



## Instagram Ads Usage to Increase Interest of Generation Z House Buying of PT Wengga Citra Jaya in East Kotawaringin

Werra Triokta Viananda<sup>1</sup>, Deddy Muharman<sup>2</sup>

<sup>1,2</sup>LSPR Institute of Communication & Business, Indonesia

Correspondent: [deddy.m@lspr.edu](mailto:deddy.m@lspr.edu)<sup>2</sup>

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**ABSTRACT:** Social media has become a digital platform for carrying out marketing activities. One of the social media used to carry out marketing activities is Instagram through the Instagram Ads feature. With a wise advertising strategy and utilizing existing features, Instagram Ads can be a very effective tool in influencing consumer buying interest and driving business growth. This research aims to analyze the use of Instagram Ads in an effort to increase interest in buying a house from PT Wengga Citra Jaya in East Kotawaringin Regency among generation Z. Generation Z's interest in buying a house is still relatively low due to several reasons and considerations. Generation Z are potential buyers in the future, so the low buying interest in generation Z must be overcome by carrying out marketing communication activities. This research uses qualitative method by collecting data through interviews with sources who are responsible for PT Wengga Citra Jaya's marketing activities and interviews with experts. The results of this research show that the efforts to use Instagram Ads carried out by PT Wengga Citra Jaya have not been optimal because there are elements that have not been used optimally. For maximum use, Instagram Ads must have information, images, audio, price and promotional elements. This research can be a reference for business actors who want to take advantage from Instagram Ads. To support maximum use of Instagram Ads, the supporting elements of the Instagram Ads should be maximally utilized to get more optimal results.

**Keywords:** Social Media, Instagram Ads, Advertising, Buying Interest, Generation Z



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### INTRODUCTION

As something that cannot be separated, communication and marketing have become an integral unity. Marketing communication is one of the important aspects of the success of a marketing

([Shimp, 2003](#)) and marketing is one of the factors that can determine the success of a company ([Qothrunnada, 2022](#)).

The manifestation of marketing communications can consist of providing brand names, advertising, and so on. This aims to ensure that a brand can be known in the market to promote a product or service offered by a company so that it will achieve other goals of the company, both from financial and non-financial aspects ([Shimp, 2003](#))

As time goes by, era and technological developments have an impact on the progress of marketing activities, namely the development from traditional marketing to digital marketing (*digital marketing*). In short, digital marketing is a marketing concept that utilizes digital technology to market the products or services offered. For digital marketing, there are several media that are usually used, namely applications, social media, Search Engine Optimization (SEO), electronic messages or-mail, and others ([Sholikah et al., 2021](#))

Social media platforms have become an important element in everyday life for many people. According to [Untari & Fajariana \(2018\)](#), as cited in ([Faisal & Rifai, 2020](#)), social media is an internet-based application that has web 2.0 technology which is a forum for exchanging information. Social media is one of the media for digital marketing and can be an effective channel for a company to communicate with its target market and introduce the products they sell ([Arisandi & Pradana, 2018](#)).

Apart from being a source of information, social media also functions as a powerful communication tool. One of the positive aspects of social media's role in disseminating information is its ability as a product promotion tool. Product promotion can be done in two ways, namely through paid advertising on business accounts and by sharing product photos on personal accounts. Instagram as a social media platform, plays an important role in the promotion of products and services. With photo and video sharing features, Instagram can be used as a tool to market products and services, even if you don't use a business account ([Prajarini & Sayogo, 2021](#)).

Apart from being a social media platform that plays an important role in promoting products and services, Instagram is also a social media platform that is frequently accessed and frequently displays advertisements. Currently, Instagram allows ads to appear both on the user's homepage (timeline) and in Instagram Stories. The type of advertising offered is known as Instagram Ads ([Suryawijaya & Rusdi, 2021](#)).

Even though there are many forms of social media, Instagram remains a popular social media which is one of the first platforms to focus on uploading and sharing photos ([Putri et al., 2023](#)). It seems that Instagram has understood how people today tend to be more interested in visual elements. This can be clearly seen from the two main types of content available on Instagram, namely photos/images and videos. These two types of content have great potential to invite positive responses such as 'like', comments, and sharing posts. The attractiveness of these Instagram features has been well perceived by its users, which has made it one of the main tools for promoting their products and services ([Prajarini & Sayogo, 2021](#)). This applies from companies with well-known brands to small businesses, one of which is the property business.

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As mentioned on the ([Jelajabi Segala Kemungkinan Dengan Iklan Instagram, n.d.](#)) page, Instagram users have a tendency to explore things related to that user. So for the Instagram ads feature, Instagram provides a feature for its users so they can freely manage its target *audience* of the advertisement that will be displayed. This certainly provides benefits for users of *Instagram ads* to catch its audience which corresponds to the characteristics possessed by the user of *Instagram ads*. With wider coverage and higher frequency of broadcast, this advertisement can encourage consumers to better understand the information and messages conveyed in the advertisement ([Suryawijaya & Rusdi, 2021](#)). With a wise advertising strategy and utilizing all existing features, Instagram Ads can be a very effective tool in influencing consumer purchasing interest and driving business growth ([Putri et al., 2023](#)).

As previously mentioned, the impact of an advertisement will influence people's buying interest as long as it is supported by high attractiveness. Purchase interest refers to a consumer's level of interest or desire to purchase a product or service. Purchase interest is an individual's drive or capacity to make purchases according to their desires ([Suryawijaya & Rusdi, 2021](#)).

Buying interest can be caused by stimulation provided by the seller. For example, in the form of promotions, giving promos, and the suitability of the products offered. Purchase intention is also influenced by various factors, including work related to a person's income, lifestyle, motivation to achieve certain goals, environmental factors and the price and quality of the products offered by the company ([Maulidah & Russanti, 2021](#)).

In addition, effective promotions, such as attractive advertising and clear information, can influence purchasing interest by providing an explanation of the benefits of a product or service. Social influences, such as recommendations from friends or positive reviews from other users, can also play a big role in shaping buying interest. By understanding the factors that influence consumer buying interest, companies can design marketing strategies that are more effective and meet consumer needs and preferences ([Utami, 2020](#)).

Generation Z or commonly abbreviated to Gen Z is the generation born from 1995 to 2010 ([Bencsik, Csikos & Juhaz, 2016](#), as cited in ([Rachmawati, 2019](#))). Gen Z has been surrounded by technology since they were born, therefore Gen Z is called the internet generation. Therefore, they are able to apply technology to its full potential. This is proven by a survey that was conducted where Gen Z was the generation with the highest rate of accessing the internet ([Hasan et al., 2023](#)).

Gen Z is said to be more active in carrying out communication activities on social media. Usually Gen Z carries out activities such as using social media, using chatting applications to exchange messages, and carrying out buying and selling transactions in e-commerce. This is usually divided according to the trend that is being followed, or usually Gen Z is actually the originator of a trend that occurs among them ([Hasan et al., 2023](#)). As of January 2023, generation Z is the generation that dominates the use of social media Instagram ([Instagram Users in Indonesia, 2023](#)).

PT Wengga Citra Jaya is a company operating in the field of real estate and property since 2007 by providing subsidized housing from the government in East Kotawaringin Regency, Central Kalimantan. Since its inception, PT Wengga Citra Jaya has had several development locations with a total of thousands of housing units.

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Various kinds of marketing activities have been carried out by PT Wengga Citra Jaya. However, it cannot be denied that business competition will always exist. In order to remain competitive in its market, PT Wengga Citra Jaya seeks various forms of marketing strategies that can be implemented to maintain its position for both financial and non-financial purposes.

According to data obtained from BAPPENDA (Regional Revenue Management Agency) East Kotawaringin Regency which I took through personal interviews, starting from 2021, PT Wengga Citra Jaya has sold 239 subsidized housing units in East Kotawaringin Regency, Central Kalimantan with sales of 52 units in 2021, 98 units in 2022, and 90 units from January - September in 2023.

In running its business, PT Wengga Citra Jaya has several business competitors, one of which is PT Citra Mandiri Dwi Pratama, PT Renata Dalang Prima, and PT Bagas Paradeso Abadi. These three companies have utilized Instagram earlier than PT Wengga Citra Jaya. PT Citra Mandiri Dwi Pratama has had 10 thousand followers on Instagram with a total of 75 posts since 2022, PT Renata Dalang Prima also has Instagram social media and has been running it since 2019, and PT Bagas Paradeso Abadi since 2022.

According to data obtained from East Kotawaringin Regency, starting from 2021, PT Wengga Citra Jaya has sold 239 subsidized housing units, PT CMDP has sold 1,404 units, PT Renata Dalang Prima has sold 74 units, and PT Bagas Paradeso Abadi sold 107 units.

## Research Question

Research question of this study is how are Instagram ads used in an effort to increase interest in buying a house from PT Wengga Citra Jaya in East Kotawaringin Regency among generation Z.

The objectives of this research is to analyze how Instagram ads is used in an effort to increase interest in buying a house from PT Wengga Citra Jaya in East Kotawaringin Regency among generation Z.

In preparing this research, researchers used several previous studies on similar topics as reference material to compile this research. The first research is entitled Pengaruh Daya Tarik Iklan di Media Sosial Instagram terhadap Minat Beli Konsumen (Survey Terhadap Produk Sepatu Brodo di Kalangan Anak Muda Jakarta Barat). This research aims to measure the influence of the attractiveness of advertising on social media on consumer buying interest using quantitative research methods with survey methods. From this research, the results showed that there was a positive influence of 66.6% between the attractiveness of advertising on social media and consumer buying interest. This means that if the attractiveness of advertising increases, it will encourage consumer purchasing intentions ([Suryawijaya & Rusdi, 2021](#)).

In connection with the first research that has been explained, the second research also discusses more or less the same thing. It has the title Pengaruh Iklan di Media Sosial Instagram terhadap Minat Beli Masyarakat pada E-commerce. However, this second research aims to explore what factors in Instagram advertising can influence purchasing interest in e-commerce. This research uses mixed methods by conducting interviews, focus group discussion, literature review, and survey. The results of this research show that information, images and promotions on Instagram

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social media can increase consumer buying interest in e-commerce. From the results of this research it was also found that promotion was the most influential factor when compared with images or information ([Hartawan et al., 2021](#))

The third research entitled Pengaruh Iklan Media Sosial Instagram dan Celebrity Endorser (Selebgram) terhadap Minat beli dengan mengambil studi kasus pada toko online shop keripik pisang coklat Krispbo.id. This research aims to determine the influence of advertising on social media Instagram and celebrity endorsers on purchasing interest at the online banana chips shop Krispbo.id. To achieve this goal, this research uses quantitative research methods. Using this research method, the results showed that advertisements on Instagram social media and celebrity endorsers also had a positive influence on purchasing interest ([Herawati, 2020](#)).

The next research is research with the title Hubungan antara Iklan Instagram Steak Ranjang dengan Minat Beli Konsumen. To find out the relationship between messages, design and captions on Instagram with purchasing interest, this research uses a correlational method. From this research, the results showed that in the Steak Ranjang Instagram advertisement, the message and advertising design had a strong relationship with consumer buying interest. Meanwhile, the ad caption has a weak relationship in the Steak Ranjang Instagram ads ([Asperina & Sofyan, 2022](#)).

The next research is entitled Pengaruh Instagram Ads, Desain Grafis dan Promosi Penjualan terhadap Minat Beli Konsumen di PT. Sayur Box. This research uses a quantitative research method using a sampling technique, namely purposive sampling. In this research, several variables were studied to determine their influence on consumer buying interest at PT. Sayur Box, namely Instagram ads, graphic design and sales promotions. From this research, the results showed that Instagram ads and sales promotions had a significant influence on consumers' buying interest. This means that by displaying increasingly attractive advertisements and increasingly varied sales promotions, consumers' buying interest will be greater. Meanwhile, for the graphic design variable, the results showed that graphic design had no influence on consumers' buying interest ([Febryansyah et al., 2016](#)).

The next research is research with the title Analisa Iklan Melalui Fitur Instagram Ads terhadap Minat Beli Konsumen Frozen Food. In contrast to several previous studies, testing the Instagram ads feature indicators is the aim of this research to find out which indicators have the most influence in attracting consumers to the product promotions being offered. This research used quantitative methods and obtained results that there were 5 indicators for Instagram ads, including information, images, audio, price and promotions ([Yudha & Irawan, 2022](#))

Research entitled Faktor-Faktor Komunikasi Persuasif Dinas Pariwisata Dan Kebudayaan Provinsi DKI Jakarta Dalam Jakarta Museum On Social Media Competition. This research uses quantitative methods to determine the factors of persuasive communication. The results of this research show that to cause a positive effect, persuasive communication plays an important role ([Putra & Safitri, 2019](#))

Continued research with the title Pengaruh Promosi dan Harga terhadap Minat Beli Perumahan PT. Nailah Adi Kurnia Sei Mencirim Medan to find out evidence of buying interest. This research is to find the influence of promotions and prices on interest in buying a house using quantitative

research methods. The results of this research say that the two variables, namely promotion and price, have a positive influence on interest in buying a house at PT. Nailah Adi Kurnia Sei Characterizes Medan ([Nasution & Yasin, 2014](#))

From several previous studies, it can be concluded that the use of Instagram Ads has an influence on buying interest. Instagram Ads have several supporting elements to optimize its use. In addition, persuasive communication also has an important role to produce positive results.

### **Marketing Communication**

According to [Kotler & Keller \(2004](#), as cited in ([Arianto, 2021](#)) marketing communications is the most basic but also complex thing carried out by a company. Marketing communications includes the dissemination of messages and media to communicate with customers, both for commercial and non-commercial purposes. Marketing communications is also said to be a process by which a brand can inform, convince and remind about the brand or product being offered, whether directly or indirectly.

Furthermore, it is said that marketing communication is a process in which marketers and buyers meet directly or indirectly at a marketing location. Marketing communication is also referred to as a process to obtain the expected results through encouragement given by marketers which is conveyed through an intermediary media ([Arianto, 2021](#)). Marketing communications usually aim to disseminate information (informative), persuade in making purchases, and encourage consumers to make repeat purchases. To achieve this goal, the effectiveness of marketing communication activities is needed. Good marketing communications will usually have an impact on 3 important aspects, including cognitive effects as forming awareness about information, affective effects as providing influence to make purchases, and conative effects as forming a pattern of repeat purchase behavior ([Prasetyo et al., 2018](#)).

### **Digital Marketing**

According to ([Sewaka et al., 2022](#)) digital marketing is the use of digital technology in the form of social media, cell phones or other digital media to market a product or service. Usually digital marketing is aimed at using operational costs as effectively as possible to get the maximum possible results. Digital marketing has several functions, namely:

1. Ability to personalize consumers

Has the ability to personalize consumers through collected data. So that companies can adjust the form of service or marketing that will be used to make it more personal for consumers.

2. Customer service

With digital marketing, it is usually accompanied by the ability to serve consumers 24 hours a day. This will increase consumer confidence in a product or service.

3. Consumer privacy

The company is responsible for the personal data submitted by consumers to the company.

4. Promotion

The promotional function is one of the most well-known functions of digital marketing. With this function, companies can market products or services offered through digital media with the ability to target consumers more precisely.

Compared to traditional marketing, digital marketing requires relatively lower costs, makes it easier to build relationships with consumers through regular communication, more specific targeting, can measure effectiveness, and can be tailored to the company's interests.

## **Instagram**

([Mubaroq & Hidayati, 2022](#)) describe Instagram as a social media application that is used to interact by sharing photos or videos. Apart from that, Instagram is also used to create and share content that has been produced by Instagram users. Instagram is the leading social media to be used as a forum for sharing information and as a forum for communication ([Rejeb et al., 2022](#))

## **Instagram Ads**

The high number of Instagram users has brought Instagram to enter the business realm. Through this, Instagram provides a feature called Instagram ads, where Instagram ads users can share photos or short videos which will later be distributed to Instagram users so that potential buyers can clearly see the product being advertised ([Nisrina, 2015](#) as cited in ([Febryansyah et al., 2016](#)).

Instagram ads are a feature provided by Instagram which aims for advertising activities. The advertisements presented can be in the form of photos or videos which can later be displayed in other Instagram features such as Instagram stories, feeds, and explore. Through Instagram ads, it is possible for business people to choose an appropriate target audience by referring to several topics, starting from suitability of location, interests, behavior, demographics, or other audiences that have been successfully identified, for example through numbers. telephone. There are several types of Instagram ads, namely photo ads, video ads, carousel ads, story ads, and slideshow ads. Based on these types and functions, there are several actions that can be carried out via Instagram ads, namely visiting the account owner's profile, visiting the business address, business telephone number, providing further information regarding products, making purchases, contacting the account owner, etc ([Miles, 2019](#)). The use of Instagram ads can also be adjusted according to budget and the duration desired by the advertiser. The advantages possessed by Instagram ads make the advertisements displayed more precisely targeted according to the predetermined target market, so that Instagram ads are the right platform to be used to deliver an advertisement ([Jelajabi Segala Kemungkinan Dengan Iklan Instagram, n.d.](#))

According to ([Yudha & Irawan, 2022](#)), when using Instagram ads, there are several elements that must be considered. These elements play a role in measuring and improving the effectiveness of the advertisements displayed. Some of the elements mentioned are:

### **1. Information**

Aims to show how effective the information contained in the advertisement displayed is. Usually in the form of product details such as advantages, how to use it, and other information related to the product. This is usually measured by how clear and interesting the information provided is.

2. Picture

Instagram is a platform that relies heavily on visual elements, so this element is considered important for increasing engagement through the visualizations presented. Images are one of the important visual elements used to see the quality, relevance and attractiveness of what is used. Image elements are supported by high quality, have aesthetic value, and are in accordance with the message conveyed.

3. Audio

If the advertisement displayed involves sound elements, then this element becomes important. This can usually include background music, voice-over, and sound effects. Good audio will increase the emotion and connection that is built between the ad and the viewing audience. This also helps to convey the message in the advertisement more effectively. Audio quality, as well as its relevance to the visual content and message conveyed, can influence the level of success of an advertisement.

4. Price

This element is related to the placement of the product price or offer offered in the advertisement. Is the price placement attractive and competitive, and has it delivered good value to consumers? This can be a quite effective pull factor in converting viewers into buyers.

5. Promotion

This is usually related to the offers in the advertisement, usually in the form of special offers, discounts, coupons, or others. This element will assess how interested the audience is in the offer being offered, as well as how effective the promotion is at driving actions such as purchases or registration.

Those elements above will also become the based of the interview to gather information of the phenomenon of this research.

### **Interest in Buying**

According to [Kotler and Susanto \(2000\)](#), as cited in [\(Latief, 2018\)](#), buying interest is a strong impulse which will later become a driving force for someone to take action. This encouragement is usually influenced by the presence of stimulus and positive feelings towards a product. Purchase interest is also defined as a measure of a person's possibility of buying a particular product [\(Schiffman and Kanuk, 2010\)](#) as cited in [\(Wibisono et al., 2021\)](#). Interest is a process or response in liking a product, but this process has not yet entered the purchase stage [\(Kotler, 2005\)](#) as cited in [\(Wibisono et al., 2021\)](#).

### **Persuasive Communication**

Persuasion comes from Latin *persuasio* which means to invite, persuade, or seduce. It can be said to be successful if it has an impact on changing attitudes or behavior based on the communication carried out by the communicator and communicant [\(Maryam & Paryontri, 2021\)](#). [Miller \(1980\)](#), as cited in [\(Stiff & Mongeau, 2016\)](#) sees the potential for communication activities that can persuade.



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So it can be defined that persuasive communication is a message conveyed by the communicator to the communicant with the aim of forming, strengthening, or changing responses.

According to [Suryanto \(2017\)](#), as cited in [\(Putra & Safitri, 2019\)](#) persuasive communication has four elements, namely:

1. Source credibility

Have evidence in the form of expertise, honesty and charisma.

2. Environmental influences

Has evidence in the form of timing and message content settings.

3. Message

Have evidence in the form of a direct message, presented simply, and containing one main idea.

4. Understanding and continuity of a message

Has evidence in the form of disseminating information in various ways and using many media.

## Generation Z

Generation z or what is usually abbreviated as gen Z is the generation born from 1995 to 2010 [Bencsik, Csikos & Juhaz \(2016\)](#), as cited in [\(Rachmawati, 2019\)](#). Gen Z is also said to be a generation that is proficient in using technology. According to the [Generational White Paper \(2011\)](#), as cited in [\(Rachmawati, 2019\)](#), it is also said that Gen Z has a high dependence on technology, is also more individualistic, impatient, has an instant way of thinking, and has lower ambitions compared to previous generations.

## Research Framework

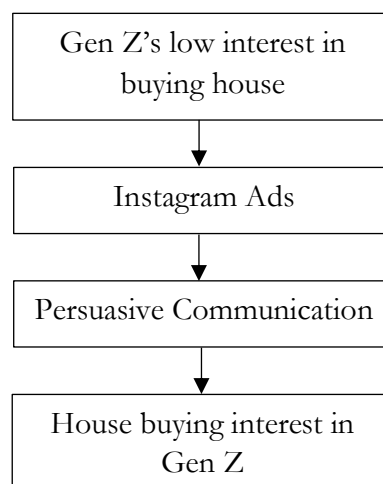


Figure 1. Research Framework

## **METHOD**

This research uses explanatory qualitative research methods to provide an explanation of why something happens. Qualitative research can be said to be a further form of research than quantitative research to gain more in-depth and complex knowledge by exploring a research topic. Therefore, qualitative research usually takes longer. Qualitative research enables researchers to understand the points of view held by those being studied. This is because researchers blend in with those they study. Qualitative research also emphasizes in-depth understanding ([Rusandi & Rusli, 2021](#)).

The type of this research is study case, according to [Department of Education and Culture \(1982/1983\)](#) as cited in ([Hardani et al., 2020](#)), study case research is research that has the aim of studying a particular social unit, for example individuals, groups, institutions, and society intensively.

To support the qualitative method, this research tries to see the research phenomenon from critical paradigm. As told by ([West & Turner, 2018](#)), critical approach or paradigm is an approach stressing the researcher's responsibility to change the inequities in the status quo. It also means that critical paradigm is aimed to critique a specific set of cases, which in this case is how Generation Z has their interest of buying houses ([West & Turner, 2018](#)).

As in the conclusion of this research, motivations from Generation Z are somehow critical. And the analysis goes beyond the desire for homeownership. It explores alternative motivations like social pressure, family expectations, or a perceived lack of better investment options. And, the financial readiness, where the questions the assumption that all Generation Z who buy houses are financially secure. It considers factors like student loan debt, rising living costs, and lower wages compared to previous generations. Even though this factor is important, but not become priority analysed in this research.

And the last point of choosing Critical approach is to gain a more comprehensive understanding of the complex phenomenon of Generation Z homeownership. This can lead to more informed policies and practices that support Generation Z's housing motivations.

The data collection techniques used was through interviews. According to [Arikunto \(Samsu, 2017\)](#) an interview is a dialogue activity aimed at obtaining information between the interviewer and the person being interviewed. Interviews are useful for obtaining information directly from research subjects related to what is happening directly in the field.

In this research, there are two informants who will be interviewed, namely Mrs. Eka Ariastuti as a party from internal sources of PT Wengga Citra Jaya and person in charge of marketing activities of PT Wengga Citra Jaya on Instagram and interviews with Mrs. Hersinta M,Si as an expert.

Interviews usually have a guide in the form of an interview list which is usually called a Data Collection Instrument (IPD). The guide for this research may include several questions that will be addressed to informants. You can start with the phenomenon of interest in buying a house in Gen Z and you can add questions regarding PT Wengga Citra Jaya's strategy and efforts towards the ongoing phenomenon.

This research tests the trustworthiness of the data through 4 stages. ([Mekarisce, 2020](#)) said that data trustworthiness checking techniques are inherent in qualitative research and are used to reject claims that doubt the scientificity of qualitative research. The four stages are:

1. Credibility Test

The credibility of data arises because there are similarities between what the researcher wrote and the facts that actually occurred in the research object. One form of credibility testing is triangulation. ([Sugiyono, 2013](#)) said that Triangulation is a data collection technique that is carried out in a combined manner. Triangulation can be used to check the credibility of data through various data collection techniques and originating from various data sources. Triangulation aims to make the data obtained more certain, more guaranteed, more consistent, as well as complete and definite. Usually when using data collection techniques you don't necessarily find what you are aiming for, so other techniques are needed to ensure the data is more secure. This research uses source triangulation, where checking the credibility of the data is carried out by checking data obtained from several sources, namely in the form of interviews with the person in charge of PT Wengga Citra Jaya marketing activities on Instagram and expert interviews.

2. Transferability Test

Focuses on a deep understanding of specific contexts and situations, rather than statistical generalizations. If readers understand the context of the research and can see its application in other situations, then the research has high transferability.

3. Dependability Test

Includes how research results can be confirmed or replicated in other studies. Can be improved through careful documentation of the research process, so that other researchers can follow the same process.

4. Confirmability Test

Relating to transparency and objectivity. Researchers must provide sufficient evidence about how they collected and analyzed the data, allowing others to confirm the results. This can be achieved through detailed documentation of the research process and the elements used in the research.

Data analysis in this research will be in 3 stages according to ([Sugiyono, 2013](#)), namely:

1. Data reduction

Select, summarize and focus on important things based on data obtained from the field which is then written down carefully and in detail.

2. Data Presentation

Once reduced, the data can be presented in the form of brief descriptions, charts, relationships between categories, *flowchart*, and others.

3. Drawing Conclusions and Verification

The conclusions obtained will be temporary and may change depending on the supporting evidence that has been obtained.

This research focuses on looking at the role of advertising on PT Wengga Citra Jaya's Instagram in an effort to increase interest in buying a house among generation Z in East Kotawaringin Regency. The research was carried out using an online application called Google Meet as an intermediary.

## **RESULT AND DISCUSSION**

The results of this research were obtained from interviews with Mrs. Eka as the person in charge of marketing activities at PT Wengga Citra Jaya as a resource person and Mrs. Hersinta, M.Si as a lecturer in the Social Media and Mass Communication course as an expert resource person. This analysis focuses on the use of Instagram ads in an effort to increase interest in buying a house from PT Wengga Citra Jaya in East Kotawaringin Regency among generation Z.

There are several steps for researchers to obtain the results of this research, including:

1. Prepare draft interview questions based on the research focus that has been prepared
2. Conduct interviews with sources
3. Analyze the results of the data and interviews that have been conducted
4. Contacting experts to conduct interviews as a form of checking the reliability of the data
5. Conduct interviews with members

PT Wengga Citra Jaya is a company providing subsidized housing property in East Kotawaringin Regency which has been established since 2017. PT Wengga Citra Jaya has carried out various forms of marketing activities, ranging from conventional to digital. The various marketing activities that have been carried out include providing promos, direct marketing, participating in exhibitions, recruiting sales agents, using celebrity endorsers, and using social media, especially Instagram, to reach more potential buyers and generate buying interest in generation Z. Especially for the use of Instagram, PT Wengga Citra Jaya focuses on reaching generation Z because generation Z is considered as a potential buyer in the future.

### **Instagram Ads**

According to [Nisrina \(2015\)](#), as cited in [\(Febryansyah et al., 2016\)](#) Instagram ads are a feature where Instagram users can share photos or short videos which will later be distributed to Instagram users so that potential buyers can clearly see the product being advertised. Instagram ads have excellent features such as being able to set location, demographics, interests, behavior, even costs and duration which can be adjusted to suit the user.

In using the Instagram Ads feature, PT Wengga Citra Jaya sets advertisements to only be shown to those aged 21-35 years who are interested in the world of property, and sets the goal of the advertisement, namely profile visits. This is an advantage of using digital marketing, namely consumer personalization. This goal has been deemed achieved by the interviewee because from the advertisements that have been broadcast, PT Wengga Citra Jaya has reached 50,000 accounts with almost a thousand profile visits.

Instagram Ads have elements in the form of information, images, messages, prices and promotions.

### **Information**

This element has evidence in the form of information that is easy to understand, information that is easy to remember, and detailed information. This is related to information about the products or services offered ([Yudha & Irawan, 2022](#)). In creating Instagram advertisements, PT Wengga Citra Jaya ensures that the information provided must be easy to understand. To process information that is easily understood by the general public, PT Wengga Citra Jaya uses everyday language and avoids using abbreviations. Apart from that, PT Wengga Citra Jaya also ensures that the information provided is interesting to read. This aims to ensure that when the target market sees the advertisement, an action will result, namely a visit to the Instagram profile. So that the target market is interested in seeing the advertisements that are displayed, PT Wengga Citra Jaya ensures that the advertisements that are displayed have interesting titles and relevant information. *relate* or related with the target market.

In the process of creating Instagram ads content, PT Wengga Citra Jaya curates the information that will be conveyed so that the information is easy to remember. Apart from that, PT Wengga Citra Jaya also raised topics related to the concerns of the target market, one of which has been expressed the concerns about selling prices.

### **Image**

Apart from information, the use of Instagram Ads is also supported by image elements which are one of the most important elements in using Instagram ads. This is because Instagram relies heavily on visuals ([Yudha & Irawan, 2022](#)). This element has evidence in the form of clear images, attractive visualizations, colors that attract attention, logos or brands displayed on the image, endorsers and attractive animations to maximize the use of Instagram advertising because images can increase interest ([Hartawan et al., 2021](#)). Consumers buy and this effort has been carried out by PT Wengga Citra Jaya

When creating content on Instagram in the form of photos or videos, visualization is one of the things that must be considered. To ensure quality visuals displayed, PT Wengga Citra Jaya ensures to use images that represent the information contained and use high quality images. In fact, PT Wengga Citra Jaya also uses images taken directly with the aim that these images can provide a real picture to the target market. However, PT Wengga Citra Jaya also uses animation as a supporting element to make it more interesting.

So that the resulting content has a visualization that is attractive when advertised, PT Wengga Citra Jaya considers aspects of color, title and content. This is because the title will be the first thing seen and determines whether the target market will continue to read the contents of the advertisement or not. Apart from that, color harmony is a consideration because bright colors will attract the reader's attention and play a role in the reader's comfort when viewing the advertisement. The use of color is also applied in selecting the animation or elements to be used. Meanwhile, the content must be related to the title given.

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In an effort to create attractive visualizations that can be seen and read clearly, PT Wengga Citra Jaya has determined the color palette and font type and size to be used. PT Wengga Citra Jaya determined the color palette by taking the colors in the logo, namely orange and gray. One of the reasons for this is because the logo is the identity of the company which it is hoped that the target market will immediately recognize when they see the content. Having a logo will also provide trust and illustrate the quality provided to the target market.

PT Wengga Citra Jaya has also carried out marketing activities using celebrity endorsers. At that time, the use of celebrity endorsers was due to a decrease in sales figures, so PT Wengga Citra Jaya decided to try using the services of celebrity endorsers. The selection of selebgram endorsers is only based on the characteristics and language skills of the selebgram. This is due to the limited choice of celebrity endorsers in East Kotawaringin Regency.

## Audio

Audio in Instagram Ads can build emotions and connections between the advertiser and the audience who sees the ad. This element has evidence in the form of clear sound, audio that describes the product, easy to remember songs, and good sound effects (Yudha & Irawan, 2022). PT Wengga Citra Jaya has not maximized this element in advertising via Instagram Ads because there is only one uploaded video content that contains audio in it and in the highlight of its Instagram account, PT Wengga Citra Jaya only uses audio in the form of songs. Even the use of sound effects and voice over was never used.

In launching advertisements in video format, PT Wengga Citra Jaya included audio elements in the form of the use of instrumental music to avoid unclear audio. However, PT Wengga Citra Jaya has never used audio voice over and sound effects. For the use of new song elements used in the feature story and has never been included in the advertised content.

PT Wengga Citra Jaya ensures the use of instruments from trusted sources. The instrument used is an instrument with a characteristic beat that has a fast tempo or beat which will later be adjusted to the editing format. PT Wengga Citra Jaya prefers to use text to convey the information contained in advertising videos rather than using voice over. This is because PT Wengga Citra Jaya considers that by using text, the target market will see the information more easily. Meanwhile, the use of voice over is considered to require the target market to pay more attention so that information is not missed. The information contained in the advertised video is also very carefully considered, namely only things that can increase the selling value.

Even though PT Wengga Citra Jaya have created advertisements in the form of photos and videos, the majority of content advertised and uploaded by PT Wengga Citra Jaya is still in the form of photos because PT Wengga Citra Jaya considers that with advertisements in the form of photos, the target market will immediately get all the information in one glance.

## Price

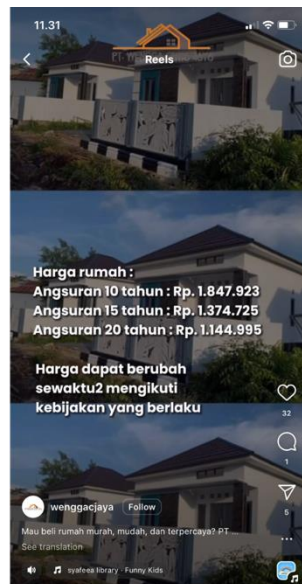
This element can be an effective pull factor to attract buyers. Has evidence in the form of pricing, prices that are in line with quality, and prices that are in line with benefits (Yudha & Irawan, 2022). In line with what (Sunatar et al., 2023) said, price has a significant influence even on purchasing

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decisions. Judging from the post uploaded to PT Wengga Citra Jaya's Instagram, price is one of the things highlighted. In the interview, PT Wengga Citra Jaya also answered concerns from the target market, namely concerns about selling prices.

When providing information about prices in content and advertising, PT Wengga Citra Jaya tends to display the installment price compared to the total selling price so that the target market sees a smaller number. Apart from that, PT Wengga Citra Jaya also always emphasizes that PT Wengga Citra Jaya is a developer that sells subsidized houses. Even though it sells houses at subsidized prices, PT Wengga Citra Jaya still has established good quality standards.



**Figure 2. Price Information on Instagram Post** (PT Wengga Citra Jaya [@wenggajaya], 2024)

## Promotion

This element will assess the audience's interest in the offer being offered and how effective the promotion is in encouraging an action such as a purchase or registration. The evidence for this element is promotions with prizes, discounts and promo codes (Yudha & Irawan, 2022).

PT Wengga Citra Jaya found obstacles in realizing this evidence. This is based on PT Wengga Citra Jaya collaborating with the government in selling subsidized houses. So, when carrying out marketing activities, PT Wengga Citra Jaya cannot carry out promotions in the form of discounts or promo codes freely. PT Wengga Citra Jaya does not have the authority to increase or decrease prices to provide promotions in the form of discounts and promo codes. Even now, when advertising on Instagram, PT Wengga Citra Jaya has never provided any type of promo via Instagram Ads but has provided promos directly.

Meanwhile, according to (Jackson et al., 2021), discounts have a positive and significant impact on buying interest. This is in line with what (Hartawan et al., 2021) said that in the use of advertising on Instagram, promotions have the strongest influence when compared to other elements contained in the advertised content such as images, information, audio and price. Promotion is an element to introduce and convince communicants to pay attention to the products offered (Susanti et al., 2020).

## **Persuasive Communication**

Persuasion activities can be said to have been successful if they have an impact in the form of changing attitudes or behavior based on the communication conveyed by the communicator to the communicant ([Maryam & Paryontri, 2021](#)). Persuasive communication is also said to be a message conveyed by the communicator to the communicant to form, strengthen and change responses ([Miller, 1980](#) as cited in [Stiff & Mongeau, 2016](#)). With the challenges of persuasive communication starting from providing understanding, encouragement, changing people's perceptions according to the perceptions held by the communicator, and continuing with action or performing actions that correspond to what the communicator wants. Persuasive action is said to have succeeded when it has reached the final stage ([Nurcandrani, 2021](#)).

In realizing persuasive communication activities, in accordance with the purpose of using Instagram advertising owned by PT Wengga Citra Jaya, namely in the form of profile visits. From the activities that have been carried out, PT Wengga Citra Jaya has received profile visits from approximately one thousand accounts with a reach of almost fifty thousand. In this case, PT Wengga Citra Jaya acts as a communicator who conveys messages that have been expressed in the form of Instagram advertising content to communicants, namely potential buyers, especially generation Z.

With content presented by PT Wengga Citra Jaya and advertised through the Instagram ads feature, PT Wengga Citra Jaya has achieved its goal of targeting generation Z. This can be seen from the reach of almost 50,000 accounts and profile visits of almost a thousand accounts. The results obtained cannot be separated from the persuasive communication factors outlined in the Instagram ad content. Persuasive communication has four elements, namely source credibility, environmental influence, message, and understanding and continuity of a message ([Suryanto, 2017](#) as cited in [Putra & Safitri, 2019](#)). PT Wengga Citra Jaya has applied persuasive communication elements to its marketing activities, especially advertising on Instagram.

### **Source Credibility**

According to [Suryanto \(2017\)](#), as cited in [Putra & Safitri, 2019](#) credibility is one of the factors in the level of trust in an information source. The more credible or trustworthy the source is, the more the recipient of the message will trust the information presented. Source credibility is related to the extent to which a person can trust information presented by an individual, organization or agency According to Hovland's Theory, sources that have a high level of credibility tend to have a greater influence on the audience's opinion than sources with a low level of credibility ([Karim et al., 2024](#)). Sources deemed credible are significantly more effective in changing attitudes compared to sources deemed less credible. In fact, the credibility of the information source is said to have an influence on interest in purchasing a product ([Situmeang & Oishi, 2023](#)).

In this case, source credibility refers to three things, namely expertise, honesty and charisma ([Nugratama et al., 2022](#)). In an effort to realize the level of credibility it has, PT Wengga Citra Jaya places the company logo on every uploaded content, including advertised content. It is hoped that the presence of a company identity in the form of a logo on every Instagram content can build the



target market's trust in the company. This is in line with what ([Cahyaningtiyas et al., 2023](#)) said that a logo is a form of brand identity that is related to brand credibility.

### **Environmental Influence**

There are several things that support the success of a persuasive communication effort. Some of these things are source credibility, environmental influence, message, and understanding and continuity of a message ([Putra & Safitri, 2019](#)). Environmental factors will support a message to be more persuasive or the message is received simultaneously with other messages and the message is delivered by someone known to the public. This is called timing and setting the content of the message ([Nugratama et al., 2022](#)). This is in line with the marketing activities carried out by PT Wengga Citra Jaya where PT Wengga Citra Jaya conveys messages through celebrity endorsers who are known to the public. However, in using the Instagram Ads feature, PT Wengga Citra Jaya has never involved the role of celebrity endorsers in it.

### **Message**

This element has three pieces of evidence, direct message, expressed simply, and containing one main idea ([Putra & Safitri, 2019](#)). This has been implemented in the content advertised by PT Wengga Citra Jaya, where in the process of creating Instagram advertisements and content, PT Wengga Citra Jaya ensures to use language that is easy to understand and avoids using abbreviations that are foreign to the target market. The message contained in the content and advertisements displayed is also clearly stated in one post. The message is also conveyed directly without being long-winded, supported by a title that is continuous with the content of the message to increase reading interest for the target market who sees the advertisement.

### **Understanding and Continuity of a Message**

The elements of understanding and continuity of a message have evidence in the form of information dissemination carried out in various ways and using many media ([Putra & Safitri, 2019](#)). In this case, PT Wengga Citra Jaya has done both of these things. This is evident from the results of interviews which state that PT Wengga Citra Jaya has carried out various marketing activities ranging from providing promos, direct marketing, participating in exhibition activities, recruiting sales agents, using celebrity endorsers, and utilizing social media using digital advertising in the form of Instagram Ads. From the various marketing activities that have been carried out, it means that PT Wengga Citra Jaya has disseminated information about the products being sold through various methods and various media.

## **CONCLUSION**

In running its business, PT Wengga Citra Jaya has carried out various kinds of marketing activities conventionally and digitally. The Instagram Ads feature has not been utilized optimally because there are still elements that have not been used optimally, namely audio and promotions. Apart from that, researchers also found other conclusions, including:

1. The use of advertising features on Instagram is used to target generation Z because PT Wengga Citra Jaya believes that generation Z are potential customers in the future.

2. PT Wengga Citra Jaya regulates demographic and psychographic aspects in displaying advertisements on Instagram to achieve predetermined goals.
3. PT Wengga Citra Jaya indirectly implements the elements of persuasive communication in achieving advertising goals on Instagram.

According to the conclusions presented previously, several suggestions that can be given include:

1. Academic Advice

This research is expected to be a source of information for future research. For future researchers, further research can be carried out from the perspective of people who have seen the advertisement either through the same method or a different method to see the influence of the marketing activities that have been carried out, namely utilizing the advertising features on Instagram.

2. Practical Advice

PT Wengga Citra Jaya can maximize the use of elements that can support the successful use of Instagram Ads, especially audio and promotional elements which are still not used optimally. In the audio element, PT Wengga Citra Jaya can use voice over which describes the product accompanied by the use of good sound effects. As for maximizing promotional elements, if PT Wengga Citra Jaya encounters obstacles in carrying out promotions in the form of discounts and providing promo codes, PT Wengga Citra Jaya can maximize promotions with prizes, for example household support goods.

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