

SOCIAL MEDIA AS A PROMOTIONAL MEDIA FOR GARUT'S CELEBRITIES DURING THE COVID-19 PANDEMIC

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ABSTRACT

Article history

Received : Dec 31, 2022

Revised : Feb 28, 2023

Accepted : Mar 6, 2023

Keywords

Social media
Promotional
Digital Media
Covid-19

The development of communication and information technology has brought society into a new media era where every individual can communicate via the internet. The internet also gave rise to many online-based media, one of which is Instagram which is currently popular. Instagram social media raises many new phenomena, one of which is the celebrity phenomenon. This phenomenon has become a popular trend even. The purpose of this study was to find out the motive and the meaning of the actors of celebgram activities and their benefits as a promotional media on Instagram social media during this pandemic. The research approach used in this research is descriptive qualitative by using phenomenological research methods, so that in this study the priority is based on the experience of the informants. The data entered is data from interviews, observations on the research subject's Instagram account. The results of the study show that the meaning of celebgram activities as promotional media on Instagram social media during a pandemic is interpreted by sources as one of their efforts to be known by people as unique and creative figures through photo activities they upload on Instagram. This is motivated by their desire to share their hobbies and skills. The use of a platform that is easily accessible to all groups is seen by them as useful for getting endorsements, new friends, relations, money and work of course, especially activities during a pandemic, of course, will be different from activities before the pandemic.

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1. Introduction

Social media is the new prima donna in the development of world media. Social media or familiarly known as social networking has also caught the attention of Indonesian people, especially teenagers. Social Media is considered to be a place for works, ideas, responses,

opinions, and even the media to express what is happening. Only by creating a personal account, users can write and then publish their work and responses to the public, this is the attraction of social media when what is written can be read, understood, and then get comments from other people. Some of these social networks include Facebook, Twitter, Instagram, Path, Skype, YouTube, and others.

Instagram (also known as IG or Insta) is a photo and video sharing application where users take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. The company Burbn, Inc. was founded in 2010, a startup technology company that focuses solely on developing applications for mobile phones. At first Burbn, Inc. itself focused too much on mobile HTML5, but the two CEO, Kevin Systrom and Mike Krieger, decided to focus on one thing only. It's hard for Kevin Systrom and Mike Krieger to reduce existing features, and start again from the beginning, but eventually, they focus only on the photos, comments, and also the ability to like a photograph. That's what Instagram eventually became.

The name Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like a Polaroid camera, which at that time was better known as "instant photo". Instagram can also display photos instantly, like polaroids in appearance. The word "gram" comes from the word "telegram" which works to send information to other people quickly. It's the same as Instagram which can upload photos using the Internet network so that the information you want to convey can be received quickly. That's why Instagram is an abbreviation of the word instant and telegram. Instagram is a form of social networking media that can be used as a direct marketing medium, through Instagram products/services can be offered by uploading photos or short videos so that potential customers can see the types of goods/services offered.

Instagram is a tool used to share photos and videos. Instagram itself is still part of Facebook which allows Facebook friends to follow us on Instagram social media accounts. The growing popularity of Instagram as an application used to share photos has resulted in many users getting involved in the business sector, such as business social accounts that promote their products via Instagram (M Nisrina, 2015).

Social media Instagram was chosen to be the object of this research because it is considered to be one of the media that can be used as a venue for promotions for several celebrities. Social media Instagram is currently visited by more than a quarter of Indonesia's total population, meaning that 22.6% of Indonesian people or more precisely 59,840,000 use Instagram and are active on this media. The data explains that Instagram social media is appropriate for use in this study, because it is loved by many people so that it becomes a support for the Garut Selebgram promotional activity. Garut is one of the cities that contributes a large number of Instagram social media users to the number of Instagram users previously mentioned. Based on what has been described, the researcher uses Instagram social media as research material to be used in this study.

Social media networking sites as web-based services that enable individuals to build public or semi-public profiles within a limited system, display other users related to them, and view and observe lists of connections they have and lists created by other users. in the system (Boyd and Ellison, 2008). The rapid pace of the technology industry makes it easier for us to access various kinds of social media as a tool for interacting in the digital world. Social media is a new set of communication and collaboration tools that allow for different kinds of interactions that were not previously available to the common man. The more internet networks that enter Indonesia, the more social media that appear, such as photo and video-based applications, namely Instagram.

Instagram is an application that focuses on users sharing photos and videos to social networks via mobile devices. Instagram founder Kevin Systrom has now made it onto the list of the world's billionaires. Under Systrom's control, Instagram became the application with the fastest growth in history. As time goes on and the phenomenon that is happening at this time, the use of Instagram, which was originally a photo and video sharing application, now the

application has become an arena for existence among teenagers for how they are recognized by other Instagram users in relation to what they display on the social media in present themselves.

Currently, Instagram is a forum that can accommodate expressions, complaints, and management of the impressions displayed by Instagram users in presenting themselves according to their individual wishes for certain purposes. In this case, Instagram actors always follow ongoing trends in the world and among them because they don't want to be called out of date by their friends and are considered popular in keeping up with the times.

COVID-19 (coronavirus disease 2019) is a disease caused by a new type of coronavirus, namely Sars-CoV-2, which was first reported in Wuhan China on December 31, 2019. COVID-19 can cause symptoms of acute respiratory problems such as fever over 38 °C, cough, and shortness of breath in humans. In addition, it can be accompanied by weakness, muscle aches, and diarrhea. In patients with severe COVID-19, it can cause pneumonia, acute respiratory syndrome, kidney failure, and even death. To be precise, in March the Covid-19 pandemic entered Indonesia, of course, this pandemic paralyzed the economy in Indonesia, which caused many workers to be laid off, teachers and students were required by the government to study online and many workers were required to work at home (WFH), p. This was done by the government to suppress the spread of the Covid-19 virus to people in Indonesia.

Instagram users who we now know as Instagram Celebrities (Selebgram) mean people who are famous because they have high popularity on Instagram. The nickname Celebrity is usually given to someone's personal account that has a lot of followers or fans because the photos and videos uploaded by that person are interesting and much liked by other Instagram users and not infrequently the uploaded videos or photos can go viral and become a topic of conversation. the netizens. Instagram celebrities (Selebgram) also don't only upload their personal photos and videos, but they are also one of people who help traders/entrepreneurs on social media, such as people who open clothing, food, online social gathering businesses, and others. With the existence of Instagram Celebrities (Selebgram), merchants/entrepreneurs are certainly greatly assisted by their business so that they can be known in many communities. Especially during the current pandemic, an Instagram Celebrity (Selebgram) is really needed for traders/entrepreneurs on social media to help introduce their products, because during a pandemic like this, traders/entrepreneurs on social media, as well as traders/entrepreneurs, directly dropped drastically, reduced consumers are not like before there was a pandemic.

Celebrity Instagram (Selebgram) takes advantage of its expertise in Instagram social media to make a positive contribution to entrepreneurs who do their business online through Instagram social media. Celebrity Instagram (Selebgram) also provides some assistance to overcome socio-economic problems that exist in Indonesia, one of which is for online business entrepreneurs and one of the assistance that Selebgram does is by promoting online consumer businesses without being given a fee, so it's just the product. One such assistance is of course very helpful for online business entrepreneurs in making sales and of course reducing expenses when the Covid-19 pandemic is still ongoing.

One promotion strategy that is often carried out is by advertising products on Instagram by requiring the services of other people called Instagram Celebrities (Selebgram) who have a large number of followers or followers on their Instagram accounts or what is commonly called Endorsements. The Endorsement process can be done in several ways, one of which is by contacting Selebgram directly via Instagram or contacting the management if Selebgram has management, after that consumers will wait for a response from Selebgram. After being confirmed and having agreed to work together, Selebgram will then prepare photo or video content while bringing the endorsed product accompanied by promotions using interesting words, then uploading it using the @ sign (arroba) to link the Instagram name of the consumer owner who has the product so that followers can directly visit the consumer's Instagram promoted by the celebrity.

The researcher defines Endorsement as a leasing activity in terms of promoting a product, because there are two parties, namely the business owner or online shop and the endorser or program where both parties collaborate. Business owners use the services of endorsers or Selebgram to promote their products through social media with certain rewards. Business in the sense of service activities, namely activities that provide services carried out by both people and entities. Endorsements appear more on social media Instagram. Instagram itself is an application that is used to take photos, manage photos, edit photos, and share photos with everyone. From Instagram, we can post photos and share them with the general public via the internet. For example, the hijab product displays people wearing the headscarf by telling the advantages and ingredients of the hijab product after using the headscarf. Showing people who are called celebrities or are considered celebrities on Instagram who are famous for using products and conveying messages that can invite other people to buy the products they have used. Advertisements using Instagram celebrities are quite effective in instilling an image in the minds of consumers because many consumers are still influenced by certain figures in buying these products. The activity of Instagram users (Selebgram) within the scope of promotion is an attraction and a rare phenomenon to be examined more deeply, seeing how wide the reach of social media is, the phenomenon of connection within the scope of promotion.

Based on the explanation above, the focus of the problem being examined by researchers is the impact of the Covid-19 pandemic on Garut celebrities in using their Instagram social media as a promotional medium, of course, there will be differences during the current pandemic and before the pandemic and how the interactions were carried out. Selebgram Garut with its followers so that followers don't get bored with the content created by Selebgram and how to make the contents of the content created provide motivation for followers/followers.

Relevant research was conducted by Puspitarini and Nuraeni (2019) regarding the use of social media as a promotional medium. The results of the study show that Happy Go Lucky house makes good use of Instagram, seen from the promotional activities carried out which are very diverse and can also take advantage of the various available features. The advantages of Instagram as a promotional medium explained by Saadiah Adzani as the Head of Creative from Happy Go Lucky House are because the number of users of Instagram itself is large and increasing. With so many existing Instagram users, it is also more likely that Happy Go Lucky house will be known by many people. The lack of Instagram as a promotional medium felt by Happy Go Lucky house does not come from the Instagram application but comes from the judgment of people who think that good content is content that has the most number of likes.

Purbohastuti (2017) conducted a similar study regarding the effectiveness of social media as a promotional medium, the results of the study showed that social media was very effective as a promotional medium. Students are very used to social media and they even feel that social media is a part of their life. Social media used by students include Instagram, Whats up, Line, Facebook and Youtobe. Where Instagram, Whats up and Youtobe are the most used media, the rest are Line and Facebook. Students are more interested in promotions through social media, especially Instagram, compared to television and print media. promotions using social media are easy to access anywhere and anytime, every day mobile phones are carried everywhere and are always up to date. Get free promotions and wider market share. So promotion through social media is very effective among students.

Research on the influence of Instagram celebrity endorsements on teenage girls' buying interest was conducted by Putri & Patria (2018). The results of the study showed that the use of the Instagram endorsement feature was not effective in increasing purchase intention. This is because the use of endorsement features or strategies is influenced by various factors such as the balance of hijab products with celebrities who are not hijab models.

Indika and Jovita (2017) conducted similar research on social media Instagram as a means of promotion to increase consumer buying interest. The results of the study show that information conveyed through Instagram media is effective in increasing consumer buying

interest by up to 50.2%. Photo communication that is creatively packaged is one of the most important factors in attracting consumer attention to tourist destinations. The Instagram social media application that features photo or image sharing is proven to have a strong correlation in influencing consumer buying interest.

Other relevant research was conducted by Saputera and Tamburian (2018) regarding the use of Instagram by Endorsers in Building Self-Image. The results of the study show that Endorsers can build a self-image from Instagram because Endorsers have personality and uniqueness so they become achievements that are favored by the public and have high popularity. The advantage that Endorsers get is not only popularity but material gain.

The theory used in this study is the theory of phenomenology, where phenomenology is a way of building an understanding of reality. This understanding is built from the point of view of social actors who experience events in their lives. The understanding achieved at the personal level is the construction of personal reality or the construction of subjectivity (Nurhadi, 2015). Phenomenology comes from the constructivist paradigm or the construction of social reality. Consciousness is the most important part of social construction. In fact, social reality does not stand alone without the presence of individuals, both inside and outside that reality. Social reality has meaning when social reality is subjectively constructed and interpreted by other individuals so as to make use of that reality objectively. So, individuals construct social reality, and construct it in the world of reality, and establish that reality based on the subjectivity of other individuals in their social institutions. The main assumption of phenomenology is that humans actively interpret their experiences by giving meaning to something they experience. Therefore, interpretation is an active process that gives meaning to something that is experienced by humans. In other words, understanding is a creative action that is an action towards meaning (Littlejohn, 2008:38).

The phenomenological theory put forward by Alfred Schutz explains that human action from a phenomenological point of view is dilated by two things which are also the basic dimensions of phenomenological theory. Because of motive is the first dimension for phenomenological theory. This dimension explains that each individual will always have a background or motivation that becomes a reason for someone to do something. The second dimension is in order to motive, this dimension believes that every action or behavior carried out by an individual will always have a purpose for the actions he takes, meaning that every action taken by a person must have a purpose or something he wants to achieve. achieved.

Based on the description of the research context, the authors are interested in conducting research on the use of social media as a promotional medium for Garut's program during the Covid-19 pandemic. Researchers are interested in this topic because researchers want to know the motives and meaning of the program actors and their benefits as promotional media on Instagram social media during this pandemic and have an interesting novelty from this problem, namely Selebgram's contribution in promoting endorsed products during the pandemic because before During the pandemic, Instagram users' buying interest was considered normal, in contrast to the conditions during the pandemic, seen from people who prioritized basic needs over other needs. Researchers will also examine the causes and purposes of Selebgram when using Instagram social media as a promotional medium based on the dimensions of the phenomenological theory used in this study.

2. Method

Research Methods are basically a scientific way to obtain data with specific purposes and use (Sugiyono 2013:2). Research is basically an attempt to get an answer to the problems that occur, in the efforts made to reach a truth that was carried out by previous or current researchers requires the existence of certain models that are aligned to be able to answer every problem faced. This model is usually called a paradigm. Paradigm according to Pujileksono, 2015: 26) Paradigm is a set of consumption, concepts, values and practices and perspectives of reality in scientific disciplines.

In conducting research, researchers used a qualitative research approach. Qualitative research according to Chanwick (1984) in the book *Qualitative Research Methodology Theory and Paradigm* (Nurhadi & Din, 2012) explained that the term of this qualitative research refers to several different methods to obtain study data such as interviews, observational observations and field investigations. Using a qualitative approach can help researchers see various aspects of reality in the use of Instagram social media by Selebgram Garut during a pandemic and help researchers find various new things that can make this research important to do.

In this study, the informant determination technique used was a purposive sampling technique. The purposive sampling technique is a sampling technique for data sources with a certain balance (Sugiyono, 2010: 300). The research informant (resource person) is someone who has information about the research object. Informants in this study are derived from direct interviews and referred to as resource persons. In this study, informants were determined using purposive techniques, namely selected with certain considerations and goals, who really mastered an object that the researcher studied.

Determination of informants that researchers determine to be able to complete this research is a purposive sampling technique which is a strategy to determine informants according to the selected criteria that are most relevant to the research being conducted by researchers (Bungin, 2017).

In research related to the title of using social media as a promotional medium for Selebgram Garut during a pandemic, the researcher determined the number of informants with certain criteria, the researcher determined three informants, each of whom was a social media activist or Selebgram who came from Garut was designated as an informant because the researcher considered that they have certain provisions to be able to describe how to use social media as a promotional medium during this pandemic. The criteria that the researcher has determined, will make it easier to answer the questions under study.

Determination of the informants that the researchers determined to be able to complete this research with the following informant criteria: having an Instagram account that is used as a promotional medium, Selebgram activity in posting uploads regularly, being active or always making snapgrams/stories every day and always getting endorsements, as well as celebrities who have more than 25k followers.

The informants selected to obtain the information and data needed in this study are:

Table 1. Informant Data

No	Name	Gender
1.	Yovie Agustine	Female
2.	Shofa Putri	Female
3.	Reza Muzaqir	Male
4.	Meza Alda	Female
5.	Nur Wilma	Female

Source: Research results, 2022.

In addition to the informant criteria above, the researcher also has criteria for informants to assist researchers in their research. The criteria for the narusmber are as follows: understand the science of communication and observe the media, be open and able to communicate well, and be active on Instagram social media.

The following are the selected informants to obtain the information and data needed in this study:

Table 2. Source data

No	Name	Gender	Profession
1.	Bapak Erwin	Laki-laki	Anggota Dewan Redaksi Pikiran Rakyat & Dosen

			Ilmu Komunikasi Unpas
2.	Ibu Intan	Perempuan	Dosen Fakultas Kewirausahaan Universitas Garut

Source: Research results, 2022.

Data collection techniques are the most strategic steps in research, because the main goal of research is to get data. Without knowing data collection techniques, researchers will not get data that meets the established data standards. (Sugiyono, 2012). The determination of the informants and sources used in this study was based on consideration of the criteria set by the researchers where to find out the suitability of the informants and sources with the criteria set by the researchers looked through the social media of the informants and sources. The data collection techniques used by researchers are indirect observation and indirect interviews.

Indirect observation. Observation is a data collection technique that has specific characteristics when compared to other techniques. Sugiyono (2018: 229) The observation plan that will be carried out by researchers is observing Selebgram's daily activities through its social media.

The stages of observation were carried out by researchers namely, pre-research observation was carried out by observing the activities and content of informants and resource persons through social media to assess and determine the feasibility of informants and resource persons as research objects and the results obtained, namely informants and resource persons were worthy of being used as research objects because informants and resource persons is a program program and includes the criteria determined by the researcher and contacts informants and resource persons who have been selected by the researcher to explain the aims and objectives of the research and ask for confirmation regarding the ability to become informants and resource persons. At this stage the researcher also assessed the responses given by potential informants and resource persons.

Observations when research was carried out during the Covid-19 pandemic made research observations unable to be carried out directly. Therefore, indirect observations were made by observing the activities of informants and resource persons through social media where Selebgram remained active in uploading activities or content during the Covid pandemic. -19, observations must be related to the research objectives that have been set. The observations made were in accordance with the objectives of the research, namely to observe the use of social media as a promotional medium for Selebgram Garut during the Covid-19 pandemic so that the things observed were related to the activities of informants and resource persons about their activities as Selebgram and the observations made must be recorded. systematically and related to general propositions and not presented as something that only attracts attention.

Indirect interviews, interviews in research occur where researchers are talking with informants with the aim of gathering information through questions and using certain techniques. "Interviews are conversations with a purpose. Conversation between two people, the interviewer as the one who asked the questions and the resource person who gave the answers, (Maleong, 2007: 186). The interviews in this study were conducted indirectly due to the Covid-19 pandemic, so the interviews were conducted via Voice Calls in the WhatsApp application, where the parties to be interviewed were Selebgrams from Garut who met the criteria for selecting informants and resource persons.

Teknik analisis data yang digunakan peneliti ini adalah menggunakan teknik analisis data kualitatif yang dikembangkan oleh Miles & Huberman. Teknik analisis data adalah proses pengumpulan data secara sistematis untuk mempermudah peneliti dalam memperoleh kesimpulan. Analisis data menurut Bogdan dan Sugiyono yaitu proses mencari dan Menyusun secara sistematis data yang diperoleh dari hasil wawancara, catatan lapangan, dan bahan-bahan lain sehingga dapat mudah dipahami dan temuannya dapat diinformasikan kepada orang lain. Analisis data kualitatif bersifat induktif, yaitu analisis berdasarkan data yang diperoleh.

Miles & Huberman (1992 L 16) analysis consists of three streams of activities that occur simultaneously, namely data reduction, data presentation, drawing conclusions/verification.

Data reduction Data reduction is a stage of selecting data from everything that has been obtained, because there will be so much data obtained in written form. Detailed data is processed to get the subject matter or essence of the data obtained. Data reduction was carried out in this study, namely only focusing on observing matters related to the use of Instagram social media as a promotional media carried out by Selebgram Garut during the pandemic mass, where data reduction was carried out by observing the activities of informants and resource persons on their respective social media accounts. Thus, data reduction was carried out like that so that even during the interview process, the questions asked were only limited to the use of social media as a promotional media carried out by Selebgram Garut during the pandemic. This was done so that the data obtained focused on one point of discussion, namely the use of social media as a promotional medium by Selebgram Garut during the pandemic which could be reduced to data.

Presentation of Data, in qualitative research the presentation of this data can be done in the form of brief descriptions, charts, relationships, relationships between categories, flowcharts, and the like. Presentation of data in this study was carried out in the form of a brief description, this will make it easier for the reader to understand the context of the problem, the presentation of data in chart form and the like provides an overview of the rise and fall of the activities of informants and resource persons before the pandemic and now during the pandemic.

Conclusion Drawing, the third step in qualitative data analysis according to Miles and Huberman is drawing conclusions and verification. Drawing conclusions is a complete description of the object under study. The process of drawing conclusions based on the incorporation of information that has been compiled in the presentation of data. Based on the research conducted, both the interview process and indirect observation, data will be obtained that can be combined where the data will provide an overview regarding the use of social media as a promotional medium for Selebgram Garut during a pandemic which can be used as material to draw conclusions regarding the research conducted.

3. Results and Discussion

Motives for Using Promotional Media for Celebgram Garut During the Covid-19 Pandemic

The motive in the study entitled Use of Social Media as a Promotional Media for Celebrities in Garut During the Covid-19 Pandemic is an idea that dominates the program in carrying out promotions on Instagram social media. Based on the phenomenological point of view, motives can be seen from two sides, namely “for motives” and “because of motives”.

For motives can be analyzed based on the promotion objectives carried out by the celebrity on Instagram social media. This motive is taken from what is the goal or what each celebrity wants to get when doing promotions. The motives contained in this study can be seen from two aspects, namely social and financial.

The social aspect is related to human reciprocal relationships, in this study is a program. Socially, their motive for or purpose of doing promotions is to help traders who are having trouble getting to the market in the current pandemic. Whether we admit it or not, the media currently has a very important role for human life, in everyday life, of course, everyone uses the media as a medium to find information, make it easier for someone to communicate, add insight, to make money and many other things. In order to utilize the media, expand the media as a promotional tool. The promotional tool here is like conveying a product that is reviewed by celebrities and uploaded to their Instagram account to be conveyed to their followers.

Sharing information or sharing carried out by celebrities has the aim of introducing a product in the form of persuasive communication. With the information or products shown, they hope that the promotions they carry out can influence their followers to buy the products they are promoting, without having them ask their followers to buy these products, but with

information that they explain very clearly and products that are shown clearly. They also are able to influence and make their followers interested in buying it.

The motive for the second or the purpose of the celebrity doing the promotion is to expand the reach and add to relationships. Relationships for a celebgram are very important because having a good trusted relationship or social network will be able to support their work as a celebgram in the future. Relationships like that will be a strong foundation for survival. Apart from that, they will also get additional followers from their new relationships, new relationships will increase their friendship environment and the products they review on their Instagram account will also have the opportunity to be sold or known even more. Having a broad reach can help the image and reputation of companies that use celebrity services.

The last one For motives or the purpose of the celebrity doing the promotion is related to finance or making a profit. It is well known that during the pandemic, many workers were laid off, many people had economic difficulties, and many people found it difficult to get jobs again. Celebgrams also benefit even in small amounts from the promotions they do, but they still do their job as celebgrams. After going on for a long time, celebrity programs realized that they expected big profits from the promotion they were doing even though they could not be used as a permanent livelihood because the income from an endorsement was uncertain, sometimes one product endorsement could generate large profits, some also from several endorsements. the product only generates a small profit, because an endorsement also depends on a product that will be promoted, if the product has a well-known brand, of course the profit will be large and vice versa if it is only endorsed products, the profit is usually small. Moreover, promotions that have been carried out after this pandemic have also reduced endorsements.

The motive because from a phenomenological point of view in this study is related to the reasons behind a celebrity doing promotions on Instagram social media. From the results of the study, motives can be caused by social aspects and accidental aspects. The motive because of the social aspect is because the celebgrams carry out promotions for the most part against a high level of empathy. This means that when celebrities carry out promotions and give prices to their customers, they first look at the situation around them, some have just opened their business so they don't have the cost to pay for celebrity services, while they really need help from celebrities so their products can be promoted on their Instagram accounts and known by the local community. That's where one of their feelings of empathy for others comes from.

Promotions carried out by celebrity programs are mostly motivated by coincidences and supportive circumstances. They take advantage of their followers who have started quite a lot to carry out promotions and inadvertently they also casually review the products they buy themselves, because they like their products they are eager to provide information about these products to their followers. After they accidentally uploaded it to their Instagram account, a few days later someone offered them to promote several products from the online shop for a fee or money and until now they are still promoting their Instagram account. So from an accident and having quite a lot of followers they have taken advantage of it until now.

The Meaning of Using Promotional Media for Celebgram Garut During the Covid-19 Pandemic

Meaning according to the Big Indonesian Dictionary is defined as the meaning or understanding given to a form of language. According to Yendra in Knowing Linguistics (2018), meaning is the result of the relationship between language and the outside world, the determination of the relationship occurs because of the agreement of the users, and the embodiment of that meaning can be used to convey information so that it can be mutually understood.

In this study, the meaning can be seen from within oneself, the meaning requires a reference, the meaning of change, and the meaning of doing the promotion itself. The meaning is within oneself can be seen from how the celebrities carry out this promotion unintentionally. They deliberately take advantage of the previous accident as a great opportunity to be able to do something useful. The real form is (beginning to get an endorsement). Instagram is the

media chosen by celebrities because of their own habits in using the media so that when they have the opportunity, they take advantage of it by doing promotions.

The meaning of reference from a phenomenological point of view is something that can encourage a celebrity to do a promotion. The meaning of the first reference is related to finance. When they do promotions, they will get a number of benefits. These benefits are obtained by them from promotional results such as reviewing products on Insta Stories, uploading photos with products in feeds, visiting stores, becoming Brand Ambassadors and so on.

The impetus or meaning of the next reference is because the celebrities feel that the promotion they are doing is an interesting and profitable activity during the Covid-19 pandemic, during which there are many activities and aspects of life that need to be limited. The Covid-19 pandemic did not rule out the possibility for them not to carry out their activities, but they continued to carry out their activities as a celebrity to carry out promotions and get profits, even though there were many of their activities that needed to be limited, such as reviewing products using a background that was at home, even so for product photos they also only use the yard around their house.

The meaning of changes in promotions carried out by celebrities on Instagram social media during the Covid-19 pandemic can be seen from changes related to the benefits they get, the number of customers or customers who want to promote their products, and the intensity of the program's meetings with customers. as well as their followers.

The change in income that the program received before the pandemic was of course very large, because before the pandemic the price list that the program gave to customers who wanted to endorse it was of course at a normal and large price and there were many endorsements before the pandemic, starting from product reviews, catalog photos and afternoon visits. to several places. Meanwhile, after the Covid-19 pandemic, the income earned by the program underwent a drastic change, because starting from the endorsement price list, the normal or large price is now deliberately lowered because to reduce costs for customers who want to endorse it, product endorsements are rather quiet and they also after the pandemic did not get an endorse visit store to several places.

Changes also occur in the number of customers or customers that the program receives. Before the pandemic, of course, the number of customers who wanted to promote their products through celebrity services was very large and it didn't matter whatever price list the program provided. Meanwhile, after the pandemic, the number of customers decreased one by one. Therefore they took the initiative and had a high sense of empathy, they also lowered the price list from the normal price to a few percent reductions and held several free endorsement slots for online shops. One of the forms they do is to maintain their customers and still be able to benefit and carry out activities during the current pandemic.

Before the Covid-19 pandemic occurred, when celebgrams got a job promoting a product, they usually held face-to-face meetings with their customers so that the celebgram's collaboration with their customers went well and there were no miss communications. They also sometimes meet with their followers in person to increase their friendship. Before the pandemic, celebrities also did more work outside the home.

The meaning of promotion in this study is related to the concept of promotion itself which has changed. Promotions carried out during the current pandemic are in a limited situation, a celebgram has to make the content as interesting and unique as possible with makeshift devices, that's where their creativity is tested, and honed, what about makeshift devices but they have to keep creating good content, interesting and unique. Of course, to create good, interesting, and unique content, we must first prepare a narrative that will be delivered later during content creation. Here too, their creativity is honed again so that the narrative delivered is not monotonous and bores the followers.

Experience and Interaction Using Promotional Media for Celebgram Garut During the Covid-19 Pandemic

The celebgram's experience in carrying out promotions is related to the things he has gone through, either in a positive or negative form. The experience of a celebgram is certainly different, most of them and those included as informants have had good experiences that impressed them or bad experiences and were not expected so they made them a lesson.

The impressive experience felt by celebrity programs in carrying out promotions is mostly related to the good response from customers or customers who are satisfied with the promotions being carried out. Customers or customers who want to promote their products on a program will be satisfied if the product they are promoting can be known throughout the community and even more satisfied if the product sells well, it will make the company's image and reputation good and more widely known in the community. If the promotion carried out by the program succeeds in satisfying its customers, then it will also be beneficial for the program to get new customers who want to promote their products to them. This makes a celebrity happy because he feels that the promotion he is doing is successful, and of course this is a good thing for him to gain the trust of new customers.

A celebgram gets a sense of self-satisfaction when he gets a big award, be it financial or material or fame. They will feel happy when they get paid or high profits from the promotions they carry out, especially when they get additional bonuses from their customers because they are satisfied with the collaboration they have done with the program. Celebgrams feel happy when the promotions they do get on TV and are happiest when celebgrams get new, trusted relationships, because with lots of relationships that can help them in any way, the point is that there's nothing to lose in having new relationships, especially in large numbers.

Each process will of course go hand in hand, including the good and bad experiences experienced by the celebrities when promoting on Instagram social media. An unpleasant experience experienced by a celebrity is when they get a complaint or an unfavorable response from their customer. Of course, not all promotions succeed in getting new customers and selling the products being promoted.

Another bad experience is when they have to get negative comments from the surrounding community. Every action taken by a celebrity, both good and bad, must be commented on, either because the public does not like or envy the program. However, the negative comments made by the public did not make the program give up, but instead made it a motivation to be better, to get up and be successful.

The experience of a celebgram when carrying out promotions is also related to the interactions they make. The interactions carried out by the celebgrams are by replying to direct messages to customers who give messages, replying to netizens' comments or anyone who gives comments, conducting Q&A with their followers in order to establish good communication and distributing giveaways as a goal to get followers' attention.

4. Conclusion

Conclusion is the answer to the proposed hypothesis (or title). Conclusions must be based on the facts found, and their implications need to be stated to clarify the benefits generated. Conclusions are expected to be critical, careful, logical, and honest based on the facts obtained. From the research that has been done, it can be concluded that Instagram Media was chosen by Selegram Garut to carry out promotions because it is considered an influential media in society and is still in demand today. Promotions carried out by Slegeram Garut use several methods, with different objectives and driving factors. There have been changes between promotions made before the Covid-19 pandemic and after the pandemic until now.

There are two motives behind the promotion carried out by Celebgram Garut Regency. The first motive is the motive for, is the motive that makes them do the promotion because it is caused by a goal or something they want to get. It can be concluded that the meaning for or the purpose of the program members doing promotions on Instagram is related to Social and

Financial. The motive because is what is the reason or factor that causes Selegrams to carry out promotions. The motive because the first one was caused by accident, meaning that many of those who carried out this promotion were a form of coincidence, where at first they shared all their activities only as documentation, but it turned out that there were a number of followers who liked this and asked to do the promotion. The second reason is because they think they have to take advantage of the number of followers they have and an opportunity because they always get a positive response to each of their posts.

Based on the presentation of the results of the research and discussion, the researcher provides the following theoretical suggestions: (1) The researcher hopes that future researchers can examine more deeply regarding the use of social media as a promotional medium so that it can be found not only limited to meaning, motives and experiences and (2) For prospective future researchers, especially research on the use of social media as promotional media, it is better to read more books and journals related to the research theme in order to increase knowledge that can be used as a basis or learning before conducting research and for researchers Furthermore, the researcher suggests using Dramaturgy theory where the research will give different results to the results obtained by researchers, because by researching with Dramaturgy theory we can see two roles played by the object of research. This is done in order to get the novelty value of the research conducted. While the practical advice given is, (1) For Selegrams, the advice given to celebgrams is so that they are even more enthusiastic about promoting on Instagram social media and they are also more creative in creating content for promotion, so that it can attract the attention of the public to buy the products it promotes. Apart from that, they also have to be more patient, have to be able to control their emotions as well as possible and act well in dealing with difficult netizens who may not like the work or promotions they are doing, (2) For the Community, With this research it is hoped that people will appreciate each other's work because everyone has their own judgment and reasons regarding the work they do. As long as the work is not something that deviates and harms other parties, then the work should not be commented on with words that are less than pleasant and (3) For future researchers, this research can be carried out again related to the type of use of social media as promotional media which refers to normal conditions. so that interviews with informants and research observations can be carried out directly so that the data collected will be clearer and can be used as a comparison with the phenomenon of using social media as a medium for promoting the Covid-19 pandemic. And subsequent research is not limited to studying a phenomenon so that the research carried out gets an interesting novelty value, meaning that researchers can combine it with other interesting phenomena.

Acknowledgment

We thank all those who have contributed to the completion of this article, especially for the FKOMINFO institutions of Garut University and STIKOSA who have provided the opportunity for this article to be published.

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