



Digital Marketing Standardization Strategy for Photoism Using K-pop Artists via Instagram for 2022-2024

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Abstrak

Photo booth merupakan jasa *self-photo* dengan serangkaian komponen yang dirancang untuk menangkap foto secara otomatis menggunakan kamera digital yang dilengkapi teknologi seperti komputer dan printer untuk mengontrol dan mencetak hasil foto. Photoism, salah satu perusahaan multinasional yang bergerak di bidang fotografi merupakan *self-help studio* terbesar di Korea Selatan yang menyediakan jasa *photo booth*. Keberhasilan Photoism dalam memasarkan jasa fotografinya tidak lepas dari pengaruh popularitas budaya Korea (*Hallyu Wave*) yang banyak digemari oleh generasi muda. Melalui kolaborasinya dengan beberapa agensi Kpop, Photoism berhasil melakukan ekspansinya ke berbagai negara dengan total lebih dari 220 cabang. Penelitian ini berfokus pada strategi standarisasi pemasaran digital Photoism menggunakan Kpop *artists* melalui media sosial Instagram pada tahun 2022-2024. Penelitian dilakukan menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data secara sekunder melalui studi literatur. Penelitian menunjukkan bagaimana strategi standarisasi pemasaran digital Photoism melalui Instagram terhadap produk jasa yang ditawarkan dalam kolaborasinya bersama *Idol* Kpop untuk menciptakan standar yang selaras di seluruh lokasi cabang. Hasil penelitian menunjukkan bentuk standarisasi pemasaran Photoism melalui Instagram resminya di berbagai negara sebagai strategi dalam memperluas jangkauan pasar dan meningkatkan *branding* di kancah internasional.

Abstract

Photo booth is a *self-photo* service with a series of components designed to capture photos automatically using digital cameras equipped with technology such as computers and printers to control and print the photos. Photoism, one of the multinational companies engaged in photography, is the largest *self-help studio* in South Korea that provides *photo booth* services. Photoism's success in marketing its photography services cannot be separated from the influence of the popularity of Korean culture (*Hallyu Wave*) which is widely favored by the younger generation. Through its collaboration with several Kpop agencies,

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Photoism has successfully expanded to various countries with a total of more than 220 branches. This research will focus on the digital marketing standardization strategy of Photoism using Kpop Artists through Instagram social media in 2022-2024. The research is conducted using a qualitative descriptive method with secondary data collection techniques through literature studies. The research showed how Photoism's digital marketing standardization strategy through social media for the service products offered in collaboration with K-pop idols to create aligned standards across all branch locations. The research results show a standardized form of Photoism marketing through its official Instagram in various countries as a strategy to expand market reach and enhance Photoism branding in the international arena.

Pendahuluan

The use of technology in the digital era encourages companies to expand globally and flexibly. The success of a company is supported by government policies to facilitate and provide space for small and medium enterprises (SMEs) to distribute their products globally. South Korea is one of the countries that provides digitalization support to SMEs through funding, subsidies, and protection of technology and global market competition (Sungmin, 2025). With various marketing strategies and specific approaches, companies can choose the target market that suits the products or services they offer. The developments in digital technology have created many new innovations in various fields of life around the world, one of which is in the field of photography in the form of photo booths. The self-help photo studio was invented in 1925 by Anatol Marco Josepho through an automatic coin-operated machine called "Photomaton," which would process photo strips in 8 minutes (Rhodes, 2023). Photo booths are popular among young people around the world as a place to express themselves by capturing and printing memories in the form of photos. With the development of technology, globalization has brought about and influenced cultures around the world. The Hallyu Wave is one form of pop culture globalization that has been successfully developed by South Korea. The emergence of Korean culture on the global stage has revived the photo booth trend in several countries. Therefore, the photo booth trend, which is currently in high demand among the younger generation, is being utilized by start-up entrepreneurs to develop businesses in the field of photography. With the growth and the development of technology and cultural globalization, it has a positive impact on local South Korean businesses in expanding their business networks (CK Travel, 2023). For example, as Photoism has done in its collaboration with several K-pop idols.

Photoism is the largest self-help photo studio in South Korea. Founded in 2019, Photoism successfully opened 150 branches in South Korea within a year, with brand growth of 2,380% (Jinho, 2021), and has expanded to 15 countries around the world, demonstrating massive growth in the photography business. Photoism itself is divided into three types of brands, namely Photoism Box, which was established in November 2021, Photoism Colored, which was founded in January 2022, and Photoism Studio, which was established in April 2020 (STARDOL, 2022). Photoism Box is the most popular brand among young people in South Korea, with approximately 463 branches nationwide (Photoism, 2025).

Table 1
Expansion of Photoism Branches in Various Countries from 2021 to 2025

No.	Country	Number of Branches	Year of Establishment
1.	South Korea	463	2021
2.	Japan	109	2022
3.	United States	26	2023
4.	Vietnam	19	2024
5.	Indonesia	18	2024
6.	Philippines	14	2022
7.	Canada	8	2023
8.	Taiwan	5	2024
9.	United Arab Emirates	5	2024
10.	Hong Kong	4	2024
11.	Thailand	4	2024
12.	Malaysia	3	2024
13.	Australia	2	2024
14.	Germany	3	2024
15.	France	1	2024
16.	Singapore	1	2023
17.	Chile	1	2024

Source: (Photoism Europe, 2025) processed by the author

The success of the business expansion of Photoism in various countries has grown significantly since the launch of high-quality art frames as a form of collaboration with K-pop idols through Photoism Box, as well as Photoism's participation in promotional activities through pop-up stores, which have attracted many fans (Hyejin, 2023). In line with the accuracy of Photoism in identifying its target market, *photo booths* are popular among many young

people due to their interest in Korean culture. According to research by (Dikky et al., 2022) a K-pop agency uses digital marketing strategies to communicate with consumers by posting content about the album production of its artists on Instagram. This is done to encourage the public/target market to purchase products such as albums and other merchandise.

Besides advertising and the impact of artists as brand ambassadors, digital marketing has also been widely carried out through social media. According to research by (Basnet & Auliya, 2022), digital marketing through social media can provide information and introduce an exhibition event to the general public. Delivery through various quantified content makes it easier for the audience to receive information directly, quickly, and practically. Of the various types of social media, Instagram is one of the most popular social media platforms among Indonesians. According to research (Nursyamsi et al., 2022), Instagram is supported by several features that make it easy for businesses to promote their products. Posting photos and videos of products with interesting captions and creating interactive Instagram stories with the audience makes it easy for brands to become widely known quickly and efficiently.

From several previous studies, digital marketing strategies have been widely used by *start-up* companies in product sales and expanding their market reach amid the development of digital business. However, no research has been found that discusses digital marketing standardization strategies, particularly in the field of photography such as Photoism using Kpop through social media. Therefore, in accordance with the research question, that is how the digital marketing standardization strategy of Photoism in various countries utilizes Kpop through Instagram in the period 2022-2024.

Global Marketing Strategy

Global marketing strategies are commonly used by businesses to promote their products or services internationally and expand their market reach to become multinational companies. In service marketing strategies, promotion is carried out non-physically by providing selling points through the services offered to consumers. Service marketing strategies require accurate analysis in determining target consumers. The services offered by companies operating in the service sector will focus on the experience to be provided, so that service marketing strategies are variative and subjective according to the experience and value provided by consumers (MBA Skool, 2023).

In implementing a global marketing strategy, a standardization strategy can be formed when a company has a competitive advantage with a higher position in the market and market

competitiveness that is still low. In addition to competitive market factors, consumer demand and interest also affects the decision of a company to implement the standardization (Viswanathan & Dickson, 2007). A global marketing strategy through a standardization approach can be implemented through consistent promotion of products and services across all branches. By utilizing technology, promotions can be delivered online through various digital platforms. In addition to reducing product production and distribution costs, it can also help companies continue to reach global consumers, add value to products, and strengthen the identity of the brands they offer (Salwa et al., 2024).

Digital Marketing Strategy

In the global marketing strategy, a company needs media to convey messages about the products and services it offers. A digital marketing strategy is a way to communicate and sell products to consumers directly and quickly. The interaction between service providers and consumers online makes selling products more efficient, allowing companies to attract customers by building a strong brand, expanding their target market, and generating more profit (Kotler & Keller, 2016). The implementation of digital marketing strategies is inseparable from the developments in technology and information. Two-way communication between companies and consumers is carried out through social media as a medium for promoting the product in a digital form. With social media, companies can share information about the products offered through content, whether in the form of photos, videos, audio, or text that is packaged in an attractive way. Social media enables people to connect to the same network anywhere, anytime, and in any way (Ryan, 2014).

Social Media Marketing

Social media is a digital communication site and tool formed from conversations, engagement, and public participation. Marketing through social media opens up opportunities for all business players, from micro businesses to large companies, because the two-way interaction process in social media shows a relationship that is more than just a promotional tool. The active form of companies in marketing through social media is through the creation of authentic and valuable content, as well as the dissemination of informative and trendy content, which creates an interactive relationship that will form a wide audience and community (Gunelius, 2011).

Marketing through social media can be done on various platforms, such as online communities like blogs, websites, or forums, as well as social networks like Instagram, Twitter,

Facebook, TikTok, and others. In promoting the services, a company can utilize the technological advances in social media to effectively and efficiently attract the attention of consumers to the services offered. An online public presence can enhance communication between the company and consumers, encourage the company to be innovative, and create long-term marketing relationships with consumer(Kotler & Keller, 2016).



Source: processed by the author

The synthesis of these ideas describes that in order to achieve a standardized global marketing strategy, a company uses a digital marketing strategy in promoting its products and services and building relationships with consumers through social media with the aim of expanding its market globally. Based on the background of the problem, the problem formulation, and the framework of thought above, the researcher obtained several main arguments. This study found that the global marketing strategy of Photoism in various countries is well standardized through a digital marketing process supported by the popularity of Kpop as artists collaborating in the photo booth business. Various collaborations with major agencies that represent K-pop idols show that the strategy of Photoism in developing its business is successful and in line with its objectives. Some examples of the digital marketing of Photoism through social media include: brand introduction, uploading photos about artist frame information and schedules, uploading Instagram highlight stories about higher prices for photo services using artist frames, information about the locations of Photoism branches/pop-up stores, and online promotions for artist frames by uploading FaceTime content videos with K-pop idols according to the artist frame schedule template, as well as creating tutorial videos containing information on how to use the photo booth with artist frames.

Method

This study uses descriptive research. Descriptive research is research that describes an object, a condition, a thought, or a method for conducting research on the status of human



groups in a systematic and factual manner in the present. Descriptive research studies the characteristics of a phenomenon that occurs in an actual, realistic, and contemporary manner (Rukajat, 2018). In collecting research data, the author used secondary data collection techniques in the form of literature reviews and document studies. The definition of literature review according to (Snyder, 2019) is a systematic method of collecting data by synthesizing previous research findings transparently, while document study is a data collection technique that involves analyzing various documents, ranging from written, pictorial, and electronic documents, in a systematic and objective manner, which is then presented in writing. The data analysis technique in this study uses qualitative research methods. Qualitative research methods are a research approach that requires a deep and comprehensive understanding to answer questions about the object being studied and produce various conclusions that can be adjusted to the relevant time and situation (Citriadin et al., 2020). Citriadin also stated that the sources of data analysis can be found in interviews, field notes, and well-organized documentation. This study focuses on the digital marketing strategy of Photoism through a standardized approach in global marketing strategy using Kpop in 2022-2024. The time frame of the study is adjusted to the year of the first business expansion of Photoism abroad in Japan. The final limit of this study is 2024 as an adjustment for the author in collecting data and observing the development of digital marketing strategies of Photoism on social media.

Result and Discussion

Through its customer-approach in capturing moments and creating new trends in photography, Photoism has progressively developed into a business that utilizes Intellectual Property (IP) as a new platform in the global market. In addition to focusing on high-end technology and devices, Photoism also positions photography as a medium that connects customers through the creation of emotions and memories. This is evident in one of Photoism's flagship features, "With Frame." This feature allows users to experience photography with various IPs, including K-pop artists, sports stars, and world figures, giving Photoism a competitive edge by bringing fan experiences to life and opening up new markets in IP utilization. In firmly influencing the global market, K-pop has become a key component in the international marketing efforts of Photoism. This has been proven by the achievement of Photoism in securing Series A funding from major investors in the South Korean entertainment industry, such as SV Investment, IMM Investment, Stick Ventures, YG Investment, and SM Culture Partners in October 2024. The 18 billion KRW funding is not only a form of

investment, but also official recognition of the marketability and growth potential of the Photoism brand in strengthening cooperation with each investor, as well as expanding global content distribution connections and agencies that own intellectual property (Jeongwon, 2025).

Before receiving funding from these investors, Photoism had already collaborated with several entertainment agencies in South Korea. According to its official Instagram account, the first “With Frame” or Artist Frame Photoism collaboration was at the KCON 2022 Premiere event held in Seoul, Tokyo, and Chicago by CJ Entertainment in 2022 (Photoism Korea, 2022).

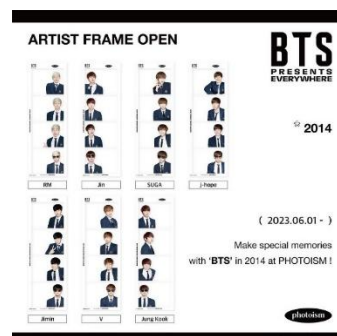


Figure 1. *Artist Frame* BTS

Source: (Photoism Philippines, 2023)

In addition, Photoism has also collaborated on several business ventures with HYBE Entertainment, one of South Korea's largest entertainment companies. The collaboration began with the artist frame “BTS 10th Anniversary FESTA”. In terms of Photoism's popularity, the BTS frames alone generated transactions worth 1.45 billion KRW over a six-month period from June 2023 to December 2023 in six countries: South Korea, Japan, Vietnam, Indonesia, Singapore, and Canada (Photoism Europe, 2025). In accordance with this, the successful collaboration between Photoism and large companies is formed from collaborative marketing models and strategies. By combining online-to-offline (O2O) content and expanding real-world experiences using digital platforms, Photoism has created a global standard that connects fans with the optimal utilization of intellectual property (Jeongwon, 2025).

Social Media Marketing

Photoism implements its digital marketing strategy through various social media platforms such as its official website and Instagram account. By leveraging technology through text, image, and video posts, Photoism can effectively promote its products and services to gain more recognition and secure its leading position in the market (Photoism Europe, 2025). An example of text-based marketing uploaded on social media is information about the location of Photoism booths. On its Instagram accounts in each country, Photoism provides highlight

stories and bios on its profile pages that contain information about the location of booths in several cities in a country. There is also a dedicated website that connects consumers with Photoism on other social media platforms such as Facebook, Twitter, and TikTok. Then, an example of image-based marketing contains information about the collaboration between Photoism and K-pop idols by displaying artist frames as products offered to consumers so they can take photos with their favorite idols.

Table 2
Top 10 K-pop Artists Most Uploaded via Instagram Photoism
in Various Countries from 2022 to 2024

No.	Country	Upload Format
1.	Japan	Photo Upload: KCON 2022, NCT, LE SSERAFIM, TWS, YOUNITE, ATEEZ, THE BOYZ, FROMIS_9, EPEX, PiCORPORATION <i>Kpop Artist Frame</i>
2.	United States	Photo Upload: NCT, PiCORPORATION, TWS, LE SSERAFIM, EPEX, FROMIS_9, ONEW, ENHYPEN, (G)I-DLE, DREAM CONCERT DREAM ROOKIE <i>Kpop Artist Frame</i>
3.	Vietnam	Photo Upload: BTS, NCT, LE SSERAFIM, TWS, DKB, ONEW, PiCORPORATION, ENHYPEN, ATEEZ, HIGHLIGHT <i>Kpop Artist Frame</i>
4.	Indonesia	Photo Upload: LE SSERAFIM, ONEW, PiCORPORATION, DREAM CONCERT DREAM ROOKIE, NCT, EPEX, LEE MINHYUK, NEXTZ, BAEKHO, ZEROBASEONE <i>Kpop Artist Frame</i>
5.	Philippines	Photo Upload: BTS, NCT, FROMIS_9, ONEW, PiCORPORATION, LE SSERAFIM, BAMBAM, KISS OF LIFE, EPEX, DKB <i>Kpop Artist Frame</i>
6.	Canada	Photo Upload: BTS, WEEEKLY, LE SSERAFIM, ENHYPEN, THE BOYZ, LUN8, HUGHLIGHT, B1A4, 8TURN, ONF <i>Kpop Artist Frame</i>
		NCT, LE SSERAFIM, ONEW, TWS, EPEX, Whee In, (G)I-DLE, FROMIS_9, PiCORPORATION, DREAM CONCERT DREAM ROOKIE
7.	Taiwan	Photo Upload: NCT, LE SSERAFIM, ENHYPEN, EPEX, KISS OF LIFE, PiCORPORATION, DREAM CONCERT DREAM ROOKIE, DKB, VANNER, Whee In <i>Kpop Artist Frame</i>
8.	United Arab Emirates	Photo Upload: JUNGKOOK, SEVENTEEN, LE SSERAFIM, JIN, ENHYPEN <i>Kpop Artist Frame</i>
9.	Hong Kong	Photo Upload: NCT, LE SSERAFIM, ENHYPEN, ONEW, EPEX, BAEKHO, TWS, LEE MINHYUK, FROMIS_9, DREAM CONCERT DREAM ROOKIE <i>Kpop Artist Frame</i>
10.	Thailand	Photo Upload: LE SSERAFIM, TWS, ONEW, IVE, LEE MINHYUK, EPEX, PiCORPORATION, BAEKHO, TWS, PiCORPORATION, DREAM CONCERT DREAM ROOKIE, NOWADAYS <i>Kpop Artist Frame</i>

11.	Malaysia	Photo Upload: <i>Kpop Artist Frame</i>	LE SSERAFIM, ENHYPEN, TWS, FROMIS_9, NCT, BamBam, PiCORPORATION, DREAM CONCERT DREAM ROOKIE, ILLIT, NEXZ
12.	Australia	Photo Upload: <i>Kpop Artist Frame</i>	ILLIT, LE SSERAFIM, TWS, ENHYPEN, JIN, SEVENTEEN, ROA, ONEWE, 8TURN, LUN8
13.	Germany	Photo Upload: <i>Kpop Artist Frame</i>	LE SSERAFIM, PiCORPORATION, ENHYPEN, LEE MINHYUK, ATEEZ, NEXZ, ILLIT, DREAM CONCERT DREAM ROOKIE, NCT, NOWADAYS
14.	France	Photo Upload: <i>Kpop Artist Frame</i>	KPOP WORLD IN PARIS, THE BOYZ
15.	Singapore	Photo Upload: <i>Kpop Artist Frame</i>	BTS, NCT, 8TURN, THE BOYZ, RED VELVET, ENHYPEN, LE SSERAFIM, TAEYEON, OK TAECYEON, WEEEKLY
16.	Chile	Photo Upload: <i>Kpop Artist Frame</i>	TWS, ENHYPEN, LE SSERAFIM, DREM CONCERT DREAM ROOKIE, ONEW, THE BOYZ, ATEEZ, LEE MINHYUK, ILLIT, IVE

Sumber: Instagram Photoism 2025

(diolah oleh penulis)

In terms of promotion through social media, Photoism uses relatively the same standards in every country. First is Japan, with 109 Photoism branches spread across several regions such as Kanto, Chubu, Kinki, China area, Shikoku, Kyushu, and Tohoku (Photoism Japan, 2025). The first pop-up store opened in Japan was in Shibuya, with a two-day pre-opening on Thursday, October 20, 2022, and Friday, October 21, 2022 (Photoism Japan, 2022b). Meanwhile, the artist frame collaborations were released to coincide with the schedule of the debut or comeback albums, birthdays, as well as concert promotions by the Kpop idols. The first Kpop artist frame uploaded to Photoism Japan's Instagram was that of ONEUS on May 11, 2022 (Photoism Japan, 2022). In second place, according to highlights from Photoism's US Instagram, Photoism stores are spread across California, Texas, Arizona, Nevada, Colorado, Georgia, Illinois, Missouri, and Washington, with a total of 26 branches. In collaboration with Kpop using artist frames, the first artist frame in Photoism America's Instagram post was NCT 127 on February 6, 2022 (Photoism US, 2022).

In Vietnam, there are 19 Photoism branches in Hanoi, Ho Chi Minh City, Da Nang, Hai Phong, Thai Nguyen, and Nha Trang. Additionally, in another highlight story post, Photoism also shared information about the prices of products and services for artist frames, which is different from other photo booth frames. For example, at Photoism Vietnam, the price offered

for a basic frame is $\text{₹}70,000$, while an artist frame costs $\text{₹}150,000$. The price difference for artist frames seems more exclusive because it adds value to the services offered a new photo experience and satisfying photo results. Instagram Photoism also posted a collaboration with K-pop artist frames, with its first post on June 11, 2023, featuring a collaboration with ATEEZ (Photoism Vietnam, 2023). Photoism is also located in Indonesia, with 18 branches in Jakarta, Denpasar, Pekanbaru, Surabaya, Batam, Medan, Semarang, and Palembang. In Indonesia, artist frames are priced at $\text{Rp}100,000$, while other frames range from $\text{Rp}50,000$ to $\text{Rp}80,000$. The first artist frame on Photoism Indonesia's Instagram account was a collaboration with Jungkook, which was uploaded on April 4, 2024 (Photoism Indonesia, 2024).

Then there is the Philippines with 14 branches spread across Manila, General Santos, Davao, Quezon, Cavite, Boracay, Bulacan, and Batangas. Photo uploads in the artist frame collaboration began on March 10, 2023, with TNX as the first artist uploaded on Instagram of Photoism Philippines (Photoism Philippines, 2023). In Canada, there are 8 branches spread across the cities of Vancouver, Toronto, and Calgary, according to the Instagram accounts of each city. On the official Instagram account of Photoism Canada, the first artist frame uploaded was EXO on November 15, 2023 (Photoism Canada, 2023). Much like in Indonesia, Photoism Taiwan offers artist frames at a higher price of NT\$ 300, while basic frames are offered at NT\$ 200. With five branches spread across various regions and social media as its primary promotional tool, Photoism Taiwan effectively attracts consumers digitally. The first artist frame uploaded on the official Instagram account of Photoism Taiwan was NCT 127 on February 6, 2024 (Photoism Taiwan, 2024).

From Dubai, Abu Dhabi, to Sharjah, Photoism United Arab Emirates (UAE) has 5 branches. Through promotion using Instagram, Photoism UAE uploaded its first artist frame on February 8, 2024, in collaboration with JUNGKOOK (Photoism UAE, 2024). Furthermore, on the official Instagram account of Photoism Hong Kong, the first artist frame photo was uploaded on May 17, 2024, featuring its first artist, NCT WISH (Photoism Hongkong, 2024). With four offline stores in Bangkok, Photoism Thailand also promotes through social media. To achieve global marketing standardization, the Instagram account of Photoism Thailand also posted collaborations with K-pop idols. Posted on March 14, 2024, ENHYPEN became the first idol group featured on the Photoism Thailand Instagram (Photoism Thailand, 2024). Photoism Malaysia currently has only three offline branches, but the social media posts have already reached hundreds of photos. Similar to Instagram posts in other countries, Photoism

Malaysia has different price lists for basic frames and K-pop idol artist frames. Basic frames cost around RM20, while artist frames cost around RM40. The first artist frame posted on the Instagram account of Photoism Malaysia was BAEKHO on July 26, 2024 (Photoism Malaysia, 2024).

In social media marketing, Photoism Australia featured artist frames on its official Instagram account on December 15, 2024, with ILLIT as the first K-pop idol to be uploaded (Photoism Australia, 2024). Then on the Instagram account of Photoism Germany, the first artist frame collaboration with a K-pop idol was YOON SAN-HA on August 19, 2024 (Photoism DE, 2024). As one of the new branches of Photoism, the digital marketing of Photoism France on its Instagram account is not yet fully established. In 2024, there were only two posts about Kpop artist frames, which were KPOP WORLD in Paris on July 22, 2024, and THE BOYZ on October 28, 2024. (Photoism France, 2024). Similar to Photoism France, Photoism Singapore and Chile only have one branch in each country. Through digital marketing, the business expansion of Photoism can be more broadly and effectively pursued. To achieve standardized marketing across countries, Photoism Singapore and Chile also post collaborations with K-pop idols. On the official Instagram account of Photoism Singapore, the first artist frame uploaded was BTS on December 15, 2023 (Photoism Singapore, 2023), while on the official Instagram account of Photoism Chile, the first artist frame uploaded was ENHYPEN on March 25, 2024 (Photoism Chile, 2024).

Conclusion

Photoism has successfully implemented a global digital marketing strategy in the form of social media marketing through collaboration with K-pop idols. Various artist frame events promoted through social media have attracted fans to experience a new way of taking photos with their favorite K-pop idols. Hundreds of branches successfully opened in 15 countries between 2021 and 2024 demonstrate such a significant growth for Photoism. The marketing of its service products, such as artist frame events, using social media, information, and content displayed by Photoism can reach K-pop idol fans worldwide. This includes information about Photoism locations in each country, special offers, and event periods listed in the artist frame events. Generally, Photoism has successfully marketed its services internationally through social media, built trust and loyalty among K-pop idol fans, and established consistent marketing standards across all its branches in each country. From the results of the analysis, there are limitations found in this study, such as the lack of data that can be examined because

Photoism is classified as a new start-up company, so data collection only focuses on one social media platform used in the marketing of Photoism, such as Instagram. Furthermore, this study only focused on Photoism's collaboration with K-pop idols through artist frames, while there are several other collaborations and promotions that can prove the digital marketing of Photoism more broadly. Therefore, the suggestion for further research is to prove that the digital marketing strategy of Photoism can be carried out through other social media platforms and collaborations with companies other than agencies that represent K-pop idols.

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