

# MARKETING STRATEGY IN BUILDING BRAND AWARENESS (Qualitative Study On Instagram Account @localprideindonesian)

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## Abstract

*Brand awareness or brand awareness is one way to measure marketing effectiveness as measured by the ability of customers to recognize and remember names, images and signs associated with certain brands. According to Charles in Atmoko (2018), strategy is a concept of how companies and institutions organize themselves and all activities related to them so that the business they run can succeed in competition. The data sources in this study were 4 informants, 1 Co-founder of the @localprideindonesian Instagram account and 3 business people who had used paid promotional services on the @localprideindonesian Instagram account. The data technique used is the depth interview technique. The results of the study show how the @localprideindonesian Instagram account marketing strategy in building brand awareness. This is influenced by the informant's internal factors, where the informant knows that Instagram social media can build brand awareness by optimizing marketing strategies, so that activities become more effective.*

**Keywords:** Strategy, Brand Awareness, Instagram

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## 1. INTRODUCTION

Every product, service or company when introducing themselves to the public requires a name or brand. The newly formed brand certainly wants to be known to the public, by using social media so that it can build brand awareness in the community about the brand. The form of communication on social media formed by the company to users to influence consumer thoughts and brand considerations where brand awareness is included in the brand assessment section (Schivinski, 2013). Brand recognition aims to raise public awareness by conveying information from sellers to consumers. Communication is an important thing in marketing so that sellers can express their service information to consumers.

According to Cutlip (2006:360), strategy is formed on the completeness of concepts, strategies and general concepts for programs designed to achieve a goal. Therefore, with a special strategy for marketing so that the communication conveyed can be conveyed properly and can build public awareness in proportion to the goals to be achieved. According to Assauri (2013:15) marketing strategy is a goal and a goal, to convey direction to the company from the state of affairs, in each category, referrals and allocations. Marketing strategy provides a direction related to market segmentation, target market, and market positioning. The development of social media as a marketing strategy to introduce and improve the existence of brands used by social media users in today's modern society. This becomes something unique and creative as a place to disseminate information effectively. According to Hafiel Cangara (2011: 152) states that the internet is a world library because it can access information through one way, namely the world wide word (www). In addition, the Internet provides a medium of information through electronic newspapers, films and television programs. The Internet can bring together users from various parts of the world so that they can gather into one network in the various situations they are in. In today's digital era, the development of communication and information technology, shaping the progress of the internet is accelerating.



Image of Population, Internet Users, and Active Users of Social Media in Indonesia

(taken from <https://datareportal.com/reports/digital-2021-indonesia>, accessed on March 5 at 20.15 WIB)

Technological developments are used as a factor in the activities of modern society. According to the January 2021 We Are Social survey, Indonesia is one of the countries with an active social media presence, with 170 million active Indonesian social media users. According to Assauri (2013:15) marketing strategy is a goal and a goal, to convey direction to the company from the state of affairs, in each category, referrals and allocations. Marketing strategy provides a direction related to market segmentation, target market, and market positioning. The development of social media as a marketing strategy to introduce and improve the existence of brands used by social media users in today's modern society. This becomes something unique and creative as a place to disseminate information effectively. According to Hafiel Cangara (2011: 152) states that the internet is a world library because it can access information through one way, namely the world wide word (www). In addition, the Internet provides information media using electronic newspapers, film programs, TV and so on. The Internet can bring together users from various parts of the world so that they can gather into one network in the various situations they are in. In today's digital era, the development of communication and information technology that forms the progress of the Internet is accelerating. Technological developments are used as a factor in the activities of modern society. According to the January 2021 We Are Social survey, Indonesia is one of the countries with an active social media presence, with 170 million active users on Indonesian social media.

Media access is one of the main needs of every individual, because of the need to fulfill information, entertainment, and knowledge from different parts of the world. NapoleonCat is a social media marketing analytics company based in Warsaw, Poland. The company informed that until November 2019, the number of active users of Instagram social media in Indonesia had grown by 22.6 percent, reaching 61 million users. Almost a quarter of the total Indonesian people are Instagram users. Instagram is an application that serves to provide photos and videos. Instagram is a part of facebook that allows our facebook friends to follow our Instagram account. Social media users on the Instagram application are the media that are most widely used by people in Indonesia, and the Instagram application is undergoing development because users have interesting features for online users or businessmen. The increasing popularity of the Instagram application that is used to share photos has resulted in many users who throw themselves into online businesses to promote their products through Instagram (Nisrina, 2015). User information, such as online shop accounts, cooking accounts, and one of the interesting information, namely accounts that provide paid promotional services, serve as a forum to promote products and get the latest information about various Indonesian local products. Many online shops use social media to introduce their new products to the public, with good

quality and affordable prices. For example, local products are more affordable than international brands. The use of social media Instagram which has a large number of followers on average uses it to take advantage and open paid promotion services, by introducing businesses and products owned by business people to their followers.

The definition of paid promote and paid promotion according to Fitria (2015) is a promotional activity used for business people by providing paid promotional services to social media accounts. Then according to Alfiansyah and Listiani (2016) paid promotion is a service to promote products on social media by helping actors market the products they sell. Paid promotion is a strategy that is becoming a trend and is used by business people using media in carrying out marketing communication activities on Instagram. With a large number of followers, the products offered can reach a market that has a very wide reach. This paid promotional service is a careful solution for sellers just starting a business with a small number of followers. Paid promotion is defined as promotional services in a paid way. This facility is related through Instagram social media with the Selebgram profession. In using this paid promotion service, you have to think about choosing an account. The selected account must be trusted and have real and active followers using Instagram social media, not fake followers and not actively using Instagram social media. In addition, when selecting an account, it is necessary to pay attention to the contents of the posted content. For example, products that are promoted using paid promotions must have compatibility with content that has similarities, otherwise the content in the posts will not match the target audience. The form is generally done by posting photo or video content that is made specifically to invite followers to buy or be interested in products from advertisers. Content and description material (caption) that comes from business actors who want to do paid promotions, then they only post content and descriptions (caption) on their account. There is no definite standard or benchmark for tariffs. However, in general what happens in the field, the more followers you have, the more expensive the costs for each post. Instagram is not only used for information and entertainment needs. A large number of followers is certainly the most influential way to increase sales. Promoting sales through Instagram is common. Can be interpreted as more profitable than other applications that have already appeared



Instagram account image @localprideindonesian (taken from  
<https://www.instagram.com/localprideindonesian>, accessed on March 6 at 11.33 WIB)

Followers from Instagram account @localprideindonesian has 444,000 followers. Make business people stimulated to promote their products in the hope that after being promoted by the @localprideindonesian Instagram account so that consumers from business people can increase. The @localprideindonesian Instagram account is one of the references in paid promotional services with local products that began to be active on Instagram social media on October 1, 2018. Instagram social media management as a promotional medium in increasing followers (followers) at least every day the @localprideindonesian Instagram account uploads at least one photo of a paid promotion from a business person who wants to promote their product. The increase in followers of the @localprideindonesian Instagram account is increasing from year to year because the @localprideindonesian Instagram account manager has a special strategy in marketing promotional features through Instagram. The Instagram account @localprideindonesian is the only account that provides promotional features that are actively using Instagram social media as evidenced by the number of followers (followers) that are more and always increasing every day compared to its competitors. Here are social media accounts that use Instagram social media to introduce your brand to the general public, and have a large following who offer the same paid promotional services for local products as Instagram accounts '@local.brandindonesia' (76,100 followers), '@localpridesolutions' (61,000 followers), '@localfestid' (43,500 followers) and '@explorebrandlokal' (9,139 followers)

The @localprideindonesian Instagram account has its own charm that makes it different from other popular accounts, this account has its own identity when delivering content without compromising information capabilities. One of them is by compiling a persuasive message. Mar'at (in Soemirat 2008: 1.30) persuasion is the process of delivering information or events to certain groups by inviting them in the hope of changing responses. This activity is the result of changing the attitudes and emotions of the communicant. Companies are required to always build updates to their business by following the growth of existing trends, so that they can be stronger in conveying a different impression from their competitors (Arif & Millianyani, 2015). Meanwhile, according to Wahid & Puspita (2017) the number of Instagram social media accounts of business people builds intense competition, one of which is in building a strong brand in people's minds. This is a marketing strategy carried out by the @localprideindonesian Instagram account to create brand awareness. In addition, the Instagram account @localprideindonesian has the hashtag #localprideindonesian which is one of the important

features for business accounts. Stathopoulou et al. (2017:451) states that the hashtag feature is currently widely used as a tool for marketing and promotional communications. Hashtags can connect the use of internet media, through social media in carrying out promotional activities to be effective. This allows unfollowers to find content that promotes local products. A successful strategy in using promotional activities on Instagram social media as an activity that uses the hashtag feature (# sign) can more easily spread information and promotions using paid promotions. Building consumer awareness of a brand is important for carrying out a marketing strategy. Remembering a product through certain sections creates brand awareness or brand awareness of a particular brand that only exists in the minds of individuals. (Tulasi, 2012). Informing the brand must be done to build a good impression on the public on a brand, because the public will become potential consumers to win the competition with competing brands on the market.

## **2. RESULTS AND DISCUSSION**

### **A. Reasons for Using Instagram Social Media as Marketing Media for Instagram Account @localprideindonesian in building Brand Awareness**

The number of Instagram social media users who are currently in demand by the people of Indonesia. The target target for the Instagram account @localprideindonesian is from the productive age group (17-50 years old) where they are all active on Instagram social media and buy or like local products. This is in accordance with the opinion of Mustofa as the Co-founder and external person in charge of the @localprideindonesian Instagram account when asked about choosing Instagram as a promotional medium, he answered as follows:

"Oh, yes, why do we use Instagram, at the beginning we did choose Instagram because there are a lot of users, and because people use Instagram to find out information about fashion".

Currently the use of the Instagram application as a medium of entertainment, information, and promotion. Instagram can also help to market with the available features so that it is more effective to reach consumers.

### **B. Marketing Strategy on Instagram Account @localprideindonesian Through Instagram Social Media in building Brand Awareness**

Instagram has now become a social media that almost all people already use. Instagram is a social media that is used to share photos and videos. Photos and videos produced on Instagram can be used for sharing purposes, from personal life to business. But nowadays

Instagram is often used as a place to do business because of its shape which can be called a product catalog but in electronic form.

The @localprideindonesian Instagram account is one of the business accounts that utilizes Instagram social media as a promotional medium. Using marketing strategies through Instagram social media to build brand awareness. The @localprideindonesian Instagram account has its own marketing strategy in building brand awareness. Mostofa as Co-founder and external person in charge when asked about the problem of marketing forms through Instagram he answered as follows:

"Promotion is because we provide education every time a brand asks us, so we provide education about this, how to make a brand possible. Not just once in a while. So, there are several educations that we provide to promotional partners. For followers, there are recommendations that they might want to buy, maybe they want to make the same product with a different concept."

The marketing strategy used by the @localprideindonesian Instagram account is to provide education to consumers who want to use paid promotional services so that the products they will promote are in accordance with the target target. Mostofa as Co-founder and external person in charge added a marketing strategy through interview excerpts as follows:

"Yes, according to the customer. But we were also before them... For example, for example, they chose it at 3 pm, right? Well, but we also... have localprideindonesian prime time. It was 5-8 pm. Well, every customer I recommend at those hours. For example, they request at another hour, it's okay, it's okay."

Prime time on the @localprideindonesian Instagram account is one of the marketing strategies carried out by @localprideindonesian. Effective hours to promote a product are from five in the afternoon to eight in the evening.

#### C. Supporting Factors for Marketing Strategy for Instagram Account @localprideindonesian Through Instagram Social Media in building Brand Awareness

In order to build brand awareness among consumers, Instagram social media must be able to build a positive image which in the end will lead consumers to determine promotional features for their products. The @localprideindonesian Instagram account is a business account that has a marketing strategy that can run smoothly and well. There are several factors that can support, namely a lot of help and support from influencers who make supporting factors for the @localprideindonesian Instagram account marketing strategy in building Brand

Awareness. This is in accordance with what Mostofa as Co-founder and external person in charge said:

"Yes that's right. So how many followers did you have in the past... If I'm not mistaken 2000. So, what is it still, the hashtag #localprideindonesian. Well, we also often... create content, then many people like it. Finally, Dr. Tirta, then it was reposted in the story."

There are other supporting factors in carrying out marketing strategies in building brand awareness for the @localprideindoensian Instagram account. Mustofa as Co-founder and external person in charge added to the selection of products and brands that are promoted on the @localprideindonesian Instagram account:

"We are consistent when promoting their products or their brand, they are not imitations. Not a copy of another product. So we are selective in choosing a brand. Moreover, a brand that is only acopy of the product only means that it only has more creativity."

This product and brand selection aims to avoid imitations. So that the selected product must have its own charm so that the product can more easily attract customers to buy. In addition, to maintain the existence and good name of the @localprideindonesian Instagram account. Through the opinion above, the supporting factors for the @localprideindonesian Instagram account with the hashtag #localprideindonesian can make it easier to search and get a lot of support through influencers so that people begin to be educated by loving local products. Then product selection is something that the Instagram account @localprideindonesian needs to pay attention to. This makes the @localprideindonesian Instagram account easier to build consumer awareness of a brand.

#### D. Inhibiting Factors in Marketing Strategy for Instagram Account @localprideindonesian Through Instagram Social Media in building Brand Awareness

The inhibiting factor is the influence or effect in the marketing strategy. The inhibiting factor that is generally experienced by the @localprideindonesian Instagram account is the limitation of content so that it results in poor management. This is in accordance with what Mostofa as Co-founder and externalperson in charge said:

"If the problem may be in the content, the problem is, it's just the two of us. So, the management is lacking."

Social media is the main means to increase public awareness of its existence, introduce brands or services it offers, attract new visitors or customers, and build communication with customers.



## Discussion

The discussion in this study was carried out by comparing the findings with the theories in the literature review and the results of observations along with the results of informant interviews. In the discussion the researchers will discuss each of the different indicators in this study. Researchers use the theory of marketing strategy according to Chandra (in the Journal of Wibowo, Arifin, and Sunarti, 2015:61) and Brand Awareness according to David Aaker in Handayani (2010:62). In the discussion of the research, it will describe and analyze the results of the findings in the research in terms of marketing strategies through social media Instagram account @localprideindonesian towards building brand awareness.

### A. Paid Promotion Business Development on Instagram account @localprideindonesian

#### 1. Paid Promote (Paid Promotion) on Instagram account @localprideindonesian

Paid promote is a paid promotion service where someone who uses online media or social media has an influence (the number of followers), it is used as a promotional service for business actors to promote their products. This is often found on social media that is on the rise on Instagram. The difference lies in the media such as paid promote and advertisements on social media with the advertising model being promoted. The system of paid promote (paid promotion) with consumers providing material in the form of photos and videos of products to be promoted through the @localprideindonesian Instagram account at a price of Rp. 200,000. In accordance with the research interview with Mostofa as Co-founder and external person in charge:

“For paid promotion, the system is from the brand or those who want to apply for promotion, they provide material in the form of photos in the form of videos about the products they want to promote. After that, they give a fee of Rp. 200,000.”

#### 2. Give away collaboration on Instagram account @localprideindonesian

In this study, the researchers found that the @localprideindonesian Instagram account used a marketing strategy in the form of giving away to Instagram users as well as followers and potential buyers. The marketing strategy in the form of this give away is the @localprideindonesian Instagram account by providing information or explanations about the products that will be promoted through the give away. This information is given as more detailed information and to attract the attention of followers and Instagram users who see it. In addition, give away aims to increase the popularity of a product by offering free gifts to the public. The give away material is prepared from the consumer. In accordance with the research interview with Mostofa as Co-founder and external person in charge:

“For the give away, it's a reward system from them for the post material from us who edited it like that. For example, from the brand or those who want to apply for a promotion, they ask for help to make the material or posting material, but it is very rare that we find such a promoter. So they prefer to make their own material.”

### 3. Media Partner on Instagram account @localprideindonesian

The @localprideindonesian Instagram account offers media partners and advertising collaborations to help business people such as events and events. The marketing strategy of media partners can collaborate with online and print media. Aims to disseminate information about an event. Like a collaboration, of course this relationship must be mutually beneficial. For that, you as the event organizer must pay attention to several things first so that the media partner strategy for the event runs smoothly.

#### B. The link between the @localprideindonesian Instagram account and Brand Awareness

##### 1. Opinion of local product business people who have used paid promotional services on Instagram @localprideindonesian

Researchers will present opinions from local product business people who have used paid promotional services on Instagram @localprideindonesian. As stated by Fathur as the admin of the @pasificsunrice Instagram account as follows:

"Because the cost of paid promotion is still quite affordable and the engagement rate is quite good, Sis, because paid promotion is a quick way to get awareness, especially when the audience matches the direction of the brand".

According to him, paid promotional activities on the @localprideindonesian Instagram account have affordable prices and have interactions with followers. This can increase awareness of the products promoted through the @localprideindonesian Instagram account. Meanwhile, according to the admin of the Instagram account @sanjas.footwear who has used paid promotions on the @localprideindonesian Instagram account, he said that the @localprideindonesian Instagram account has a pretty good number of followers, likes, and video views at an affordable price.

"Decent followers, the number of likes, the number of video views and an affordable price".

In addition, this word is also approved by business people who have used paid promotional services on the @localprideindonesian Instagram account as said by Iqbal as the owner of the @sukajax Instagram account as follows:

“Good engagement, active account and cheap price”

With the results of a good engagement rate, they previously found out by making observations before using paid promotional services on the @localprideindonesian Instagram account. Assaid by Iqbal as the owner of the Instagram account @sukajax

"Observe directly or use websites that can check Instagram account engagement"

This is in accordance with the words of the Instagram account admins @pasificsunrice and @sanjas.footwear. They also made observations first before using paid promotions on the @localprideindonesian Instagram account.

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