

The Instagram Algorithm's Potential and Obstacles for Gaining A Market Edge

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Abstract: *As business strategy innovation and internet use grow, more organizations adopt digital strategies. Instagram is used by many companies to advertise. The new Instagram strategy is controversial. Although corporate use is growing, Instagram's algorithm's complexity and possible loss of competitive edge make it expensive. This research examines the Instagram algorithm's merits and downsides for online companies seeking a competitive edge. An online florist and marketer was interviewed for this research. Also included in data collecting are observation and documentation. In-depth informant interviews provide primary data, whereas Instagram algorithm books and journals provide secondary data. This study uses data reduction, exhibit data, and conclusion verification. Data validity derives from method and source triangulation. This research found Instagram's algorithm has promise and issues for online floristry. Instagram is the most popular online product marketing platform despite its issues. Instagram's algorithm helps internet marketers choose a business marketing approach and attract customers. Internet marketers should learn about this unique method to boost motivation and social media communication, says the research. Study Instagram algorithm effects on users.*

Keywords: Targeted Audience Reach, Enhanced Engagement Metrics, Instagram.

I. INTRODUCTION

Information technology, communication media, and the internet have advanced, resulting in advances that have touched every aspect, including corporate tactics. Modern business tactics employ digital systems more. Internet activities include digital marketing and commerce. Digital marketing methods may change product marketing by 78%. Companies use social media for client communication and digital product marketing. The most prominent social media network is Instagram. Instagram's video and picture content helps enterprises contact clients anytime, anywhere.

In 2018, Instagram debuted the Instagram algorithm, which used big data and AI. This Instagram algorithm aims to improve functionality while avoiding user fraud, such as automated likes, follows, comments, and unfollows. Due to its intricacy and ability to reduce user-generated content views, the Instagram algorithm is controversial. Online florists rely on Instagram for development. Increased audience size is a key sales statistic for online florists. Denpasar online florists seem to be confused about the Instagram algorithm refresh. Due to delayed marketing strategy implementation and a possible loss of competitive advantage, this has a major influence on audience growth.

Because the online florist doesn't know the Instagram algorithm, it can't get a competitive edge and must focus on overcoming difficulties. This is expected to slow sales growth and diminish Instagram promotion.

Instagram is being used for business, especially by Denpasar online florists. In "The Influence of Instagram Social Media on Competitive Advantage" by Ansar Surya Pranaka et al. (2017), Instagram had a 74% influence on competitive advantage, proving that this phenomena is inversely proportional. In 2017, Pedersen Marthe published "An Exploratory of the Potential for Instagram as a Shopping Platform," which found that Instagram's commerce platform use increased despite consumer trust issues. The study did not focus on Instagram's latest algorithm or internet advertisers' effect. Thus, further study is needed to discover how internet marketers see the Instagram algorithm.

This research examines how Instagram algorithm changes affect online marketers' competitiveness. The researcher hopes this Instagram algorithm research will shed light on the evolution of research, particularly in social media marketing and marketing, and provide business professionals, particularly online marketers, with a complete

understanding of the algorithm. This knowledge would help companies choose the best marketing approach to improve sales and obtain a competitive advantage.

II. LITERATURE REVIEW

Integrating Promotion Communication affects trust, loyalty, and satisfaction [2]. Integrating marketing communication (IMC) strives to improve and simplify client communication. Integrated marketing communication involves how companies, entities, goods, services, and customers interact. This may be obvious or in the customer's imagination, depending on the situation. This may include consumer utility value-generating events, processes, and activities and the effects of short-term buyers. However, players are not fully involved, and perception may come from the past, present, or future. This process is based on consumer logic. Using information and communication technologies, integrated marketing communication (IMC) connects companies and customers.

Digital Marketing

Digital marketing uses internet-based media for marketing. The American Marketing Association (AMA) defines digital marketing as an institution, process, and activity that uses digital technology to create, communicate, and transmit value to customers and other stakeholders. Digital marketing is online. Digital marketing lets customers quickly contact merchants and buy goods and services. In the end, customers' capacity to evaluate and review items and services speeds up transactions. Entrepreneurs may extend internationally via internet channels for product creation, pricing, and distribution using digital marketing. To reduce costs. Digital marketing tactics may affect firm product marketing by 78%.

Social Media Marketing

Social media is widely recognized as an effective platform for businesses to reach their target audience. Social media is an application for accumulating data that is interactive and under the control of users, according to Arrigo (2018). It enables users to share their business and social experiences. Social media, which is also referred to as a community, blog, microblog, or social networking site, operates on mobile and web-based devices. Its purpose is to establish an interactive platform where users can collaborate, create, discuss, and modify content that is generated by the users themselves.

Artificial Intelligent

AI is crucial to the effectiveness of any social media marketing platform. Gadanidis defines AI as the scientific study of intelligent systems and software. Artificial intelligence improves social media content delivery to specialized audiences. Generally, a Stanford University research on AI performance concludes: a. Large-scale learning machines that operate on the basis of large-scale algorithms and data; b. A machine learning variant featuring a more comprehensive learning system, which expands the capabilities of natural language processing to include object labeling, video and audio labeling, and interaction with humans through authentic dialogue rather than relying solely on scripts; and c. A learning aid, which transforms machines from mere pattern recognizers to decision-makers grounded in experience; d. Robots; e. Computers with vision, such as x-ray reading, which surpasses the accuracy of radiology; f. Collaborative systems, comprising both autonomous and human-operable systems; g. Algorithm game theory and computational social choice, which center on social dimensions and AI computing challenges to model the possibility of conflicting interests or inconsistent incentives, regardless of whether they are generated by machines or humans; h. The internet's pervasive influence, as every device is connected to it.

Instagram Algorithm

The Instagram algorithm, introduced in early 2018, is the latest. The Instagram algorithm rationally arranges massive Instagram data for users. Many pieces make up Instagram's algorithm. Stories, hashtags, caption editing, algorithm post visibility, shadow banning, interaction, publishing, and reposting on Instagram. The first sixty minutes after this algorithm begins, Instagram posts will be reviewed. Instagram users and audience won't see the post immediately. The content may reach 20% of the audience. The system will monitor user activity, and the more interactions, the more people will see the user's content. Instagrammers term this "algorithmic post exposure."

This new Instagram algorithm favors following, followers, likes, and comments to discourage fraud. Autofollowers, likers, and comment spammers will be banned forever on Instagram. Spam on these accounts includes caption changes,

removals, and re-uploads within 24 hours. Instagram prioritizes stories because they grow audiences and follows. Hashtags allow customers pick who sees their content, helping online marketers target the correct audience.

Competitive Advantage

Competitive advantage is a fundamental concept utilized in management strategies, according to Sigalas, because it explains how performance differences between businesses occur. A competitive advantage is the most pronounced effort an organization puts forth in relation to market competition in comparison to its rivals. Competitive advantage, as defined by Sigalas, is the capacity of the average industry to capitalize on market opportunities while mitigating the hazard of competition.

III. RESEARCH METHOD

As research subjects, this study was conducted in Denpasar City with online florists who actively market their products via Instagram and have a substantial number of followers. This research utilizes qualitative descriptive data. The results of primary data collection, which consists of direct interviews with research informants, are supplemented with secondary data obtained from relevant literature sources and journals. The primary instrument utilized in this investigation of the Instagram algorithm is the researcher. Data collection methods include in-depth interviews, observation, and documentation. On the other hand, data analysis involves the examination of the Miles and Huberman models, specifically in terms of data reduction, data presentation, and drawing conclusions. In this investigation, source triangulation was employed as a method to ensure the validity of the data.

IV. RESULT AND DISCUSSION

Opportunities of Instagram Algorithm for Online Marketers

Four-subdistrict Denpasar has strong commercial and economic growth. Young entrepreneurs, especially digital ones, operate online. Internet companies like Instagram. Instagram's new algorithm allows internet marketers more options to grow their companies, including by enticing consumers.

"I established my company via Instagram." Instagram's huge user base and colorful content promote my company. The Instagram algorithm boosted my company by increasing followers and customers. The Instagram algorithm boosts my following by encouraging posting. Update frequency may increase attention and clients. (Interview with @allunaflorist owner/administrator Jena Iswari. November 22, 2018, 16:25)

Arrigo (7) suggests companies utilize social media to reach more individuals. Instagram's algorithm classifies user interests to simplify matching.

"Organizing based on shared interests is extremely beneficial because it enables one to anticipate the future course of business." I suppose graduation and other online florists are comparable. Since our technology has investigated prospective customers' previous contacts, my online florist will display on their browse sites when they are considering graduation or birthday presents, capturing the right market." In an interview, @kamalaflorist owner and administrator Kadek Ayu Inten Lestari stated thus. November 25, 2018 at 11:00 Instagram's hashtag system may boost purchases. Shoppers find interests using hashtags. "I used to post a single Instagram picture with several hashtags." I investigated these companies' Instagram hashtags as a Bali online florist. After the survey, updates included input. Not only the preceding picture contains a hashtag. The Cloris is famous outside Bali and takes orders. We spoke with @theclorisflower owner and administrator Youween Sumolang. (November 22, 2018 at 18:00) Businesses must understand market conditions to create efficient marketing strategy. "Another suitable detection tool is Instagram systematics, in which interaction clustering is one of the determining factors." Market trends are recognized by Instagram algorithm. The Peony Gardena explore page features Instagram floral content marketing strategies and developments. So, the company may maximize innovation from that platform. Interview with @peonygardena owner and administrator Ni Ketut Pebri Herlina, 25 Nov 2018, 16:35 Improved Instagram algorithms may help online companies attract customers. Marketing strategy improves with market monitoring.

"Although this algorithm is more beneficial in acquiring potential customers, it does not significantly increase sales simply by adhering to its rules." Story replies and direct messaging increase engagement. Talk with @peonygardena owner and administrator Ni Ketut Pebri Herlina. November 25, 2018, 16:35 "My primary strategy is to utilize Instagram stories." My audience likes the story since Kamala's profile page photos take longer to peruse. I often

updated the Kamala florist's Instagram story to increase interaction. This let audience members quickly answer product-specific questions. More involvement, more followers. Kadek Interview with @kamalaflorest administrator and owner Ayu Inten Lestari. November 25, 2018 at 11:00

Challenges of Instagram Algorithm for Online Marketers

The Instagram algorithm offers potential for company growth, but a lack of understanding may lead to decreased viewership and interaction. While you may be acquainted with "systematics," the Instagram algorithm may be unknown. Because I violated Instagram algorithmic guidelines and prioritized Kunda Flower Shop's exposure on the platform by posting Instagram stories and photographs without hashtags. I often write inaccurate captions, which requires an urgent change without considering the audience. "Up until now, I have only received repeat customers, so I have maintained this strategy." We interviewed @kunda_flowershop owner and administrator Ni Made Ketut Kustari. November 22, 2018, 16:40

This algorithm is essential for corporate growth, but its complex execution of many systematic duties makes it difficult to use. Time is the biggest impediment to improving Instagram's algorithm.

"Because the online florist's business hours are extremely variable, I am unable to provide daily updates at the same time." If I have time, I will post images and tales on Instagram, but if I work full-time, it may take two to three days. Despite a smaller audience, my sales remain steady. (Interview with @allunaflorist owner and administrator Jena Iswari. November 22, 2018 16:35

"The complexity of its implementation actually renders this algorithm detrimental." Due to little involvement in the first sixty minutes, the freshly published content may also stack. Instagram methods are simpler and more practical than this algorithm, even if it helps us grow our following. @peonygardena owner and administrator Ni Ketut Pebri Herlina was interviewed. November 25, 2018, 16:35

Opportunities and Challenges in Improving Competitive Advantage

Every firm needs a competitive edge to survive. Competitive advantages might be marketing strategy or product differences. Instagram algorithms may help internet firms estimate market conditions by evaluating categories.

"This algorithmic system can assist online florists in identifying the most recent competitor developments, including branding and product model enhancements." This update inspires me as a producer and marketer to create innovative products that set my florist apart and appeal to customers. (Interview with @rhea_florist manager and owner Inash Sonya Angraini. November 29, 2018 at 20:00

With this new Instagram method, online companies may use Instagram as a marketing medium despite modest sales growth with a better approach. The Instagram algorithm's complexity encourages web marketers to push products.

"Since most of my following watches Instagram stories, I regularly promote new goods there. I chronicled the day's works in my narrative, but I only posted one or two of my favorites to my profile. "I employ this method as a defining characteristic of my floristry, which I continuously update via Instagram story." Interview with Royal Florist Bali owner and administrator I Gusti Ayu Tri Wahyuni Erika. November 26, 2018 14:10.

V. CONCLUSION

The research sought to uncover Instagram Algorithm potential and difficulties. According to the findings, the algorithm can expand the audience, attracting more potential customers, and identify market conditions to help online marketers directly adapt their strategies and reach more people. Due to its complexity and the time needed to run the system, the Instagram algorithm is difficult. Lack of Instagram algorithm knowledge is another problem.

Instagram algorithms help internet marketers find customers and choose the best plan. Online marketers may use the Instagram algorithm to analyze market circumstances and develop unique and successful marketing tactics to stay ahead. Online florists in Denpasar, who are also online marketers for their firms, use Instagram as their main marketing channel since the Instagram algorithm has little impact on sales.

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