

The Influence of Instagram Creative Exploration and Marketing Mix on Increasing Private Lesson Bookings: A Study Case in Ruangbelajarr.help

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Keywords	ABSTRACT
Instagram; Instagram Creative Exploration; Marketing Mix; Increase In Private Tutoring Orders; Utilization Of Instagram social media and Marketing Mix.	Lack of creativity in marketing using Instagram and optimizing marketing mix elements on Ruangbelajarr.help are problems that must be resolved by Ruangbelajarr.help. Based on the data that has been summarized, it shows that the utilization of Instagram social media and marketing mix activities at Ruangbelajarr.help is not optimal. The aim of the research is to describe the application and benefits of creative exploration of Instagram social media with available features such as photo and video content, live, stories, and so on. Then there are the benefits of implementing the marketing mix optimally, such as product, price, place and promotion. This research used descriptive quantitative research methods with multiple linear regression equations. The data collection techniques used were observation, questionnaires and literature study. The steps in this research are problem formulation, hypothesis formulation, data collection, validity and reliability testing, data processing, and drawing conclusions. The results of the research obtained using the T test and F test show that the influence of Instagram Creative Exploration and Marketing Mix has a significant impact on increasing private tutoring orders. The results of the multiple linear regression analysis are positive with a constant value of 15,435. In the coefficient of determination test, the data obtained was 71.7% which could be explained by the influence of Instagram Creative Exploration and Marketing Mix Component while the remaining 28,3% could be explained by other variables not researched by the author.

INTRODUCTION

In this era, businesses in Indonesia began to combine conventional marketing strategies and digital marketing (Bist et al., 2022; Handayani et al., 2022; Hidayati et al., 2024; Kano et al., 2022; Paramastri, 2024; Wijaya et al., 2024; Wiweko & Anggara, 2025). Nowadays, entrepreneurs have also done various ways to be able to do creativity in such a way by using Instagram media and marketing media directly with potential customers to be able to optimize orders. Based on data from Nirwana and Khuntari (2021) compiled by We Are Social in early 2021, social media users in Indonesia reached 170 million people out of the total Indonesian population in 2021 of 272.3 million people. This shows that more than 50% of Indonesia's population uses social media. Instagram is the third most widely used social media, which is 86.6% of the population in Indonesia.

In addition, the marketing mix also plays an important role because it is able to provide flexibility to companies with potential customers to be more intense in delivering products/services (Constantinides, 2002; Darmawan & Grenier, 2021; Rust & Chung, 2006). A marketing mix is essentially a series of marketing strategies that are pursued in an effort to

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achieve a specific goal. In determining the Company's best marketing strategy and mix involves analysis, planning, implementation and control of marketing. Jutisa et al. (2018) state that the marketing mix is a tool/tool for marketers consisting of various elements of a marketing program that need to be considered in order for the implementation of marketing strategies and positioning to be successful. Marketing and positioning can be successful.

In the use of creativity on Instagram media and the marketing mix will encourage an order from potential customers (Alcaraz et al., 2022; Altamira et al., 2023; Hida & Dewi, 2021; Nghiêm-Phú, 2022; Syahputri & Santoso, 2025; Tindaon & Asty, 2023; Utari, 2021). Ordering is an activity carried out by consumers before buying the process, manufacture, and way of ordering (places, goods, services) to other people (Saputri et al., 2019). In this ordering, it is hoped that there will be an increase so that it will provide profits to a business. At the stage of increasing bookings with creative exploration of Instagram media and marketing mix, customers are influenced by 3 main factors, namely customer trust, booking experience, and buying/booking interest. Trust according to Seftila et al. (n.d.) is "Consumer trust is a perception from the consumer's perspective of the reliability of a seller in creating consumer expectations and satisfaction". "Experience is learning that affects changes in a person's behavior which includes consumer experience, information, transaction experience" (Seftila et al., n.d.). Buying/ordering interest is the desire to buy a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product (Nugroho & Mahendra, 2022).

In using Instagram, marketers need to understand the features of Instagram, namely Follow, Upload Photos and Videos, Photos, Instagram Stories, Reels, and others. In addition, there are several sections that should be filled in so that the uploaded photos have more informational meaning, these sections are: Title, Hashtag, Location and other activities such as: Follow, Like, Comment and Mentions. The goal is to increase the performance of the promotion. There are five important factors to maximize post-performance on Instagram, namely how many relationships you create and are able to get, how long people spend looking at your posts, friends' accounts, family, favorite accounts, post time, and the type of content carried. The end goal of using Instagram is to help marketers increase visits. In the Marketing Mix, according to Rachman et al. (2022), companies must determine which promotion is most appropriate to be used in the elements of the 5 elements of the promotional mix, namely advertising, Sales Promotion, Individual sales, Public Relations, Direct Sales.

Bali is famous for its tourism areas. Therefore, Bali has always been the center of attention and visits of foreign and domestic tourists. One of the areas that is famous for its tourism is Badung Regency. In Badung Regency and its surroundings such as Denpasar City, Gianyar Regency, and others have many activities between tourists and the surrounding community. Then we are faced with global competition so that of course language becomes a very important intermediary or medium in it. Apart from that, language is also the focal point of the young generation to adults who need Language Education, especially English as their intermediary to be able to face the international world and be able to help them learn in formal schools, especially for children who are still in school and workers who need English assistance as a means of communication in the world of work, tourism and other fields. In addition, in learning English, of course, there will be public speaking knowledge that must be possessed because the output of English is understanding and speaking skills. One of the businesses that

provides English tutoring services is Ruangbelajarr.help. Ruangbelajarr.help is a business in the field of English Language Education and public speaking that uses a private method or one teacher and one student. This effort helps students who need help learning English, public speaking, and more in-depth assignment consultation in addition to formal primary education in school. Ruangbelajarr.help is located in Br.Semana, Mambal, Abiansema, Badung which has been established since April 22, 2022. This business has a total of 25 students from the kindergarten-already working level.

In marketing its services, Ruangbelajarr.help has a marketing strategy by using Digital Marketing that applies creative exploration to Instagram Media. Digital Marketing is a digital marketing activity that uses several media. Ruangbelajarr.help uses Instagram social media as a medium to conduct digital marketing by using several features such as Home Page, Comments, Profile, News Feed, Instagram Advertisement and others. Ruangbelajarr.help also uses the official email listed in the bio so that prospective students can directly contact Ruangbelajarr.help or the company can also send an offer message to prospective students. However, Ruangbelajarr.help still experiences limitations in the use of these Instagram features, as well as a lack of deeper exploration that leads to a lack of creativity and seriousness in the use of these media. Ruangbelajarr.help also often forgets to advertise (Instagram Advertisement) through Instagram social media. Therefore, the audience reach is still not optimal. In this case, the owner of Ruangbelajarr.help, Ni Kadek Sintya Cahyani, experienced limited knowledge about the good of implementing the components of the marketing mix or its implementation so that the business could only apply sales personally with close relatives without a deeper and broader understanding in marketing more varied services using the marketing mix. The owner emphasized the need for activities that build the existence of Instagram and the application of marketing mix components because it can help increase private tutoring bookings, as evidenced by the number of potential customers who contact private tutoring through social media. In this case, Instagram Creative Exploration and Marketing Mix Components have the influence of Private Tutoring Booking.

This is supported by the results of the diagram data above that the questionnaire that has been distributed on March 27, 2024 by the author through the Instagram Direct Message @ruangbelajarr.help and sent to other prospective student targets, as many as 85.7% of the 35 respondents chose to contact the tutoring party and place an order after seeing Instagram's creative exploration activities and 14.3% would only see and not order private tutoring. The next diagram data shows that as many as 85.7% of the 35 respondents reacted to contacting the tutor and placing an order after seeing the activities of the marketing mix component and 14.3% only saw and did not place an order. From the results of the data, the author knows how much the influence of Instagram's creative exploration and marketing mix components on the interest and participation of prospective students to be able to book private lessons.

Based on the results of a previous test by Komari (2022) who conducted research on the influence of Instagram social posts which have a insignificant influence on consumer buying interest. In addition, according to research from Limanto (2021), a study was conducted on the analysis of elements of the marketing mix that have the influence of 1 influential element and 4 other elements that do not affect the purchase decision. Based on previous research and analysis of problems in the research object, the researcher sees the urgency to conduct research with innovations in the form of creative exploration on Instagram features by optimizing the

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presence of the @ruangbelajarr.help Instagram account as one of the main sources of information for the public and potential customers of Ruangbelajarr.help as well as the activities of the marketing mix component to increase orders for Ruangbelajarr.help services.

This research aims to analyze the influence of Instagram creative exploration and marketing mix components on the increase in private tutoring bookings on Ruangbelajarr.help. The variables studied included Instagram Creative Exploration (X1), Marketing Mix Components (X2), and Increase in Private Tutoring Bookings (Y) using a quantitative approach and multiple linear regression analysis methods. This research focuses on the use of Instagram features, content creativity, and the application of 4P marketing mix and promotion mix strategies in increasing awareness, interest, and booking decisions for prospective students towards private tutoring services. The research respondents consisted of Instagram users and followers of the Ruangbelajarr.help account who knew the service directly. The results of the research are expected to provide theoretical benefits in the development of Digital Business science as well as practical benefits for education service managers in improving the effectiveness of digital marketing, service quality, and promotion strategies through Instagram social media.

METHOD

Types of Research

This study used a quantitative approach with a descriptive research type. The quantitative approach is used because the research focuses on processing data in the form of numbers which are then statistically analyzed to determine the influence of free variables on bound variables. This study aims to determine the influence of Instagram Creative Exploration and Marketing Mix Components on the increase in private tutoring bookings on Ruangbelajarr.help. The type of descriptive research was chosen because this study seeks to describe systematically, factually, and accurately the condition of the research object and the relationship between the variables studied without manipulating the variables. The research was conducted at Ruangbelajarr.help which is engaged in English and Public Speaking education by utilizing Instagram social media as a means of digital marketing. This research was carried out for six months, from March to August 2024, which included the stages of literature study, data collection, data processing, and analysis of research results.

Population and Sample

The population in this study is all followers of the @ruangbelajarr.help Instagram account as well as prospective students who know the private tutoring service of Ruangbelajarr.help. The population was chosen because it was considered to be directly related to the digital marketing activities carried out by the research object, especially through Instagram social media and the marketing mix strategies applied. This study uses purposive sampling techniques in determining the research sample. The purposive sampling technique was chosen because the researcher determined respondents based on certain criteria that were in accordance with the purpose of the study, namely Instagram users who follow the @ruangbelajarr.help account and individuals who know the private tutoring service directly. The number of samples in this study was 100 respondents, which were previously counted as 96 respondents, then rounded to 100 respondents to facilitate the data processing process. The use of purposive sampling techniques is considered effective because it is able to produce more

relevant data and in accordance with research needs so that it can provide a more accurate picture of the influence of Instagram creative exploration and marketing mix on increasing private tutoring service bookings.

Data Collection Techniques

The data collection technique in this study was carried out through observation, questionnaires, and literature studies. Observation was carried out by directly observing digital marketing activities carried out by Ruangbelajarr.help, especially in the use of Instagram features and the application of marketing mix strategies in promotional activities. In addition to observation, the researcher also used questionnaires as the main research instrument to obtain data from respondents. The questionnaire was compiled based on the indicators of the research variables and used an interval scale of 1–10 to avoid respondents' answers that tended to be in the middle. The scale was used to measure respondents' approval ratings for each statement related to Instagram's creative exploration, marketing mix components, and increased private tutoring bookings. Another data collection technique is a literature study that is conducted by collecting various references such as scientific journals, books, articles, and internet sources that are relevant to the research topic. Literature studies aim to strengthen the theoretical foundation and support the research analysis process so that the research results have a strong academic foundation.

Data Analysis Techniques

The data analysis technique used in this study is multiple linear regression analysis with the help of IBM SPSS Statistics software. Multiple linear regression analysis was used to determine the influence of two independent variables, namely Instagram Creative Exploration (X1) and Marketing Mix Component (X2), on the bound variable, namely Increase in Private Tutoring Bookings (Y). Before conducting data analysis, the researcher first conducts validity and reliability tests to ensure that the research instruments used are feasible and consistent in measuring the research variables. After that, a classical assumption test was carried out consisting of a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the data was eligible for regression analysis. Furthermore, hypothesis testing was carried out using the T-Test to determine the influence of partially independent variables on dependent variables, F-Test to determine the influence of independent variables simultaneously, and the Determination Coefficient Test (R Square) to determine the amount of contribution of independent variables to bound variables. The results of the data analysis were then used as a basis for drawing research conclusions regarding the influence of Instagram creative exploration and marketing mix components on the increase in private tutoring service bookings on Ruangbelajarr.help.

RESULTS AND DISCUSSION

Hypothesis Test

A. Regression Coefficient Test (T Test)

In this study, the T Test aims to find out whether or not there is a significant influence of the independent variable regression model on dependent variables.

The basis for decision-making is as follows.

1. In terms of signification values (sig) as follows.
 - a. If the significance value (sig) < 0.05 , then the hypothesis is accepted, which means that there is an influence between independent variables and dependent variables.
 - b. If the significance value (sig) > 0.05 , then the hypothesis is rejected, which means that there is no influence between independent variables and dependent variables.
2. In terms of titung it is as follows. If the t-count value $>$ the table, then the hypothesis is accepted, which means that there is a partial influence between one independent variable Instagram Creative Exploration (X1) and the Marketing Mix Component (X2) on the dependent variable of Increase in Private Lesson Bookings (Y).
 - a. If the tcal value $<$ ttable, then the hypothesis is rejected, which means that there is no partial influence between one independent variable Instagram Creative Exploration (X1) and the Marketing Mix Component (X2) on the dependent variable of Increase in Private Tutoring Bookings (Y).

Table 1. T Test Results

Variable	t	Sig
Instagram Creative Exploration (X1)	5,611	0,000
Marketing Mix Components (X2)	3,628	0,000

Source : SPSS Output 23, 2024

Based on the table above, it can be seen that:

- 1) Instagram Creative Exploration Testing Against Increased Private Tutoring Bookings

With a double-sided test using a significance level of $\alpha = 0.05$ with a degree of freedom $df(n-k-1) = 100-2-1 = 97$, t_{table} was 1.98472 and $t_{\text{calculate}}$ was 5.611. Thus $t_{\text{calculate}}$ is greater than the value of t_{table} ($5.611 > 1.98472$) as shown in table 4.11. Therefore, there is an influence of Instagram Creative Exploration on increasing Private Tutoring Bookings so that H1 is accepted.

The Instagram Creative Exploration variable (X_1) has a significance value of 0.000, then H_0 is rejected. Because the significance value is $0.000 < 0.05$. Therefore, it can be concluded that there is a partial significance effect of Instagram Creative Exploration (X_1) on the Increase in Private Tutoring Bookings (Y).

- 2) Testing the components of the marketing mix against the increase in private tutoring bookings.

With a double-sided test using a significance level of $\alpha = 0.05$ with a degree of freedom $df(n-k-1) = 100-2-1 = 97$, t_{table} was obtained as 1.98472 and $t_{\text{calculated}}$ was 3.628. Thus $t_{\text{calculate}}$ is greater than the value of t_{table} ($3.628 > 1.98472$) as shown in table 4.12. Therefore, there is an influence of the Marketing Mix Component on the increase in Private Tutoring Bookings so that H1 is accepted.

The Marketing Mix Component variable (X_2) has a significance value of 0.000, then H_0 is rejected. Because the significance value is $0.000 < 0.05$. Therefore, it can be concluded that there is a partial influence of the significance of the Marketing Mix Component (X_2) on the Increase in Private Tutoring Bookings (Y).

B. Test F

In this study, the F Test has the function of determining independent variables together to have an influence on dependent variables.

The basis for the decision is as follows.

1. If the significant value (sig) < 0.05, then the hypothesis is accepted, meaning that the Instagram Creative Exploration variable (X1) and the Marketing Mix Component variable (X2) simultaneously affect the increase in Private Tutoring Bookings (Y).
2. If the significant value (sig) > 0.05, then the hypothesis is rejected, meaning that the Instagram Creative Exploration variable (X1) and the Marketing Mix Component variable (X2) simultaneously have no effect on the increase in Private Tutoring Bookings (Y).

Table 2. F Test Results

Models	Sum of Squares	df	Mean Square	F	Sig
<i>Regression</i>	2117,751	2	1058,875	126,297	0.000 ^b
<i>Residual</i>	813,249	97	8,384		
Total	2931,000	99			

Source: SPSS Output 23, 2024

Based on the table above, it can be seen that:

- a. The significance value in the table above is $0.000^b < 0.05$, then it can be concluded that H0 is rejected and H1 is accepted, which means that all independent variables have a significant influence on dependent variables. This is the basis for stating that Instagram Creative Exploration and the Marketing Mix Component both participate in the interest of prospective students or student interests. A double-sided test using a significant level of α is 0.05 with the degree of freedom $df(n-k-1) = 100-2-1 = 97$ obtained Ftable of 3.09. Because the value of Fcal is positive, it is said to have an effect if the value of Fcal is greater than Ftable. Thus, the Fcount is larger than the Ftable ($126.297 > 3.09$). This means that there is an influence of Instagram Creative Exploration and the Marketing Mix Component together on the Increase in Private Tutoring Bookings.
- b. This supports that H3 was accepted which stated that Instagram Creative Exploration and Marketing Mix Components together have an influence on the Increase in Private Tutoring Bookings. In other words, these two independent variables together contribute significantly to dependent variables, suggesting that the characteristics of Instagram Creative Exploration and the Marketing Mix Component can positively influence potential students' interest or student interest.

C. Determination Coefficient Test (R Square)

In this study, the determination coefficient test (R Square) is a test that functions to determine how far the percentage of influence given by variable X to variable Y to determine the percentage of influence contribution.

Table 3. Determination Coefficient Test Results

R	Adjusted R Square	Remarks
0,723	0,717	The percentage of contribution of the influence of independent variables (Instagram Creative Exploration and Marketing Mix Components) to (Increase in Lesson Bookings Private) by 0.717)

Source: SPSS Output 23, 2024

The guidelines for providing the interpretation of the correlation coefficient are as follows.

Table 4. Correlation Coefficients

Interval Cowphysin	Relationship Level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Powerful

Source: Sugiyono (2017). p. 231

With multiple correlation values in the range of 0.60 to 0.799, it can be concluded that there is a strong relationship between Instagram Creative Exploration and Marketing Mix Components to Increased Private Tutoring Bookings. The high correlation rate suggests that the variation in the increase in prospective students' interest in booking private lessons can be explained in detail by variations in the two variables.

Furthermore, the output result of R² (Adjusted R Square) is 0.717 or 71.7%. This figure shows that around 71.7% of the variation in Private Tutoring Bookings can be explained by independent variables, namely Instagram Creative Exploration and Marketing Mix Components. This percentage reflects the level of accuracy of the regression model in predicting dependent variables.

However, around 28.3% (100%-71.7% = 28.3%) variation in Private Tutoring Booking Increase cannot be explained by these two variables. Other factors that are not included in the model or other variables that may have an impact also contribute 28.3%. Therefore, while Instagram Creative Exploration and Marketing Mix Components make significant contributions, there are still variables that are influenced by other factors.

After testing each variable, namely Instagram Creative Exploration and Marketing Mix Components and forming multiple linear regression equations, the next discussion can be described in the following research model.

Table 5. Research Hypothesis Testing Results

Hypothesis	Results
H1. Instagram Creative Exploration helps in increasing private tutoring bookings	Accepted
H2. The Marketing Mix component helps in increasing private tutoring bookings	Accepted
H3. Instagram's Creative Exploration Capabilities and Marketing Mix Components can help in increasing private tutoring bookings	Accepted

Source: Primary data analysis results, 2024

The Influence of Instagram's Creative Exploration on the Increase in Private Tutoring Bookings

Instagram Creative Exploration is an activity to see, understand, feel, and make something more interesting by creating a new experience for someone who sees it by generating updates from existing creativity or generating different creativity by using the management of Instagram features and the creativity of using them. Creative Exploration on Instagram media has a great influence on the increase in private tutoring bookings. If Instagram users or Instagram followers see creativity in the features of the Ruangbelajarr.help Instagram account and consistent creative activities, it will result in the desire of prospective students to find out more about the services offered. The existence of creative activities carried out will also encourage followers or students who have joined the tutoring business to disseminate these services through Instagram or other social media and by word of mouth. This will result in an increase in private tutoring bookings. Based on data analysis, there is an influence of the variable Instagram Creative Exploration (X1) on the Increase in Private Lesson Bookings (Y) which is evidenced by the hypothesis results with a t_{cal} value greater than the t_{count} value ($5.611 > 1.98472$), then H1 is accepted, which means that the first hypothesis has a significant influence between Instagram Creative Exploration on the Increase in Private Lesson Bookings.

In emphasizing the results of the Influence of Instagram Creative Exploration on the Increase in Private Tutoring Bookings, here is an example of the implementation that has been carried out, namely content creation using the Canva application. This application is a graphic design application that makes it easy to create promotional content with the templates provided. The following is an example of the application of creative exploration on ruangbelajarr.help Instagram media using the Canva application.

The Influence of Marketing Mix Components on the Increase in Private Tutoring Bookings

Marketing Mix is an activity of analysis, planning, product/service offerings and program control that aims to achieve organizational goals by focusing on the elements of the marketing mix in it, namely the 4 P's (Product, Price, Place, Promotion) and development in its activities with a promotional mix in the form of Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing Direct). This Marketing Mix has a great influence on the increase in private tutoring bookings. If prospective students know the product/service, the appropriate price, the place or service system, and the promotion that is done well, it will encourage prospective students to be confident in ordering private lessons, in addition to that with the addition of a direct approach to marketing carried out, prospective students will know more about the services offered and marketers also know what prospective students want. Advertising is also very well done to be able to reach a wider range of prospective students, the dissemination of information in the form of relationships with the community and Direct Marketing activities will be a complete unit and result in the desire of prospective students to find out more about the services offered. This will result in an increase in private tutoring bookings. Based on data analysis, there is an influence of the variable Marketing Mix Component (X2) on the Increase in Private Tutoring Bookings (Y) which is evidenced by the hypothesis results with a t_{cal} value greater than the t_{cal} value ($3.628 > 1.98472$), then H2 is

accepted, which means that the first hypothesis has a significant influence between the Marketing Mix Component on the Increase in Private Tutor Bookings.

In emphasizing the results of the Influence of Marketing Mix Components on the Increase in Private Tutoring Bookings, the following are activities in planning, analyzing, and developing a marketing program using 4 elements, namely products, prices, venues, and promotions.

RUANGBELAJARR.HELP
"BEST PRIVATE COURSE IN BALI"

KINDERGARTEN-ADULT PRIVATE ENGLISH COURSE (ONLINE)
Taught from basics to proficiency with a focus on speech output. Taught school material.
RP. 127.125 / MEETING
MEETING (MINIMUM 2 X MEETINGS PER WEEK)

KINDERGARTEN-ADULT PRIVATE ENGLISH COURSE (OFFLINE)
Taught from basics to proficiency with a focus on speech output. Taught school material.
RPP. 127.125 / MEETING + TRANSPORT FEE
MEETING (MINIMUM 2 X MEETINGS PER WEEK)

PUBLIC SPEAKING, MC, MODERATOR PRIVATE COURSE (ENGLISH & BAHASA FOR ALL LEVELS) ONLINE & OFFLINE
Focuses on building self-confidence by speaking in public for Formal, Non-Formal MC training, Moderator, or other public speaking activities.
RP. 127.125 / MEETING + TRANSPORT FEE
MEETING (MINIMUM 2 X MEETINGS PER WEEK)

Book Now 083115266831

Figure 1. Application of Service and Price Information

Source: Ruangbelajarr.help documentation, 2024 (primary data)

In this case, Ruangbelajarr.help has implemented elements in the explanation of services in the form of private tutoring with several categories of choice according to the image above by looking at the current opportunities for people to need education in Foreign Languages or especially English and the application of public speaking as an output in improving Indonesian human resources. This is an opportunity that is seen by Ruangbelajarr.help with the many needs from the community regarding this, so a flyer of attractive services and prices was made to get interest from prospective students. The price is adjusted to the quality in the form of private guidance, namely 1 teacher and 1 student who focus on students will focus more on learning being one of the best choices.

The following is an example of the application of the place.

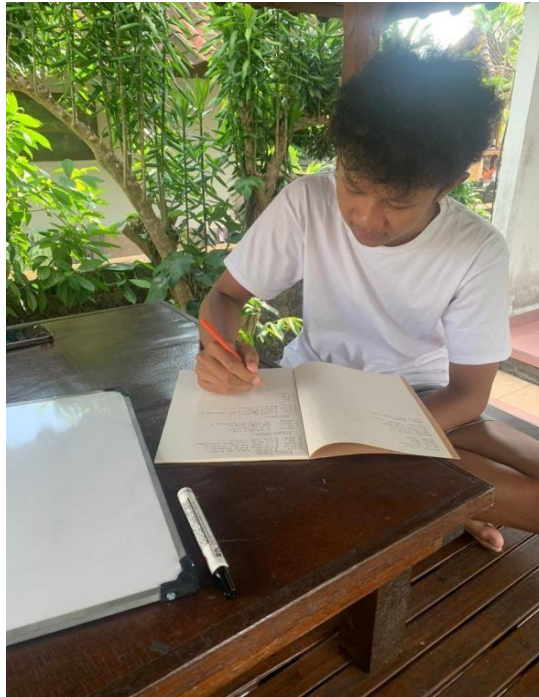


Figure 2. Application of Place

Source: Ruangbelajarr.help documentation, 2024 (primary data)

This is one of the advantages of Ruangbelajarr.help because it offers private tutoring at students' homes so that the place adjusts to the needs of students so that tutors come directly to students' homes without students having to bother going to the tutoring place.

The implementation of promotions at Ruangbelajarr.help which is part of the promotional mix is as follows.



Figure 3. Use of Brochures

Source: Ruangbelajarr.help documentation, 2024 (primary data)

The use of brochures is very appropriate when business owners want to disseminate information about private tutoring directly to prospective students. So that what is conveyed will be clearer.

All of these elements are also supported by activities with a promotional mix. The activities are as follows.



Figure 4. Personal Selling Activity 1



Figure 5. Personal Selling Activity 2

Source: Ruangbelajarr.help documentation, 2024 (primary data)

An example of activities carried out is by doing personal selling or personal sales both with parents and prospective students. This will make it easier for the tutor to be able to communicate in 2 directions.

In addition, there is the application of public relations or Public Relations as follows.



Figure 6. Explanation of Private Tutoring Services with Students in a School

Source: Ruangbelajarr.help documentation, 2024 (primary data)

Activities Public This relationship is very important in building trust in prospective students en masse or at the same time as providing more understanding. The Direct Marketing activities using business email from Ruangbelajarr.help are as follows.

1. Select the uploads to advertise
2. The stage of filling in the goal needs to be done correctly so that you know the purpose of our advertisement is for bookings or just visits, if there is a desire to make a reservation then select "Best for online sales, bookings and helping people learn more about you".
3. The stages of filling in the target ad need to be done correctly so that we know that the target of our advertisement is for young people or adults and in what age range.
4. The filling in the duration stage to find out how many days you will be doing the advertisement. Here the owner chooses 2 days.
5. If you have done the entire process to the payment stage, then the content is ready to be advertised.

The screenshot shows a WhatsApp chat interface. At the top, the contact name is 'Ibu Ari Belang New' with a status 'last seen yesterday at 21:08'. The chat history includes a status 'Dedik is a contact.' followed by two messages from 'Dedik Kurniawan': 'Alo minta pdfnya ya' and 'Harga bimbelnya', both with a timestamp of '00.41'. Below these is a message from 'Ibu Ari Belang New' stating: 'Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Learn more'. This is followed by another message from 'Ibu Ari Belang New' saying: 'Ibu Ari Belang New changed their phone number. You're currently chatting with their new number.' The date separator 'Wed, 17 Jul' appears. The next message is from 'Ibu Ari Belang New' dated 'Wed, 24 Jul', saying: 'You @ Yatuhan ! Sepertinya ibunya berharap besar dengan anaknya. Minta dileskan tiap hari 😊'. The chat ends with a message from 'Miss adis' dated '16.45' saying: 'Miss adis kapan dapet jdwal?'. The bottom of the screen shows a portion of a promotional banner for 'BANGUN BELAJAR HELP'.

Source: Ruangbelajarr.help documentation, 2024 (primary data)

The increase in Private Tutoring Bookings is very important to know in order to be able to see the extent to which prospective students can see and feel creative exploration on Instagram media and marketing mix activities.

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Instagram Creative and Marketing Mix Components together towards Increased Private Tutoring Bookings.

CONCLUSION

Based on the results of the analysis and discussion that has been carried out, the conclusions obtained from this study are as follows. The generated constant is 15,435 so that the increase in private tutoring bookings for Ruangbelajarr.help will be worth 15,435 if the value of Instagram Creative Exploration and Marketing Mix Components is equal to zero. The Instagram Creative Exploration variable has a significant influence on the Increase in Private Tutoring Bookings for Ruangbelajarr.help. Thus, the hypothesis that Instagram Creative Exploration has a significant effect on the Increase in Private Tutoring Bookings for Ruangbelajarr.help is proven to be true or said to be acceptable. This can be seen based on the results of the significance of the Instagram Creative Exploration variable of $0.000 < 0.05$. The Marketing Mix Component Variable has a significant influence on the Increase in Private Tutoring Bookings for Ruangbelajarr.help. Thus, the hypothesis that the Marketing Mix Component has a significant effect on the Increase in Ruangbelajarr.help Private Tutoring Bookings is proven to be true or said to be acceptable. This can be seen based on the results of the significance of the Marketing Mix Component variable of $0.000 < 0.05$. Instagram Creative Exploration variables and Marketing Mix Components have a significant influence on the Increase in Private Tutoring Bookings for Ruangbelajarr.help. The overall variation provided by Instagram Creative Exploration (X1) and Marketing Mix Component (X2) to the increase in Private Tutoring Bookings (Y) by 71.7% and another 28.3% was influenced by variables beyond the variables studied. Based on the research findings, it is recommended that [Ruangbelajarr.help](https://www.ruangbelajarr.help) further optimize Instagram creative exploration by consistently utilizing various Instagram features such as Reels, Stories, and Instagram Ads to increase audience reach and engagement, as well as enhancing content creativity through more interactive and educational posts that can attract prospective students' interest. In addition, the marketing mix strategy should be strengthened by improving service quality, offering competitive pricing packages, expanding service locations, and intensifying promotional activities through personal selling, public relations, and direct marketing to build stronger relationships with potential customers. Future research is expected to examine other variables not included in this study, such as customer satisfaction, brand image, or service quality, which may contribute to the remaining 28.3% influence on increasing private tutoring bookings, as well as expand the research object to other educational service businesses to obtain more comprehensive results.

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