

# Paradigm Fitness Indonesia Digital Marketing Communication Through Instagram

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## ABSTRACT

*Sport has now become a way of life for people. Another growing trend in daily activities and efforts to live a healthy lifestyle is exercise. Additionally, regular exercise can keep the body in shape and boost immunity to a variety of ailments. Sports activities can be done both indoors and outdoors. Outdoor sports can be done in parks and fields, which are generally free. In contrast to indoor sports, which tend to be paid for, such as in fitness centres that has grown, one of them is Paradigm Fitness Indonesia. This study's goal is to know how Paradigm Fitness Indonesia uses Instagram to communicate with customers. This study used Krippendorff's content analysis of Instagram postings @paradigmfitnessindonesia as its methodology during January and June 2022. This study's findings lead to the conclusion that Paradigm Fitness Indonesia conducts marketing communications by displaying posts on Instagram @paradigmfitnessindonesia, which are more dominated by posts containing relating to public relations and publicity. Through these public relations and publicity posts, Paradigm Fitness Indonesia brings up the figures of pageant actors who are required to maintain their body appearance. In addition, Paradigm Fitness Indonesia also creates a challenging program for members every month (monthly challenge) to further build bonds between members, coaches/trainers, and Paradigm Fitness Indonesia.*

## ABSTRAK

Olahraga kini telah menjadi gaya hidup masyarakat. Tren lain yang berkembang dalam aktivitas sehari-hari dan upaya untuk menjalani gaya hidup sehat adalah olahraga. Selain itu, olahraga teratur dapat menjaga tubuh tetap bugar dan meningkatkan kekebalan terhadap berbagai penyakit. Kegiatan olahraga dapat dilakukan baik di dalam maupun di luar ruangan. Olahraga luar ruangan dapat dilakukan di taman dan lapangan, yang umumnya gratis. Berbeda dengan olahraga indoor yang cenderung berbayar seperti di *fitness center* yang sudah berkembang salah satunya Paradigm Fitness Indonesia. Tujuan penelitian ini adalah untuk mengetahui bagaimana Paradigm Fitness Indonesia menggunakan Instagram untuk berkomunikasi dengan pelanggan. Penelitian ini menggunakan metode analisis konten Krippendorff pada unggahan Instagram @paradigmfitnessindonesia selama bulan Januari dan Juni 2022. Temuan penelitian ini menghasilkan kesimpulan bahwa Paradigm Fitness Indonesia melakukan komunikasi pemasaran dengan menampilkan postingan di Instagram @paradigmfitnessindonesia, yang lebih didominasi oleh postingan yang berisi terkait untuk hubungan masyarakat dan publisitas. Melalui unggahan kehumasan dan publisitas tersebut, Paradigm Fitness Indonesia mengangkat sosok-sosok aktor kontes yang dituntut untuk menjaga penampilan tubuhnya. Selain itu, Paradigm Fitness Indonesia juga membuat program yang menantang bagi *member* setiap bulannya (*monthly challenge*) untuk lebih membangun ikatan antara *member*, *coach/trainer*, dan Paradigm Fitness Indonesia.

## Introduction

Sport is now considered a lifestyle rather than just a pastime (Syarief, 2021; Wisnubrata, 2020). The claim demonstrates how exercise is becoming more and more well-liked as a routine activity and a part of a healthy lifestyle, which, if neglected, can feel deficient (Pramita, 2019). Additionally, regular exercise helps keep the body in shape and protect it against a variety of diseases (UNPI, 2016; Putranto, 2022).

The current trend of incorporating riding into daily activities, including commuting to work, shopping, socializing, and even communication, is another picture that can be seen. Nowadays, cycling is a new way of life. It's important to channel hobbies so that others understand the importance of an activity. Exercise will assist to keep and improve physical condition, resulting in a body that is healthy and robust and will perform effectively throughout exercise. Determining the length, one of the activities in a full implementation approach is to cycle frequently and intensely before deploying it as planned. People are conscious of how important global warming is. To keep the body in shape and shield it from harm, cooling down after exercise is advised. It is crucial to have a body that is healthy, fit, and the right size. During periods of productivity, human expectations An active, healthy individual produces the finest work (Utomo, 2020).

Another example is the evolution of fitness facilities to meet the discourse of a healthy lifestyle, as seen in the gym's shift from the public to bodybuilders' consumption for the purposes of competition and sport. The gym rose to prominence as a sport and physical culture in the early 1900s. But with time, it started to affect labourers and members of the middle class in addition to the nobility and bodybuilding (Andreasson & Johansson, 2014). Then, as a lifestyle, going to the gym became something that many people did globally. The gym is becoming more and more of a place where both feminine and masculine traits are reproduced. To be utilized as an object to sell anything, the body must be recreated by the owner and viewed narcissistically as opposed to functionally (Piliang, 2011).

For instance, in the middle of the 1970s, he sold more than 400,000 copies of his Muscle & Fitness magazine. The well-known Gold's Gym in Indonesia grew from a little gym to a trustworthy international franchise at the same time (Liokaftos, 2012). The growth and change in the Indonesian population's way of life are also inextricably linked to the public's growing interest in the fitness sector. What they imply has altered as a result of the popularity of healthy lifestyle trends and growing public understanding of the significance of physical attractiveness (Wijayanti, 2009). Capitalist industry uses the sports lifestyle in society as a chance to help the community live a sports lifestyle, particularly in metropolitan communities. This study focuses on using digital marketing to promote a lifestyle that includes working out at a gym.

Cost structures, corporate cultures, and even industry beliefs are changing as a result of the disruptive period, which also affects the foundations upon which enterprises are built. It is clear that in the age of disruption, business has changed, also evolved into resource sharing and role sharing from what was once a core way of conducting business (Kusuma & Sugandi, 2018; Suropto, 2019; Dagumboy, 2019). Digital marketing, or the use of digital or electronic media for business-to-consumer communications, is expanding quickly (Shankar et al., 2022).

Digital marketing communications in product categories with high levels of interaction may cause a craving for recognition. The results show that consumers are content with digital communication, are affected by feedback from other consumers, and express their opinions after making purchases through digital channels (Dahiya & Gayatri, 2018; Putranto et al., 2022). Social media marketing has had a significant impact on how customers perceive and trust companies. Additionally, purchase intention is greatly influenced by consumer trust and brand impression (Sanny et al., 2020). Using modern means to promote, market, and sell goods and services to customers, digital marketing is paving the way and is anticipated to remain at the forefront of the technological transformation (Kim et al., 2021). Or it might be seen as a type of brand marketing that has been well thought out and designed to build user interactions with the brand (Sucipto & Yahya, 2022).

Digital marketing and advertising that is appealing, educational, and has an impact on customer behaviour (Munsch, 2021). Social media, in particular, has a big impact on how consumers feel about spe-

cific products. Digital marketing is replacing traditional marketing because of how much of an impact the internet has on customers. When used effectively, social networks, digital marketing tools, and social media provide essential services that help businesses interact with their customers. Because of technology innovation, digital marketing has displaced traditional marketing. The importance of social media platforms in communicating with clients is growing. Traditional and well-known marketing techniques are quickly being replaced by social media and digital marketing techniques. The conventional one-sided marketing communication strategy is no longer necessary; two-way communication does. Therefore, Businesses who can't adjust to this new environment will eventually downsize and go out of business. Through social media, consumers can now tell businesses what they want (Keke, 2022). One of the capitalist industries engaged in the fitness centre is Paradigm Fitness Indonesia.



Figure 1. Paradigm Fitness Indonesia Website Appearance  
Source: Paradigmfitnessindonesia.com (2022)

Based on the background described by the researcher, the description of the issue in this study is how to communicate digital marketing of Paradigm Fitness Indonesia through Instagram @paradigmfitnessindonesia.

## Method

In this study, the content analysis method was employed to characterize the post content's nature and attributes. One of the analytical tools for observing and evaluating the communication actions of chosen communicators is content analysis, a methodical way to evaluating the content and transmission of communications (Krippendorff, 2018). A technique for assessing the messages' content and delivery, content analysis is also a tool for monitoring and analysing data from the communication activities of designated communicators (Kim, 2019; Fiani et al., 2021). In order to assure objectivity in data collection and coding, this research used two coders. Two coders checked the data's validity and accuracy as part of the reliability test. Two coders are used by the reliability test to ensure the veracity and accuracy of the information acquired through Instagram.

Users can publish photographs and videos to the social media site Instagram to market themselves online (Prasetya, 2020; Octaviana & Susilo, 2021). Instagram users can add captions, hashtags, and comments to their photos. It is a social networking site that places a significant emphasis on videos and images. This app was primarily created for mobile devices, even if it works on PCs as well (McNely, 2012; Susilo, 2021). Researchers then scrutinized Krippendorff's Instagram content. Finally, researchers used content analysis from January 2022 to June 2022 to examine Paradigm Fitness Indonesia's digital marketing communication strategy on Instagram @paradigmfitnessindonesia.

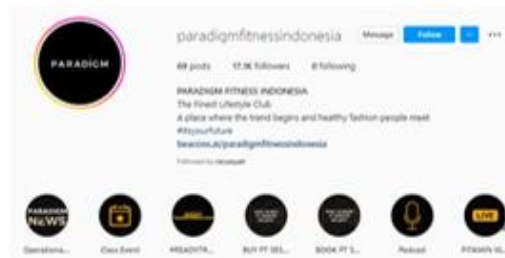


Figure 2. Paradigm Fitness Indonesia Instagram Profile

Source: Instagram (2022i)

In this study, Holsti's formula combines data from two coders (Samiei & Mehrabi, 2019). Before attempting to analyse the content, interpret symbols, also to evaluate the symbolic interaction content of Instagram posts by @paradigmfitnessindonesia, to view the posts' content statistically, the researcher chose the content analysis approach. This content analysis approach is broken down into the following steps: initially, the study examines Instagram postings from January to June 2022 by @paradigmfitnessindonesia. Second, the researcher goes to Instagram @paradigmfitnessindonesia and looks for posts that describe Paradigm Fitness Indonesia's Instagram digital marketing communications. Third, the coder sorts the posts after they are collected. Finally, the fourth stage involves processing and analysing the gathered data.

$$PAo = 2A / (N1+N2)$$

The two coders' percentage of agreement (PAo) is displayed. The sum of the decisions made by the two programmers, which are represented by the letters A, N1 also N2, is the same as how many choices the coders made. The research's communication approach for digital marketing, which focuses on promotion, includes indicators of promotion such as a) advertising, b) sales promotion, c) public relations and publicity, d) personal selling, and e) direct marketing (Kotler & Armstrong, 2010). Advertising is any impersonal presentation and promotion of financially supported concepts, items, or services. An effort is made to purchase or sell a good or service through sales marketing. Building strong relationships with different publicly traded companies for financial gain, public relations and publicity are used to foster a positive company image, deal with or rectify unfavourable rumours, stories, and events, and accomplish all of these goals. In order to close agreements and establish relationships with clients, a company's sales team may often make a presentation in private. Finally, direct marketing is the process of establishing personal connections with clients in order to evoke an immediate response and foster long-lasting client relationships.

## Results and Discussion

Researchers gathered 54 Instagram posts from @paradigmfitnessindonesia, Paradigm Fitness Indonesia, and used the Holsti method to assess the accuracy of the data. Indicators of promotion include a) advertising, b) sales promotion, c) PR and publicity, d) personal selling, and e) direct marketing.

Table 1. Analysis of Posts by Two Coders for January 2022 to June 2022

Post	Coder 1					Coder 2				
	A	SP	PRP	PS	DM	A	SP	PRP	PS	DM
Jan										
2	-	-	1	-	-	-	-	1	-	-
2	-	-	1	-	-	-	-	1	-	-
2	1	-	-	-	-	-	1	-	-	-
2	-	-	-	-	1	1	-	-	-	-

Post	Coder 1					Coder 2				
	A	SP	PRP	PS	DM	A	SP	PRP	PS	DM
2	1	-	-	-	-	1	-	-	-	-
2	1	-	-	-	-	-	1	-	-	-
21	-	-	1	-	-	-	-	1	-	-
21	-	-	1	-	-	-	-	1	-	-
21	-	-	1	-	-	-	-	1	-	-
Feb										
9	-	-	1	-	-	-	-	1	-	-
9	-	-	1	-	-	-	-	1	-	-
9	1	-	-	-	-	-	-	1	-	-
16	1	-	-	-	-	-	-	1	-	-
17	-	-	1	-	-	-	-	1	-	-
17	-	-	1	-	-	-	-	1	-	-
17	-	-	1	-	-	-	-	1	-	-
24	-	-	1	-	-	-	-	1	-	-
24	1	-	-	-	-	-	-	1	-	-
Mar										
1	-	-	1	-	-	-	-	1	-	-
14	-	-	1	-	-	-	-	1	-	-
15	-	-	1	-	-	-	-	1	-	-
19	-	-	1	-	-	-	-	1	-	-
19	-	-	1	-	-	-	-	1	-	-
19	-	-	1	-	-	-	-	1	-	-
20	-	-	1	-	-	-	-	1	-	-
20	-	-	1	-	-	-	-	1	-	-
25	-	-	1	-	-	-	-	1	-	-
25	1	-	-	-	-	1	-	-	-	-
Apr										
1	-	-	1	-	-	-	-	1	-	-
1	-	-	1	-	-	-	-	1	-	-
3	-	-	1	-	-	-	-	1	-	-
4	1	-	-	-	-	-	1	-	-	-
8	1	-	-	-	-	1	-	-	-	-
9	1	-	-	-	-	-	-	1	-	-
9	-	1	-	-	-	1	-	-	-	-
17	-	-	1	-	-	-	-	1	-	-
20	-	-	1	-	-	-	-	1	-	-
21	-	-	1	-	-	-	-	1	-	-
21	-	-	1	-	-	-	-	1	-	-
May										
3	-	-	1	-	-	-	-	1	-	-
8	-	1	-	-	-	1	-	-	-	-
22	-	-	1	-	-	-	-	1	-	-
22	-	-	1	-	-	-	-	1	-	-
22	-	-	1	-	-	-	-	1	-	-

26	-	-	1	-	-	-	-	1	-	-
26	1	-	-	-	-	1	-	-	-	-
27	-	-	1	-	-	-	-	1	-	-
27	-	-	1	-	-	-	-	1	-	-
29	-	-	1	-	-	-	-	1	-	-
Jun										
1	-	-	1	-	-	-	-	1	-	-
12	-	-	1	-	-	-	-	1	-	-
19	-	1	-	-	-	-	1	-	-	-
19	-	-	1	-	-	1	-	-	-	-
28	-	-	1	-	-	-	-	1	-	-
Total	11	3	39	0	1	8	4	42	0	0

\*A: Advertising; SP: Sales Promotion; PRP: Public Relations and Publicity; PS: Personal Selling; and DM: Direct Marketing.

The results of coders one and two's coding operations are shown in Table 1 on 54 postings that have been divided by date and their corresponding indicators. In addition, Table 2 below provides an overview of these indicators.

Table 2. Coder Output

Variable	Coding Output		
	Coder 1	Coder 2	Agreement between two coders
Advertising	11	8	8
Sales Promotion	3	4	3
Public Relations and Publicity	39	42	39
Private Sales	0	0	0
Direct Marketing	1	0	0
Total	54	54	50

$$\begin{aligned}
 Pao &= 2A / (N1+N2) \\
 &= 2(50)/54+54 \\
 &= 100/108 \\
 &= 0,92 \text{ (92\%)}
 \end{aligned}$$

If the tolerance value is more than or equal to 0.7% and at least 70%, the data is regarded as reliable (Holsti, 1969). The dependency element is 0.92, or 92%, using the Coder-Holsti reliability model to compute the data. The information obtained is credible because it exceeds the basic requirement. The coding findings were applied to five different indicators: a) Advertising, b) Sales Promotion, c) Public Relations and Publicity, d) Personal Selling, and e) Direct Marketing. Public Relations and Publicity indicators dominate @paradigmfitnessindonesia's Instagram posts regarding marketing communication strategies.

Posts related to Public Relations and Publicity on Instagram @paradigmfitnessindonesia are shown by postings that bring up public figures who are concerned about body appearance.



Figure 3. Instagram post @paradigmfitnessindonesia on January 2, 2022  
Source: Instagram (2022c)

In Figure 3, two men figures appear Rory Asyari (Left) and Okky Alparessi (Right). Rory Asyari is an Indonesian journalist and news anchor. Meanwhile, Okky Alparessi is the winner (L-Men of The Year 2020) and represents Indonesia at Poland's Mister Supranational 2021 event. Public relations and publicity on these posts try to raise awareness in the community, especially with work backgrounds that require physical appearance. Awareness of physical appearance is a must that needs to be maximized as someone who works in the media field.



Figure 4. Instagram post @paradigmfitnessindonesia On January 2, 2022 and May 27, 2022  
Source: Instagram (2022d); Instagram (2022f)

In Figure 4, four women figures appear, namely Raden Roro Ayu Maulida as Puteri Puteri Indonesia 2020), then Putu Ayu Saraswati as Puteri Indonesia Environment 2020, also Jihane Almira Chedid (Puteri Indonesia Tourism 2020) (Above) and Laksmi De-Neefe Suardana (Puteri Puteri Indonesia 2022) (Bottom). The four women who appeared in the post helped raise awareness for other women to have an ideal physical appearance. Regardless of what a woman's profession is, every women needs to be aware that physical appearance is important.



Figure 5. Instagram post @paradigmfitnessindonesia on March 20, 2022 and June 12, 2022  
Source: Instagram (2022f); Instagram (2022b)

Figure 5 shows the man figure who appears, namely Matthew Gilbert, the 1st Runner-up L-Men of The Year 2021 and the representative from Indonesia at the Mister Supranational 2022 event in Małopolska, Poland. Awareness of physical appearance is also raised through posts that reveal man figures with well-trained bodies. Through training at the fitness center, men not only get satisfaction in taking care of themselves and getting the body they want. But they also make efforts to care for the body as part of a body fitness competition. Based on Figures 3, 4, and 5 that have been shown, Paradigm Fitness Indonesia brought up posts involving public figures from pageants, both man and woman. In this study Paradigm Fitness Indonesia, these figures are seen as capable of persuading the public to follow the lifestyle of exercising in the fitness centre.



Figure 6. Instagram post @paradigmfitnessindonesia on January 21, 2022 (left), February 9, 2022 (center), March 1, 2022 (right)  
Source: Instagram (2022g); Instagram (2022d); Instagram (2022i)

Based on Figures 6 that have been shown, Paradigm Fitness Indonesia brings up posts on Instagram through different programs (challenges) every month. This is an effort to support information that Paradigm Fitness Indonesia is trying to make members enthusiastic to continue to be loyal members. The program carried out by Paradigm Fitness Indonesia in attracting audiences and also maintaining the loyalty of its members is by challenging them every month. These challenges are Rower Challenge, 500 KM Finisher, Skierrg Challenge. Apart from that, there is also a Bench Press Challenge and a Pull Up Challenge. Through these challenges, Paradigm Fitness Indonesia also gives appreciation to the champions in each challenge.



This appreciation was taken so that Paradigm Fitness Indonesia members always feel entertained and enthusiastic about coming to Paradigm Fitness Indonesia.

## Conclusion

Public Relations and Publicity dominate and are used by Paradigm Fitness Indonesia in digital marketing communications through Instagram posts @paradigmfitnessindonesia. Based on data analysis, it was found that the marketing communication carried out by Paradigm Fitness Indonesia through postings on its Instagram was by involving public figures who came from pageants, both man and woman. In this study Paradigm Fitness Indonesia, these figures are seen as capable of persuading the public to follow the lifestyle of exercising in the fitness centre. In addition, Paradigm Fitness Indonesia also has a challenging monthly program to create a strong bond between members, coaches/trainers, and Paradigm Fitness Indonesia. With this bond, members are expected to be comfortable and loyal to Paradigm Fitness Indonesia.

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