchasing experience [4].

### Brand Awareness

Brand awareness means being aware of its existence and its relationship with a particular product [5].

### Social Media

Social media is the term often used to refer to new forms of media that involve interactive participation [6].

### Instagram

Instagram is made for people to share moments with their friends and family. Instagram has several features to provide the function of Instagram itself. Instagram can share photos and videos with some features called feeds [7].

## Multidimensional Scaling

The term 'Multidimensional Scaling' or MDS is used in two essentially different ways in statistics [8].

## Design Methodology

There are some steps for this research that are used as a reference to complete this research design. The steps for solving the problem such as first identify the problem, second determine the multidimensional scaling method and SWOT analysis, third problem formulation, next is research objective, after research objective doing some observation on Silvi, next is designing the questionaire, after questionaire is done do validation before the questionaire distribute, and then do the data collection of the questionaire itself and done validity test again, after the data collected the data is process with multidimensional scaling,
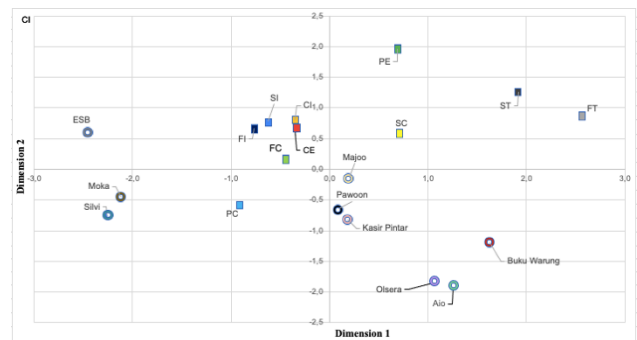


**Gambar 3.** Figure 3

**Table 1.** Table 1

| Attributes | Euclidean Distances | Rank |
|---|---|---|
| Profile Interest | 1,355 | 1 |
| Feeds Interest | 2,038 | 2 |
| Feeds Interaction | 2,069 | 3 |
| Story Interaction | 2,252 | 4 |
| Caption Explanation | 2,372 | 5 |
| Caption Interest | 2,476 | 6 |
| Story Interest | 3,267 | 7 |
| Profile Explanation | 4,029 | 8 |
| Story Timeline | 4,640 | 9 |
| Feeds Timeline | 5,099 | 10 |

after that do the SWOT analysis, after all of that are done do some final analysis and find the recommendation, conclusion, and suggestion.

## Data Collection and Progressing

Based on the perceptual mapping result obtained from the data processing results using the multidimensional scaling (MDS) method, the position of each brand and the attributes of the cashier application are clearly visible visually, as well as the coordinates of each object. Based on the results of the perceptual mapping, it can be seen the coordinates of each cashier application brand which shows the position of cashier application brand and the conditions of competition between each cashier application brand. After the results of the brand coordinates and attributes of the online tutoring service are obtained and a visual perceptual mapping is obtained, the next step is to determine the dimension label. The results of the perceptual mapping in the Figure above show that in area A there are ESB, Moka, and Silvi with the attributes of profile interest, feeds interaction, story interaction, caption interest, caption explanation, and feeds interest. The results of the perceptual mapping in the figure above show that in area C there are Buku Warung, Olsera, Aio with the attributes of story timeline and feeds timeline.

Based on the Table 1 above the result of Euclidean distance between Silvi and the attributes, Silvi has not yet capable on the interaction, the consistency of the timeline, and the interest. Silvi is still inferior in story interaction, story interest, and story timeline compared to the other competitors. Story interest need to improve by developing the design of the story itself. The design is too basic and less interesting for the audience to see. More update and interesting design are needed. The topic of the story also needs more improve to get the engagement

**Table 2.** Table 2

| Validation Category | Validation Target | Validation From Owner |
|---|---|---|
| Story Interest | - Improve the Silvi's Instagram story design<br><br>Improve the Silvi's Instagram story with updated topics | Agreed and can be used |
| Story Interaction | - Improve the Silvi's Instagram story topics that can be interact<br><br>-Improve the Silvi's Instagram story with interesting questions and answers | Agreed and can be used |
| Story Timeline | - Improve the scheduling on posting the story of Silvi's Instagram | Agreed and can be used |

**Table 3.** Table 3

| Attribute | Condition Before Implementation | Condition After Implementation |
|---|---|---|
| Story Interest | Silvi's Instagram stories are less interesting | Silvi's Instagram have more attractive and update design that can be more engaging<br><br>Choosing an update and interesting topics that can be more engaging |
| Story Interaction | Silvi's Instagram stories are not engaging with interaction | Have admin Instagram that is more engaging and active interact with the audience<br><br>Choosing an update and interesting topics that can be more engaging and can be discuss with the audience |
| Story Timeline | Silvi's Instagram stories timeline is not consistent | Have a clear and neat timeline that can be used for posting the story on Instagram |

of the audience. Silvi not to engage the audience to interact with the admin account. The topic needs to be improved more interaction with the audience. More update topic that can interact with the audience is needed. So, the audience can more be attracted with the topic with their suggestion. The timeline of Silvi post their story in Instagram are not stable and consistent. Silvi need to manage more the timeline of the posting so the audience know when Silvi will post the story and the audience have an interest in waiting for Silvi post their story on Instagram.

The improvement of the positioning design conclusion corresponds with the initial purpose of the research and the standard perceptual mapping obtained. The positioning improvement design corresponds the research objectives that have been determined previously. The perceptual mapping result corresponds the MDS specification standards. The stress value of 0,11817 that is less than 0,2, and the R-square value 0,79640 that is more than 0,6.

Silvi has still an interesting content and still has the engagement to interact with the audience in Instagram in all feeds and stories, Silvi also is still has interesting content and quite explain the caption. That is for the strength. For the weakness Silvi is still doesn't really maintain the timeline for posting the feeds and stories also doesn't really explain more detail on the post. The opportunity is the audience on Instagram are still interest and want to know more about the information of the post. The threat is Silvi is needed to worry about the competitor commitment about the timeline for post and more interesting topics they come up with.

## Validation and Evaluation

The problem that has been stated that the improvement system design plan on the story interest, story interaction, and story timeline. The design improvements to the story interest attributes can be realized soon if the quantity of people that in the design team are enough to brainstorm the interesting design and the interesting topics.

Based on the table 3 shown the comparison on what happen in the recent condition and what will happen after the implementation. The comparison is needed to know the positioning improvement system are on plan or not.

## Kesimpulan

There are ten attributes of Instagram engagement used in perceptual mapping, such as, profile interest, profile explanation, feeds interaction, feeds interest, feeds timeline, story timeline, story interest, caption interest, and caption explanation.

The most important attributes are story interest, story timeline, and story interaction. There are nine competitors that is use in the perceptual mapping. Based on the three regions on the map, Silvi is in the region A along with Moka and ESB.

The design positioning improvement recommendations for Silvi's Instagram is carried out on the attributes that the company wants to highlight so the audience of Instagram can recognize and get more engagement on Silvi's Instagram.

For the suggestion in strengthening the positioning improvement design, it's not only based on the company's value proposition, but based on attributes that are considered weak by the respondents and can add other supporting theories. Further research for this study can be done on the other aspects beside Instagram that can get engagement such as Twitter, Facebook, or another social media platform. From the design results for the positioning improvement the company needs to improve the social media communication from other platforms to get more engagement.

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