



Implementation of social media marketing in increasing brand awareness on instagram accounts @Feraastriamakeup

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ABSTRACT

Social media has now become a trend in the world of marketing communications. The purpose of this study is to determine the implementation of social media marketing in increasing brand awareness on Instagram accounts. The type of research chosen by the researcher is a type of qualitative research. Qualitative research is research. In increasing Brand Awareness on the Instagram account @feraastriamakeup influenced by several variables, namely Customer Engagement, Viral Marketing, Buzz Marketing, Peer Influence, and Online Communities. From the results of the interview, it can be concluded that the content review from the Customer is considered good where the content presented by @feraastriamakeup is very interesting and keeps up with the times. Whereas in terms of reservations, Customer @feraastriamakeup prefers to use Social media Instagram and Whatsapp. The use of social media Instagram on @feraastriamakeup and consumer responses to the formation of Brand Awareness at @feraastriamakeup has a very big influence where customer perceptions are not only on the price of make-up services but on the quality of make-up.

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1. INTRODUCTION

Social media has now become a trend in the world of marketing communications (Apdillah et al., 2022; Cheng et al., 2021). Social media is online media where users can participate, contribute, share and create content easily with such as blogs, wikis, social networks, forums, and virtual worlds (Arayankalam & Krishnan, 2021; Ceron, 2015; Janavi et al., 2021). Blogs, wikis social networks, and the virtual world is the most social media used by people all over the world. Social media as a group of Internet-based "application groups", built on the ideological and technological foundations of Web 2.0 enables the creation and exchange of user-generated content (Erizal, 2021; McDougall et al., 2018; Rasdin et al., 2021; Suwardana, 2018). Some examples of social media networks are developing, namely Twitter, Instagram, Telegram, Whatsapp, Facebook, Tik Tok, YouTube and others. According to data from Indonesia.id, Indonesian social media in 2022 shows 191 million active social media users, an increase of 12.35 percent

compared to previous year. In addition, there is data on the time of social media users' digital media usage. In 2022, Indonesia spends a very variable time. The average daily use of social media is 3 hours to access social media every day. Meanwhile, Whatsapp social media is the most widely used social media by Indonesian people. The percentage was recorded at 88.7 percent (Naufal, 2021; Nurjani, 2018; Susanto, 2016).

Basically, marketing (marketing) is a term in the business world. Marketing is seen as a series of creating, promoting, delivering goods or services to consumers (services) and business (Pick, 2021; Simsir & Mete, 2022; Ulusu et al., 2021). Marketing can also be interpreted as a social and managerial process by which individuals or groups get what they need through offering, creating and exchanging things of value with other people or groups (Olson et al., 2021; Saima & Khan, 2020). Brand awareness is the ability to identify (remember or recognize) brands in a category, with enough detail to make a purchase. Brand awareness is the ability of consumers to identify a brand under different conditions, which can be done by recalling a brand and brand recognition of a particular brand. Brand awareness is created and increased by increasing brand familiarity through repeated exposure so that consumers feel familiar with the brand. Brand awareness is a form of consumer knowledge of the existence of a brand. Brand awareness is a general goal in marketing communications, with high brand awareness it is hoped that whenever category needs arise, the brand will be brought back from memory which is then used as a consideration for various alternatives in decision making (Angelyn & Kodrat, 2021; Mammadli, 2021).

According to CNN data, more than 500 million people use Instagram and 300 million people use this service every day. Instagram also revealed that of its 500 million users, 80 percent are from outside the United States. There are 22 million active Instagram users in Indonesia and this number continues to grow. Most Instagram users, 89 percent are adults aged 18-34 years with intensity once a week. This is of course an opportunity and a business as a marketing tool for a company or individual to promote and improve businesses so that their market is wider with Instagram social media. Not only by opening it offline in the real world but also in the virtual world (online). With the presence of Instagram media, of course, it is very easy for them (online traders) to use in selling their products and services. Given the rapid development of business, the most effective way for entrepreneurs or companies to reach consumers and customers is to use social media, which must have internet coverage. . This is what entrepreneurs in Indonesia do, one of which is the Make Up business. Samarinda City itself has many professional Make Up Artists. One of the many Make Up Artists in Samarinda, the one most known and in demand by the public is Fera Astria. Fera Astria through her Instagram social media, namely @feraastriamakeup which has 41,600 followers on Instagram as of September 6, 2022.

The difference between this research and previous research is in the output and object of research where previous research is a product and this research is a service. The reason for choosing Fera Astria Make Up's research object is to consider, among other things: Fera Astria Make Up sells its services by using Instagram as a medium to introduce its services. This research implies that it is hoped to contribute to knowledge, especially about the importance of social media marketing and brand awareness in increasing brand awareness.

2. RESEARCH METHOD

This research is descriptive qualitative in nature (Ardianto, 2019). The notion of descriptive qualitative is research that "tells and interprets data relating to facts, variables and phenomena that occur when the research takes place and presents what it is." Descriptive research is generally carried out with the main objective of systematically describing the facts and characteristics of the object or subject being studied accurately

(Sugiyono, 2019). The data sources in this study were examined in order to obtain data regarding "Implementation of Social Media Marketing in Increasing Brand Awareness on the @feraastriamakeup Instagram Account". The method of selecting informants was carried out using a purposive sampling technique (Nursapia, 2020). The informants referred to in this study are those who are directly involved or considered to have the ability and understand issues related to Social Media Marketing in Increasing Brand Awareness on the @feraastriamakeup Instagram account.

In this study, researchers used two types of data sources related to the subject matter, namely primary data sources and secondary data. The way to obtain this data is by conducting interviews with respondents, namely people who are used as research objects. Primary data sources in this study were divided into research key informants and research supporting informants. Several secondary data sources that researchers obtained included collecting data from the internet, journals, and books as complementary materials in this study. Data collection techniques are by interview, documentation, and observation. In analyzing the data, researchers used qualitative data analysis techniques using inductive thinking methods. In its application, this technique is used to analyze data about real facts in the form of the influence of social media marketing in the formation of brand awareness on specific consumer purchasing decisions and then general conclusions are drawn. The data obtained from the results of the interviews and then the data is processed and observed and then conclusions are made.

3. RESULTS AND DISCUSSIONS

Fera Astria make up is a business engaged in the field of beauty services in the city of Samarinda, with more than 10 years of experience, Fera Astria Make Up does not only provide make-up services, but also provides hair make-up services and party dress rentals for women and men. Fera Astria Make Up was founded in 2007 by Fera Astria and started its initial promotion through Facebook media with the FeraMakeup account. Then in 2012, Fera started using Instagram as a medium for promoting his business with the account @feraastribrival and currently uses the name @feraastriamakeup. Fera sets targets for consumers who are getting married or other events such as birthdays, private and pre-wedding photoshoots, maternity photoshoots and so on by utilizing Social Media Platforms such as Instagram and Whatsapp as media for marketing its services. With a total of 41,600 followers or followers on her Instagram account, she is quite successful in using the internet as a marketing medium, as evidenced by her make-up posts reaching 1,800 as of September 6, 2022 on Social Media Instagram. Implementation of Social Media Marketing in Increasing Brand Awareness on the @feraastriamakeup Instagram Account where media that fosters collaboration between users creates content (user generated content). Social media and social software are divided into several social media marketing variables, namely customer engagement, viral marketing, buzz marketing, peer influence, online communities, and brand awareness.

a. Customer Engagement

Customer engagement is expressed as effective, cognitive, behavioral or social. Effective and cognitive elements combine customer experiences, feelings as well as social and behavioral elements drawn from the participation of current and potential customers. Customer engagement is formed from interactions with owners that continue for a long time, by inviting customers to get involved and participate in events. From the formation of customer engagement will affect customer loyalty to the brand/service/company (Balio & Casais, 2021; Connell et al., 2021).

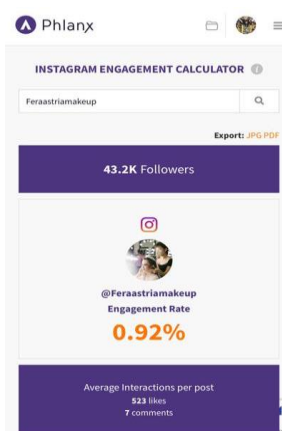


Figure 1. @feraastriamakeup Account Engagement Rate

From the first customer engagement discussion, it can be concluded that social media is very influential for @feraastriamakeup in developing its business where customers see and seek information about Fera Astria through social media, especially Instagram. @feraastriamakeup content that always keeps up with the times and looks at consumer interests can also increase the number of consumers where @feraastriamakeup presents before/after make up content that customers like. This can also be proven through @feraastriamakeup Instagram posts in 2016 and 2017 where the before/after make up posts received an increased number of likes, where the before/after posts on 31 December 2016 were liked by 253 people while on 18 May 2018 1066 people liked them. From the second discussion regarding reviews, customer interaction, and @feraastriamakeup service, it can be concluded that content reviews from all customers are considered good where the content presented by @feraastriamakeup is very interesting and keeps up with the times. This also makes followers of the @feraastriamakeup account interested in making makeup reservations because before making a reservation the customer sees the content presented on the @feraastriamakeup Instagram page, the goal is to assess the makeup produced by @feraastriamakeup. This is also supported by the insight received by the @feraastriamakeup account.

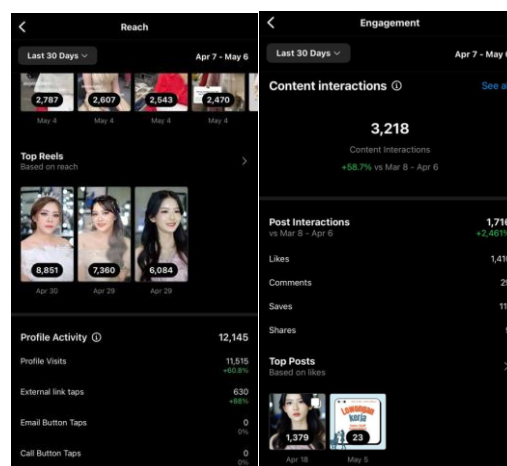


Figure 2. Account insights @feraastriamakeup

Whereas in terms of reservations, customers or customers @feraastriamakeup prefer to use social media Instagram and Whatsapp where the Instagram profile includes the WhatsApp link. The services provided by @feraastriamakeup as explained by the

owner can be done by making a reservation in advance and you can go directly to the salon if you want to rent a dress or suit. This can be proven through the Instagram profile screenshot @feraastriamakeup where there is a WhatsApp link option listed which makes it easier for customers to make reservations.

b. Viral Marketing

Viral marketing is one of the advantages of social media compared to traditional media (Reichstein & Bruschi, 2019; Satrio et al., 2020). Viral marketing disseminates information about a product through an internet network that continuously replicates and creates marketing or advertising messages aimed at reaching the wider community (Muhajir et al., 2022; Puriwat & Tripopsakul, 2021). In the results of this study, all respondents who were women, from the owner to the customer, made viral marketing spread faster on social media, unlike men who used social media to build relationships with friends. This is very directly proportional to the results of interviews with researchers where the age of Customer @feraastriamakeup is 17-35 years where this age can be said to be of productive age and very attached to technology as technology, one of which is social media, is a daily life and age that dominates the online market.

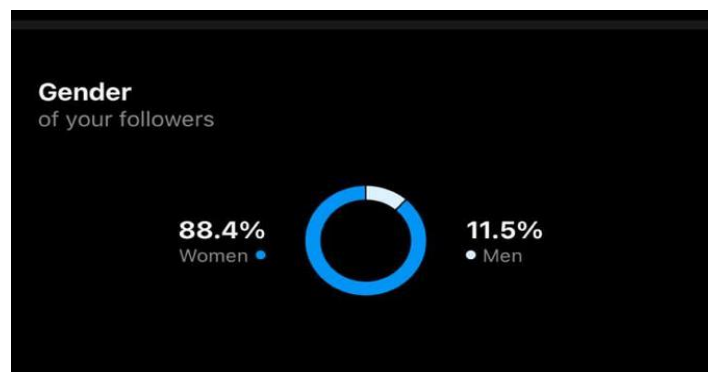


Figure 3. Account Gender Reach @feraastriamakeup

@feraastriamakeup, who keeps up with the times through posting content, both reels and feeds, is valued by customers as having value that can attract customers to try @feraastriamakeup's services. Apart from that, messages from advertisements via social media Instagram @feraastriamakeup reach customers well. It's just that @feraastriamakeup's reach is still within the female gender, especially in make up services, it would be better if @feraastriamakeup increased or expanded its reach to men's make up services which are currently also needed. Discounts, giveaways and vouchers provided by @feraastriamakeup are also able to have a positive impact both for @feraastriamakeup expanding the old customer network and for new @feraastriamakeup customers, when new customers know the good quality and service of @feraastriamakeup it does not rule out the possibility that customers will use @feraastriamakeup services at a later time.

c. Buzz Marketing

Buzz marketing has a big impact in creating conversation and word of mouth about a brand in the market at a small cost compared to the large advertising operational costs. Online marketing through social media, one of which is through Instagram social media, is a form of technological sophistication which is used by the public to upload a video or image for many people to see. Not only do business people use Instagram, but most consumers also use smartphones to view videos or photos on Instagram social

media. An attractive video or photo display can generate a consumer desire to buy a product or use a service that Instagram has offered. Therefore, Instagram is often used as a medium for implementing Buzz Marketing.

Online marketing through social media, one of which is through Instagram social media, has a considerable influence where two out of five customers interviewed did not receive recommendations from anyone, only looking at Instagram @feraastriamakeup. Other customers also after being recommended to cross check the results of make up @feraastriamakeup at Instagram to ensure satisfactory make-up results. Apart from that, @feraastriamakeup is also active in distributing promos at exhibitions, birthdays or anniversaries which of course customers like, by participating in events, of course the name @feraastriamakeup will become more widely known.

d. Peer Influence

The current way of social media communication has changed the outlook and given everyone the opportunity to have their voice, opinion and content created, thus making influence marketing unique and different. Communication is the sharing of meaning in the exchange of information. In the process of exchanging information there are several influential things based on communication technology, the characteristics of the giver and recipient of information, the way they receive information based on custom and environment as well as the scope of the communication process itself. In communication itself there are things that are very important so that the communication process goes well, namely the existence of information givers and information recipients who are the subject of communication. In this case, influence is a communicator who wants to convey a message through the photos they upload, then accompanied by interesting electronic word of mouth (captions) as media to their followers on social media (communicants).



Figure 4. Reels Instagram @feraastriamakeup doing Hair Do Singer Yura Yunita

Peer influence, the biggest influence in influencing the use of @feraastriamakeup services, can be done directly from friends or family through word of mouth and by convincing via Instagram @feraastriamakeup. Apart from those closest to them, influencers also have quite a big influence in terms of influencing customers to use @feraastriamakeup services by creating content that is as interesting as possible.

e. Online Communities

Social media is defined as a group of internet-based applications built by utilizing technology which enables its members to create content and exchange with other users. Social media is characterized by the most popular general content including Facebook, Instagram, Youtube, Whatsapp, and Twitter. Online Communities or online communities are described as communities around interests in the same product or business that are built through the use of social media. Online Communities or online communities are described as communities around interests in the same product or business that are built through the use of social media can be seen in Customer's answers where online communities play a significant role in influencing choosing @feraastriamakeup services. The influence of whatsapp and Instagram groups provides evidence that social media is able to reach all ages in reaching consumers. The information provided by @feraastriamakeup is clear enough so that customers are interested in using @feraastriamakeup's services. Apart from that, @feraastriamakeup also provides discounts related to communities that actively use @feraastriamakeup services, for example by buying 10 get 1 which gives consumers repeat orders using @feraastriamakeup services compared to other MUAs.

f. Brand Awareness

The results of this study are expected to determine the use of Instagram social media on @feraastriamakeup, consumer responses to the formation of Brand Awareness at @feraastriamakeup and how much influence Instagram social media has on the formation of Brand Awareness @feraastriamakeup. It can be said that brand awareness is the ability of a brand to appear in the minds of consumers when they think of a particular product/service category and how easily the name appears.



Figure 5 . Fera and her team; Make-up Studio

Brand Awareness proves that the use of social media Instagram on @feraastriamakeup and consumer responses to the formation of Brand Awareness at @feraastriamakeup has a very large influence where customer perceptions are not only on the price of make-up services but on the quality of make-up. Fera Astria tries to improve customer perceptions of quality in various ways, starting from make-up that suits the customer's wishes, long-lasting make-up, friendly service and make-up brands that are tailored to the customer's pockets with a variety of choices, which distinguishes @feraastriamakeup from make-up other artists, namely make-up characters and Fera Astria's service, which according to customers are always satisfying.

4. CONCLUSION

The conclusion of the research on the Implementation of Social Media Marketing in Increasing Brand Awareness on the @feraastriamakeup Instagram Account influenced by several variables, namely Customer Engagement, Viral Marketing, Buzz Marketing, Peer Influence, and Online Communities. From the interview results, it can be concluded that

the content reviews from all customers are considered good where the content presented by @feraastriamakeup is very interesting and keeps up with the times. Whereas in terms of reservations, customers or Customer@feraastriamakeup prefer to use social media Instagram and Whatsapp where the Instagram profile includes the Whatsapp link. Discounts, giveaways and vouchers provided by @feraastriamakeup can also have a positive impact both for @feraastriamakeup expanding the old Customer network and for new @feraastriamakeup Customers. The @feraastriamakeup account is also active in distributing promos at exhibitions, birthdays or anniversaries which of course customers like, by participating in events, the name @feraastriamakeup will become more widely known. The biggest influence in influencing the use of @feraastriamakeup services can be done directly either from friends or family through word of mouth and by convincing via Instagram @feraastriamakeup. Apart from those closest to them, influencers also have quite a big influence in terms of influencing customers to use @feraastriamakeup services by creating content that is as interesting as possible. The influence of whatsapp and Instagram groups provides evidence that social media is able to reach all ages in reaching consumers. The information provided by @feraastriamakeup is clear enough so that customers are interested in using @feraastriamakeup's services. The use of social media Instagram on @feraastriamakeup and consumer responses to the formation of Brand Awareness at @feraastriamakeup has a very big influence where customer perceptions are not only on the price of make up services but on the quality of make up. Provide a statement that what is expected, as stated in the "Introduction " chapter can ultimately result in "Results and Discussion" chapter, so there is compatibility. Moreover, it can also add prospects for the development of research results and application prospects for further studies into the next (based on results and discussion). Suggestions for further research regarding the implementation of social media marketing in increasing brand awareness on the @Feraastriamakeup Instagram account . Doing more in-depth research on the target audience or audience intended by the @Feraastriamakeup account. Identifying their demographics, interests and preferences will help develop more effective and relevant marketing strategies. In addition, it is necessary to analyze the types of content that are most effective in attracting attention and retaining Instagram account followers and understanding the content that users are most interested in will enable account managers to produce more interesting and relevant content. The limitation of this research is that only one subject was studied in this study. Suggestions for further research are that it is better to conduct research with more and broader issues and examine the influential variables.

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