

The Effectiveness of Ruangguru Instagram Account Message as Digital Marketing Communication

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ABSTRACT

The phenomena of marketing communications in digital marketing can be used for many parties that run the business world. One of them is considered by industry creative in the field of education, namely ruangguru. One of popular social media that have a role in digital marketing communication is instagram. Instagram is considered capable of displaying messages to be conveyed by the businessman. This study discusses the effectiveness of picture messages and text on the instagram account @ruangguru in digital marketing communication. This research using quantitative methods of content analysis descriptive and theory of digital marketing communication and theory of an effective message according to Kotler. The results of the research show the most powerful subdimension on the effective @ruangguru Instagram account image message is the eye catching and headlines. The eye catching and headlines image subdimensions both have 142 satisfying images (100%). While the weakest subdimension is the novelty with 31 uploads (21,8%). With effective implementation of picture messages and texts, opportunities ruangguru to increase the interest of consumers to buy increasingly high, from the side of the search engine optimization (seo) the better. So it is very important to understand the content and form of messages in digital marketing communication. Suggestions for further research, in order to expand research by using marketing communication strategy theory with qualitative methods in order to hold the aspect of research in the perspective of the Instagram account owner.

Keywords: *Effectiveness of Message, Digital Marketing Communication, Industry creative, and Instagram*

INTRODUCTION

The need for information becomes an important part of society, so it takes an effective message in conveying the information. Especially with the internet which makes it easier for people to receive

information quickly. This is what many creative business industries are looking at the digital world as the realm of marketing communication.

Nowadays the internet is a human need, so that more and more internet usage. Internet phenomena

and social networks are used as tools in marketing communications which are currently widely used as new media in the marketing world. One of them is by utilizing the popularity of social media as a promotion for business opportunities.

Marketing communications help businesses disseminate information to their market segmentation. Not only that, marketing communications also assist companies in utilizing a strategy, planning, implementation and evaluation in maintaining and developing companies in their business world. It is clear that marketing communication has an important role for the company.

With technological developments, marketing communication is also progressing in the promotion step, namely entering into digital marketing communications. Quoted on money.kompas.com write more and more digital marketing communications, even colored the development of marketing tools ranging from websites, social media, to native advertising. In Indonesia, some companies spend 10 percent to 15 percent of their total company marketing budget through digital channels (www.money.kompas.com, 2017).

The phenomenon of the emergence of digital marketing communications, of course, can be utilized by various parties who run the business world. One of which is ogled by the creative business industry in the field of education, namely Ruangguru. Ruangguru is a startup in the field of education by developing various technology -

based learning services, which includes virtual class services, online exam platforms, subscription learning videos, private tutoring market places, and other educational content that can be accessed through the Ruangguru application.

Ruangguru is a new company originating from Indonesia that has grown rapidly. In the last 5 years, Ruangguru has served more than 15 million students and 300,000 teachers throughout Indonesia. On Google Playstore, the Ruangguru application has a high rating of 4.7 out of 5. Many Ruangguru awards have been won, both at home and abroad, including *Solver of MIT*, *Atlassian Prize*, *UNICEF Innovation to Watch*, *Google Launchpad Accelerator*, and *ITU Global Industry Award*. This company was founded in 2014 by Belva Devara and Iman Usman. Both managed to become successful entrepreneurs under the age of 30 through Forbes 30 under 30 for the consumer technology sector in Asia. (<https://www.tribunnewswiki.com>, 2020)

In introducing and marketing its products, Ruangguru uses various kinds of marketing communications, one of which is by using social media platforms such as Facebook, Twitter, YouTube and Instagram. Businesses in today's industrial era, encourage companies to use social media as part of promotion. In addition to meeting information needs, entrepreneurs also use social media as an economic driver (Yasundari, 2016, p. 209).

One of the popular social media that can play a role in marketing communication activities is

Instagram. In 2019, Indonesia has reached more than 61 million active Instagram users and most of them are aged 18-24 years (37.3%) or around 23 million users (www.tekno.kompas.com, 2019). Instagram is not only used for personal accounts, but also used as a business opportunity. Instagram is used as an application to market and sell products/services.

Instagram is also considered capable of displaying messages that business people want to convey. Like Sri Hartini's research (2017) that effective message content on Instagram media makes one of the right media in promoting the culinary business.

Currently, there are still many novice businessmen who think that they only need to upload an image of their product accompanied by a caption or image description without paying attention to the content or quality of the images and text used. And hope that consumers or followers are interested in buying. In fact, using Instagram as a marketing channel must pay attention to the uploaded content and information as well as special techniques that will make the Instagram account attract the attention of the audience.

In addition, Aditya Wahana's research (2018), concludes that Instagram is very possible to be used as a marketing communication medium, especially in digital marketing communication. This study also states that Instagram is easy to use and has a layout that is not confusing, registering an account on Instagram is free of charge, the promotional content recommended for uploading on the profile page is a

product catalog, and product information. Uploads with a frequency of 2-3 times a day are the maximum for using Instagram as a digital promotional medium.

Seeing Instagram which can be used in digital marketing communication activities, researchers are interested in knowing the messages and texts that are uploaded to the Ruangguru Instagram account. From the observations of researchers, Ruangguru in carrying out its digital marketing activities is superior to its competitors (other online guidance). One of the media used by Ruangguru in carrying out its digital marketing communication is Instagram social media. Ruangguru has an official account on Instagram in carrying out digital marketing communication to convey information to its consumers. These consumers are followers who



Picture 1. Ruangguru application's official instagram account downloaded on January 7, 2020

Source : Instagram @ruangguru

The @ruangguru instagram account has several categories of uploads in it, such as PTN corner, product promotions, and informative uploads related to Tryout, SBMPTN, SNMPTN, practice questions to graphic information, tips and tricks related to the world of education. In this study, the uploads that will be studied are uploads uploaded in April. This was chosen because it coincided with the preparation of the UTBK (Ujian Tulis Berbasis Komputer) SMBPTN (Seleksi Bersama Masuk Perguruan Tinggi).



Picture 2. Sample content uploaded by @ruangguru was downloaded on February 13,

2020

Source : Instagram @ruangguru

Seeing the importance of the role of social media Instagram, which is one of the promotional tools in marketing communication activities in the digital era, makes researchers want to see how the digital marketing communication picture is carried out by Ruangguru, especially through Instagram @ Ruangguru, whether marketing communication through Instagram can be done effectively. Therefore, the research studied was the image messages and uploaded texts on Instagram @ Ruangguru. Effective picture messages allow the achievement of communication goals in digital marketing communication activities.

RESEARCH METHODS

This study uses a descriptive quantitative approach with content analysis. According to Eriyanto (2011, p.47), descriptive content analysis aims to describe in detail a particular message or text.

The steps in applying observation data collection techniques are as follows:

a) Primary Data

Primary data will be obtained from observations of information on the research topic. In this study, researchers used a coding sheet. Coding sheet is a tool used to calculate or measure certain aspects of the media. The data in this study is the upload of the @ruangguru Instagram account in digital marketing communication activities on

April 1 to 30, 2020. This month was chosen because it coincided with the start of preparation for UTBK which is an entrance test to universities conducted by LTMPT (Lembaga Test Masuk Perguruan Tinggi).

b) Secondary Data

The secondary data used comes from books, articles, previous research and data capturing uploads of photos regarding digital marketing communication activities on the @ruangguru Instagram account for a month.

The operationalization of the concepts in this study are:

1. Message content

a. Rational attraction

The content of the message that shows the quality of the use of the promoted Ruangguru application. This quality includes images and text images that display advantages such as information on the best teaching staff, showing examples of practice questions with the latest material, content facilities that can be enjoyed on the Ruangguru application, free access and testimonials from Ruangguru application users.

b. Emotional attraction

Message content reflects messages that can motivate purchase. There are promo words, freebies, discounts, cheap packages, win prizes

(quiz) and student of the month competitions on images and text in promoting the Ruangguru application.

c. Moral attraction

The content of the message is used to encourage the public to improve existing social problems, such as text and images in the form of motivation, information that can add insight to knowledge, current information, and uploads that are empathetic in certain conditions.

2. Message Structure

The one-sided argument is a picture message that shows the advantages of the Ruangguru application that is promoted through the @ruangguru instagram account. The advantages of providing training questions (try outs), up-to-date information on state university exams in Indonesia, broadcasting learning programs from all levels guided by the best teachers from Ruangguru, free access to useful shows and message content that shows only on Ruangguru users get an advantage.

3. Message format

a. Novelty

Uploads from the @ruangguru account that show novelty, such as images and text containing up to date information uploaded by the @ruangguru account that relates to the current situation and around the

world of education, namely, information on capacity for college entrance tests and registration information on universities. as well as the latest content or events available on the Ruangguru application, such as the latest form of exam questions, the latest blog articles and the latest quality video shows and the latest features in the Ruangguru application.

b. Eyecatching pictures

The image uploaded by Instagram @ Ruangguru is able to attract the attention of people who see it because the image is made with interesting animations, the composition of the text placement on the image is right so that the information is read clearly, the color selection is pleasing to the eye and the level of image resolution is good.

c. Headlines

Instagram @ruangguru has headlines. Headlines are the essence of the message made in one or two short sentences and describe the main issue or core of the message to be conveyed.

In this study, the validity test uses a process-oriented construct validity where the measuring instrument is compiled from a certain theoretical framework. In addition to being valid, the measuring instrument must also have high reliability. In this study,

the measuring instrument was a coding sheet. Each coder will be given a coding sheet and asked to rate according to the coding sheet instructions. The results of filling out the coding sheet will be compared, seeing the similarities and differences. The coding judge in this study is one of the Instagram followers @ Ruangguru.

After that, the results of the coding sheet were compared using Holsty's formula to calculate reliability.

The Holsty's formula is as follows:

$$CR = \frac{2M}{N1+N2}$$

Description :

CR = Coeficient Reliability

M = Number of questions agreed by the coding (judge) and researcher

N1,N2 = Number of questions coded by coding (judges) and researchers

The result of the above calculation is called the observation agreement (approval obtained from the researcher). The threshold for acceptance of the categorization reliability test is 0,75. So the agreement between coding (researcher and coding) has reached 0.75, so the level of categorization has reached the level of reliability or trust.

After the data is collected and coded, the data is entered or

recorded. Then the researcher entered the data manually and the results were compiled into a coding sheet. The first stage of data analysis is to describe the findings. In this stage, descriptive statistics are used which aim to describe the data findings obtained from content analysis. The results of content analysis in this study are described in the form of a frequency table that contains categories of effective messages, namely message content, message structure, and message format.

RESULTS AND DISCUSSION

The dimensions of the message content consist of rational attraction, emotional attraction and moral attraction. The message structure

Subdimension	Fulfil	Not Fulfil
Rational Attraction	82 (57,7%)	60 (42,2%)

dimension consists of one-sided argument subdimensions. And the message format dimension consists of novelty sub-dimensions, eye-catching images and headlines. Researchers have analyzed the upload of Instagram images of @ruangguru as many as 142 images using a coding sheet and grouped them based on the dimensions of the message content, message structure and message format.

1. Message Content

The results of research on message content are described as follows:

a) Rational Attraction

The rational attractiveness subdimension relates to the self-

interest or personal interest of the audience. This shows that the product will produce the desired benefits. Examples are messages that demonstrate the quality of a product or service, the value or need for a product or service or performance. In this study, the sub-dimension of rational attraction is the content of messages that indicate the quality or product requirements of the use of the Ruangguru application that is promoted through the @ruangguru Instagram account. The quality or need for these products includes uploading images and captions that display the advantages and needs given to the Ruangguru application to its users.

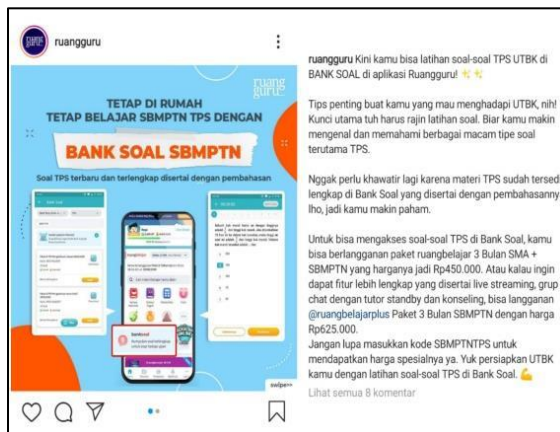
Table 1. Frequency of Message Content contains Rational Attractiveness

Source: coding sheet result

Based on table 1, the results obtained are 142 uploaded images on the @ruangguru instagram account, which were sampled in this study in April 2020, there were 82 uploads (57.7%) indicating that the message content contained rational attraction while not containing attractiveness. rational as many as 60 uploads (42.2%). Of the 82 uploads (57.7%) on the @ruangguru Instagram account, overall it is seen from the images and text used. The images and text show the quality given to the Ruangguru application which is

promoted through Instagram @ruangguru.

The following is an example of an upload that shows the message content contains rational attraction:



Picture 3. Upload 82

Source: Instagram @ruangguru

In picture 3, it can be seen that the content of the message containing rational attraction is in the uploaded image that displays the Bank's facilities for SBMPTN questions that can be accessed by users.

In the uploaded image, there is the sentence "the latest and most complete TPS (Tes Potensi Skolastik) question accompanied by a discussion". The sentence shows the quality provided by Ruangguru on the question bank facility that can be enjoyed by its users if the user subscribes to the Ruangguru application.

While the caption used in the 82 upload above contains writing that displays other facility offers that can be accessed by users if they

subscribe to the Ruangguru application. These facilities include complete features accompanied by live streaming, group chat with standby tutors and counseling.

Rational attraction that displays the product needs that exist in the Ruangguru application that produces the benefits desired by its consumers. Such as uploads that inform live practice questions, SBMPTN question banks, learning videos for UTBK material, RGTV shows, free counseling, practice modules about TPS discussion, live streaming of TPS material, standby tutors who are ready to ask questions about TPS, free mini TPS tryouts, SMBPTN UTBK tryouts.

Uploads that display information as above, fulfill rational attraction because the upload displays the product needs that exist in the Ruangguru application, in which the shape of the product is a benefit desired by consumers, this is because April is the month of preparation for students who will take part UTBK SBMPTN 2020 exam.

b) Emotional attraction

The sub-dimension of emotional attraction is the content of the message that will lead to positive or negative emotions that arise from the audience regarding the content of the message delivered that can motivate buyers. Examples are messages that display

discount offers, and rewards or prizes that can be obtained by users so that consumers can be motivated to buy a product.

In the @ruangguru Instagram account, the emotional attraction used in the uploaded image and caption is a price offer that uses words such as promo, free, discount, cheap package, free access, win prizes or quizzes and student of the month competition events that can win a prize or prize.

Table 2. Frequency of Message Content Contains Emotional Attraction

Subdimentio n	Fulfil	Not Fulfil
Emotional Attraction	57 (40%)	85 (59,8%)

Source: coding sheet result

Based on table 2. there are 57 uploaded (40%) which show that the message content contains emotional attraction and 85 uploads (59.8%) do not contain emotional attraction. The content of messages that can motivate purchases can be seen in the pictures and upload captions that explain promos, freebies, discounts, cheap packages, win prizes (quiz) and student of the month competitions promoted by the Ruangguru application on Instagram @ruangguru.

The following is an example of an image upload that shows the content of a message that contains emotional attraction :



Picture 4. Upload 4

Source: Instagram @ruangguru

Picture 4. contains an emotional attraction that shows a picture of information about the discount for the 3 month Ruang Belajar Plus package on the Ruangguru application service. The picture shows a discount of 60% with the discount code BELAJARBARENG, this offer is recommended by Ruangguru to its users to be the right solution in preparing for UTBK.

The caption used by @ruangguru explains that with a 60% discount for the Study Room Plus 3 month package, users get a special price, so users only pay Rp.435,000 from the normal price. In addition, users who have subscribed to this package also benefit if they top up for a study room Plus subscription so that they get a special price of Rp. 270,000.

Emotional attraction that

can motivate purchases on uploads to the @ruangguru Instagram account such as uploads that inform RGTV shows with free and quota-free access, free masks specifically for subscribing to the Ruangguru application, special Ruangguru programs, Ruangguru live quizzes, scholarship programs, discount codes (such as learn together), free grand tryout, free indomilk milk if you pay for Ruangguru at Indomart, rewards for Ruangguru users (such as student of the month) and discounts up to 60%.

Posts that feature information like the one above, fulfill emotional attraction because they provide consumers with an opportunity to profit. With events, discounts and discounts at exclusive prices, the audience will feel motivated to buy the products that Ruangguru offers.

c) Moral Attraction

The sub-dimension of moral attractiveness refers to what the audience considers appropriate or inappropriate. The content of the message is used to encourage the public to improve social problems, such as a clean environment, better inter-racial relations and assistance for people in need, for example on the @ruangguru Instagram account, images and text that contain motivation, information that can add insight, the latest information in the world of education, and uploads that are sympathetic to a certain

condition that occurred at that time.

Table 3. Frequency of Message Content Contains Moral Attraction

Subdimention	Fulfil	Not Fulfil
Moral Attraction	77 (54,2%)	65 (45,7%)

Source : coding sheet results

Based on table 3. obtained 77 uploads (54.2%) which indicate that the content of the message contains moral attraction while those that do not contain the content of the message of moral attraction are 65 uploads (45.7%). Of the 77 uploads, the images and captions contain information about insights, current information, and uploads that are empathetic and contain uploads that can motivate someone.



Picture 5. Uploud 17
Source: Instagram @ruangguru

In picture 5. provides tips on how to maintain mental health during the Covid-19 pandemic. In the uploaded image, it informs 5 tips given to its users. Meanwhile, in the caption used, there are writings in the form of suggestions for carrying out useful activities, such as online learning at the Ruangguru online school for free in the Ruangguru application.

The moral attraction contained in the upload of the @ruangguru account shows that the content of the message does not always promote the products offered, but in the upload that contains the moral attraction of conveying knowledge information that can educate audiences, motivate and give sympathy to the current situation. Such as @ruangguru's upload which displays information about the majors available at PTN Indonesia, a profile of someone who can inspire, information that can add insight (such as knowing the layers of the earth's atmosphere, knowing the state of fish while sleeping, and other information), warnings of big days, Congratulations to students who passed the SNMPTN 2020, motivational uploads for PTN fighters, campaigning for social distancing with the hashtag #at home, and information about the meaning of PSBB during the COVID19 pandemic as well as

tips on how to maintain mental health during the COVID19 pandemic.

1. Message structure

Message structure is to draw conclusions by asking questions and letting the audience draw their own conclusions from the message conveyed. In this study, there is only one-sided argument. One-sided argument is the image message structure that only emphasizes the strength of the product or service.

In this study, Instagram @ruangguru shows the advantages of the Ruangguru application such as the advantages of providing training questions (try out), the latest information on state university exams in Indonesia, broadcasting learning programs from all levels guided by the best teachers from Ruangguru, free access to useful impressions and picture messages showing only on Ruangguru the user gets an advantage.

Table 4. Frequency of Message Structure Contains One-Sided Arguments

Subdimentio n	Fulfil	Not Fufil
One sided argument	73 (51,4%)	69 (48,5%)

Source: coding sheet result

The message structure dimension in this study is a one-sided argument, where the message structure dimension shows an effective message structure as many as 73 uploads, of the 142 uploads studied (see table 4). Therefore, the dimension of the message structure

on the @ruangguru Instagram account is considered an effective message structure. The message structure of the @ruangguru Instagram account is said to be effective, because it displays uploads that emphasize the strength of the Ruangguru application product. The uploaded information includes the best teachers selected by Ruangguru, being able to study privately at home, online tutoring sessions for 30 minutes (with explanations of concepts, discussion of questions, motivation to learn and live chat with teachers personally), tutors on standby during the period. UTBK, free counseling (regarding majors, campus, course planning), modules for all high school subjects, and reference codes that can increase income.

Here's an example upload showing the structure of a message containing a one-sided argument:

Source : Instagram @ruangguru

The message in picture 6. shows the message structure of a one-sided argument, in the uploaded image section the sentence "Use Ruangguru can get #Earning From Home" and in the caption, Instagram @ruangguru explains that every account from the Ruangguru application has a referral code that is useful for earning income from House. By inviting anyone to subscribe to Ruangguru using the Referral code owned by the user who invited him, the user will get a commission, while people who use the referral code from the user will get a subscription discount. This is considered to be one of the advantages that the Ruangguru application provides for its users.

Uploads that display information as above, fulfill the message structure of a one-sided argument because it displays the advantages that exist in the Ruangguru application so that consumers are interested in the Ruangguru application.

2. Message Format

Pada format pesan, maka hasilnya sebagai berikut:

a) Novelty

Novelty is an element of novelty contained in a message. Uploads from the @ruangguru account that show novelty, such as images and text containing up to date information uploaded by the @ruangguru account related to the current situation and around the world of education.

As well as information about the latest events in



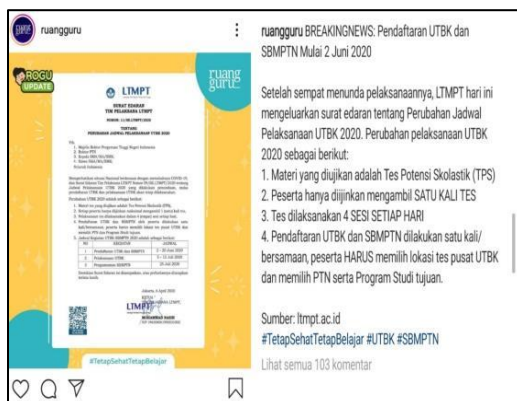
Picture 6. Upload 112

collaboration with a company. In addition, there are the latest features or services in the Ruangguru application which are promoted through the @ruangguru Instagram account.

Uploads that contain novelties on the @ruangguru instagram account such as the latest information related to the world of education and new features or the latest shows on the Ruangguru application. The uploads include up-to-date information, namely information

Subdimension	Fulfil	Not Fulfil
Novelty	31 (21,8%)	111 (78,1%)

about the 2020 University of Indonesia entrance capacity, SIMAK UI 2020 exam information, percentage of 2020 UTBK capacity at Indonesian PTNs, 2020 SNMPTN announcements, 2020 UTBK SBMPTN registration information and the latest shows on RGTV Ruangguru application. The following is an example of an upload that contains an element of novelty:



Picture 7. Upload 28

Source : instagram @ruangguru

Uploads that display information on picture 7, fulfill the message format with an element of novelty, because there is a message related to the current situation. In this case, novelty is something important with the aim of creating something different from what already existed.

Table 5. Message Format Frequency Contains Novelty

Source : coding sheet result

In the results of the coding sheet table 5. the novelty sub-dimension is the lowest sub-dimension, only 31 uploads (21.8%) out of 142 uploads that meet the novelty sub-dimension. This happens because the novelty sub-dimension of the @ruangguru Instagram account upload is a message with the latest information related to the world of education where the information is not available every day and only on certain days or at certain times. The sources of information distributed by the @ruangguru account are taken from trusted sources. One of them is ltmpt.ac.id which is the official website for information related to the implementation of the SBMPTN UTBK 2020. And the latest features or content on the

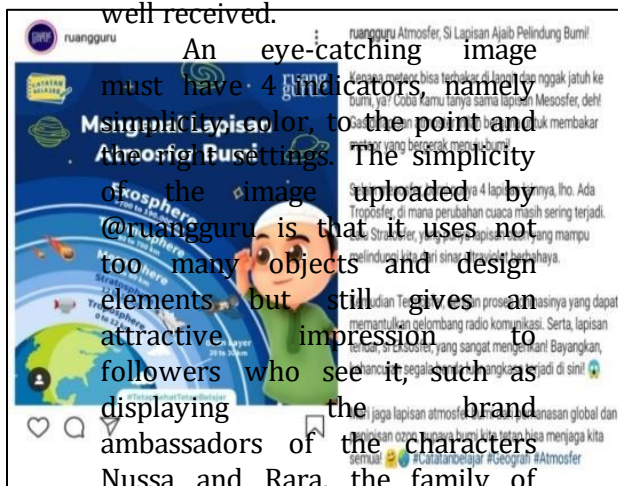
SN 2621 – 8712 (online)

website : <http://spektrum.stikosa-aws.ac.id>

Ruangguru application such as shows on RGTV are also not released every day. Therefore, the novelty sub-dimension is the lowest sub-dimension among the other sub-dimensions.

b) Eye-catching pictures

Eyecatching image sub-dimensional, namely images with a good level of resolution and display upload designs that are pleasing to the eye. Uploads from the @ruangguru instagram account showing 100% eye-catching images (see table 6). This is seen from the quality of the images that display high resolution, so that the uploaded images are beautiful to look at and use the right color combination with the right composition of writing so that the information provided can be well received.



Ruben Onsu, Nissa Sabyan and other public figures. Which is able to add interest to the images presented.

Tabel 6. Frequency of Message Formats Containing Eye-

catching Images

Source : coding sheet result

In the color section, eye-catching images must choose colors carefully, using prominent colors such as primary colors (red, blue, or yellow) these colors will make the image look more attractive. Uploads on the @ruangguru instagram account have eye-catching images. The images are beautiful to look at using harmonious colors and attractive designs, the quality of the images displayed is high resolution, so that images and text can be seen clearly and the message to be conveyed is well conveyed.

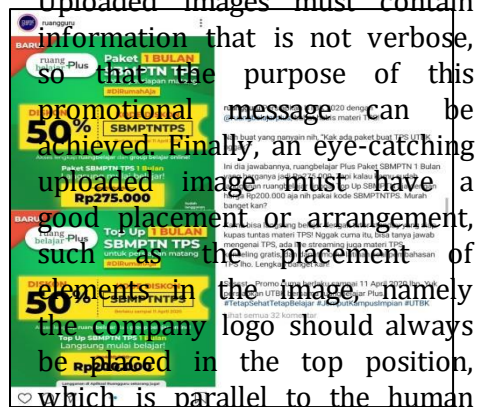
Here's an example upload that shows the format of a message containing an eye-catching image:

Subdimention	Fulfil	Not Fulfil
Eye-catching pictures	142 (100%)	0

Picture 8. Upload 6

Source : Instagram @ruangguru

In presenting an image, the most basic is to the point, because the audience who sees the uploaded image only has a little time to digest the message in the promotional image. Uploaded images must contain



information that is not verbose, so that the purpose of this promotional message can be achieved. Finally, an eye-catching uploaded image must have a good placement or arrangement, such as the placement of elements in the image, namely the company logo should always be placed in the top position, which is parallel to the human

c) Headlines

In the @ruangguru instagram account headlines can be found in the image and caption on the promoted upload (see table 7).

Table 7. Message Format Frequency Contains Headlines

Source : Coding sheet result

Each upload also has headlines such as "Prepare for UTBK 2020 with @ruangsiswaplus, clear out the TPS material!", "Just study at home with Ruangguru", and "The Big Tryout for Ruangguru online school". Headlines contained in images or captions

on the @ruangguru Instagram account are useful for being the essence of the message that will be conveyed to the public.

Here's an example upload showing the format of a message containing Headlines:

Picture 9. Upload 38

Source : instagram @ruangguru

Discussion

From the results of the study, it is known that picture and text messages on the @ruangguru Instagram account are effective picture and text messages. Effective picture and text messages are considered supportive in carrying out digital marketing communication activities, because images and text are forms of content. The content is uploaded to provide information to the public. Image and text content allows marketers to present

Subdimentio n	Fulfil	Not Fulfil
Headlines	142 (100%)	0

messages in various forms.

On his Instagram, @ruangguru carries out digital marketing communication activities by uploading a lot of content every

month. In April 2020, for one month, Instagram @ruangguru uploaded 142 image content. In this way, Ruangguru has a greater opportunity to reach its consumers with the right message and a variety of messages.

By implementing effective image and text messages, marketers have a higher chance of increasing consumer interest in buying, as well as improving search engine optimization (SEO), so it is very important to understand the content and form of messages that answer consumer needs and interests.

In the uploaded text section, namely the caption, you must enter the most important information at the beginning of the caption, such as the headline in the @ruangguru caption "Try out the big Ruangguru online school, you can get a total prize of Rp. 50 million, you know". Because the part at the beginning of the caption is the first part that readers will see. Therefore, the headline sentence must look convincing, relevant and related to the image displayed. So that the upload gets engagement.

The caption on the upload must also use a sentence that is able to directly invite followers to buy the product or service being promoted by making a more subtle invitation. Such as asking questions, encouraging followers to leave comments, or asking followers to share their thoughts. For example, the caption on instagram@ruangguru is: Still encouraging to join Ruangguru online school. How far have you progressed in understanding the material being taught? Come on, test your understanding after attending the Ruangguru online school with LIVE

TRAINING QUESTIONS on the Ruangguru application!

Uploads must also use a hashtag in each caption. Because hashtags are the SEO of Instagram. Hashtags will help an upload to get involved in the conversation or trend that is being discussed. And increase the likelihood that the uploaded content will be found by many people. For example, the hashtag used in the @ruangguru caption is #TetapSehatTetapBelajar #Corona #Produktifdirumah #DiRumahAja where this hashtag is being discussed by many people because it is relevant to the situation during the COVID 19 pandemic, which requires everyone to stay at home. As well as the use of the hashtag #UTBK #AsahOtak #PojokPTN #BelajarBareng. This hashtag is used because April is the month of preparation for students to take the UTBK SBMPTN exam.

Image and text messages that are uploaded as much as possible should have an effective image and text message. Effective picture and text messages will affect the quality of uploaded content. Effective picture and text messages on Instagram @ Ruangguru can be one of the strategies that must be considered in Ruangguru's digital marketing communication activities. Because, the success or failure of digital marketing communication lies in the content of the message (content) provided. Effective picture and text messages have the power to attract and trigger someone to become a customer.

Effective picture and text messages on Instagram @ Ruangguru are considered capable of carrying out the objectives of digital

marketing communication activities, such as the purpose of conveying information from Ruangguru products, namely special price discounts, the latest learning video content, and information about the world of education. So that information can be conveyed properly, as well as picture and text messages conveyed through the @ruangguru Instagram account can generate interest and attention to the Ruangguru application being marketed.

CONCLUSION

After the image messages on Instagram @ Ruangguru were analyzed based on the message content, message structure and message format, the researcher can conclude that the picture messages for the Instagram @ Ruangguru account as a whole meet the criteria for effective picture messages in digital marketing communication.

The most powerful criteria in the subdimentation of image messages on the @ruangguru Instagram account are the eyecating and headlines image message format subdimensions. The eyecating and headlines image subdimensions both have 142 compliant images (100%). While the weakest subdimentation is the novelty subdimentation message format with 31 uploads (21.8%).

Ruangguru conducts digital marketing communication activities by uploading various content. In this way, Ruangguru has a greater opportunity to reach its consumers with the right and diverse messages. By implementing effective image and text messages, marketers have a higher chance of increasing

consumer interest in buying. As well as getting better in terms of search engine optimization (SEO), so it is very important to meet the needs and interests of consumers in understanding the content and form of @ruangguru's Instagram message.

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