

EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS AT PAPERBAB.HQ

¹Fransisca Mulyono, ²Lisa Jolanda Catherine Polimpung

¹Parahyangan Catholic University, Bandung

²Atmajaya University, Makassar

email: ¹sisca@unpar.ac.id, ²lisa_jolanda@lecturer.uajm.ac.id

ARTICLE INFORMATION

Article history :

Submit :

23-09-2022

First Revision :

28-11-2022

Accept Submission :

19-12-2022

Keywords :

*brand awareness;
entertainment; interaction;
trendiness; advertisement;
customization*

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ABSTRACT

Along with the times, the development of technology and open information makes the business environment more competitive. Paperbab.hq is one of the businesses that feels competitive competition where in facing it, Paperbab.hq uses technological developments namely social media marketing activities consisting of entertainment, interaction, trendiness, advertisement and customization. Paperbab.hq has experienced a decrease in sales even it has used a social media platform such as Instagram. The researchers suspect that the brand awareness has not been high enough. This study analyzes the effect on social media marketing activities implemented by Paperbab.hq on brand awareness, besides that this study also compares the impressions obtained by consumers who are grouped by gender, age and frequency of visits to social media marketing activities and brand awareness. Through this study, it was found that simultaneously, all indicators contained in social media marketing activities have an influence on brand awareness but partially, trendiness indicators have no effect on brand awareness. Based on the grouping of gender, age and frequency of visits, different results were found regarding the impressions obtained from each indicators of social media marketing activities and brand awareness.

A. INTRODUCTION

Along with the times, the technology development and open information have proven to be a means that supports the success of many companies due to its ability to enable companies to communicate directly with their customers at any time, in addition to allowing consumers to communicate directly with fellow consumers and potential company consumers, especially about their

experiences of consuming company products, which can also be done at any time, is not limited as in traditional marketing communications.

The ability of social media as a means of communication between consumers and with potential company consumers that can be done at any time has implications for the wider spread of messages, which we know as word-of-mouth. As a result, the word-of-mouth that occurs in social media is wider in scope than in traditional marketing media. With a more powerful word-of-mouth, the 'socialization' of the brand from one consumer to another and the company's potential customers is certainly getting wider.

But the development of technology and information has also made the business environment more competitive. In dealing with a competitive environment, business actors need to attract consumers to buy the products offered that can be done by increasing consumer brand awareness of a product. Brand awareness is the level of recognition, acceptance, and how consumers remember a brand in any case (Bilgin, 2018: 132). According to Palmatier & Sridhar (2021: 195-196), brand awareness is the ability of consumers to identify a brand which is indicated by its size or strength based on memory.

Companies can increase consumer brand awareness by utilizing social media. Social media is an online application, platform or mass media tool that consists of various forms and facilitates interaction and collaboration or the sharing of content such as text, images, sound, and video information between users in general (Kim & Ko, 2012: 1481; Kotler and Keller, 2016: 642). Social media is currently experiencing rapid progress along with changes in people's lifestyles where the use of the internet has become a daily lifestyle. Based on data collected, it was found that social media users in the world continue to increase every year and in January 2021, the number of social media users increased by 13.2% compared to the previous period and has now reached 4.2 billion users (Bayu, 2021).

Indonesia is a country with a large number of social media users. There are 170 million active users of social media, which is equivalent to 61.8% of the total population of 274.9 million people (Stephani, 2021). There are several social media platforms used by Indonesians, one of them is Instagram. Instagram users in Indonesia occupies the 4th position as the country with the most Instagram users in the world with 93 million people (Rizaty, 2021). This provides opportunities for entrepreneurs in Indonesia to take advantage of social media, especially Instagram in carrying out their business marketing activities or what are commonly called social media marketing activities in increasing consumer brand awareness.

Paperbab.hq is a cafe that sells kebabs and has implemented social media marketing activities as a promotional medium in running its business in Bandung. However, based on the data obtained, it was found that there was a decline in sales over the last few months where this decline was accompanied by a decrease in visitor activities on Paperbab.hq's social media. This condition is suspected because the social media marketing activities that have not been optimal and brand awareness has not been high, even though this kebab shop has been around for a long time, about three years.

The recent research related to SMMA on brand awareness in restaurant industry are limited, therefore it has been difficult to find reference from various researches that have been published at reputed international journals. The research conducted by Cleo & Sopiah (2021: 231) and Seo & Park (2018: 40), found that social media marketing activities have an influence on brand awareness. Based on research conducted by Bilgin (2018: 142), all indicators in social media marketing activities influence the brand awareness where the biggest influence on social media marketing activities are customization and entertainment. Research conducted by Zhafirah (2019: 1032) shows that social media marketing activities have an influence on brand awareness and the most influential indicator in social media marketing activities is entertainment. Meanwhile, the research conducted by Alim et.al. (2017: 58) shows that trendiness indicators in social media marketing activities have no effect on brand awareness. Research conducted by Kamal et.al. (2022 : 13) found that there was a significant impact of perceived

social media marketing activities on brand awareness with a mediating effect of brand consciousness and value consciousness.

The difference from the results of previous research has raised a question whether all indicators in social media marketing activities have an influence on brand awareness either simultaneously or partially. In addition, considering that consumers from Paperbab.hq are from a fairly broad target market, the researchers are interested in examining the impressions of Paperbab.hq consumers on indicators of social media marketing activities and brand awareness in terms of gender, age, and frequency of visits.

The purpose of this research is to find out the effect of social media marketing activities on brand awareness simultaneously or partially and the impression of Paperbab.hq consumers in terms of gender, age, and frequency of visits to indicators of social media marketing activities and brand awareness.

Since the limited availability of research relating about the influence of SMMA on brand awareness, furthermore conducted in the restaurant industry, as well as those relating these variables to consumer demographics (in this case age, sex and visit frequency), so by offering a new understanding of perceived SMMA in different age groups, sex, and visit frequency to the restaurant, this study contributes to the literature in marketing field by identifying the types of social media activities that engage different age groups, sex and visit frequency to the restaurant on social media networks.

Based on the previous explanation, so the hypothesis in this research is social media marketing activities influence on the brand awareness of the Paperbab.hq.

Social Media Marketing Activities

The use of social media as an online communication platform in carrying out business marketing actions has a big role where social media changes traditional marketing methods, the one-way communication into two-way communication (Park and Oh, 2012: 95). The role of social media in business marketing can be seen in two main aspects, the first aspect is the influence that consumers have on products and brands and the sharing of experiences they create and share with other consumers (Bilgin, 2018: 130). Consumers and prospective consumers trust reviews or share experiences given by other consumers due to the absence of intervention from the company and with the anonymity in the online platform, consumers can provide honest and trusted reviews (Bilgin, 2018: 134). The second aspect is that social media can be used by business actors as a platform in carrying out direct marketing actions (Bilgin, 2018: 130). Currently, almost all major brands use various kinds of social media as a platform for companies to interact with consumers and potential consumers (Ng, 2014: 252). Business actors create their business profiles on social media therefore they can interact directly with their consumers such as sharing product information, discounts, advertisements, and promotions (Aji et.al., 2020: 101). Social media marketing activities are marketing activities through social media in order to achieve marketing communication and promotion (Cleo and Sopiah, 2021: 227). According to Bilgin (2018: 131) and Aji et al (2020: 93) social media marketing activities have several indicators, namely entertainment, interaction, trendiness, advertisement, and customization.

Entertainment is consumer opinion about whether an advertisement is interesting or delightful to see (Zhafirah, 2019: 1025). Interaction is created from activities carried out on social media products (brands) by users (Kim and Ko, 2012: 1481). Trendiness is part of social media marketing activities that are used with the aim of conveying current or latest information about products to consumers and also the essence of product search (Godey et.al, 2016: 3; Bilgin, 2018: 132). Advertisement is a component that leads to advertising and promotional campaigns that companies use through social media to increase sales or develop a portfolio of consumers (Bilgin, 2018: 132). Customization is the part that acts

in creating customer satisfaction based on the contact between the company and consumers where the company adjusts to individual consumer preferences (Seo and Park, 2018: 37).

Brand Awareness

Brand awareness is the ability of a (prospective) consumer to identify the existence of a brand (Bilgin, 2018: 132; Palmatier & Sridhar, 2021: 195-196; Ali & Nasr, 2016: 39; Du et.al., 2020: 3), which means how a (prospective) consumer is able to be aware of the presence of a particular brand. Therefore it is not surprising that previous researches on brand awareness were commonly carried out on new products.

Brand awareness can be generated in (prospective) consumers' mind when they see the various elements of a brand several times, so that they remember it (Langaro, 2017: 4) which combines several things, such as brand recognition, brand recall, top-of-mind awareness (Rahman, 2018 : 367).

Social Media marketing Activities and Brand Awareness

In general, social media marketing is known to increase brand awareness: (prospective) consumers recognition of a brand (usually a new brand) occurs when they see and know a brand that is displayed on a social media. Therefore they become aware on the existence of a brand in the market from social media that they see or hear about (although in fact the (prospective) consumer's knowledge of a new brand may be obtained through information that is obtained from friends or family). Due to the increasing of social media users these days, therefore many brands placed on various social media platforms will be disseminated more quickly to their viewers (Febriyantoro, 2020: 5; Cleo & Sopiah, 2021 : 231; Seo & Park, 2018 : 40; Bilgin, 2018 : 142).

B. METHOD

The instrument used to collect data in this study is by distributing questionnaires. Researchers compiled and adjusted the indicators applied by Bilgin (2018: 148), Aji et. AL., (2020: 100), and Sasmita and Suki (2015: 291) to fit the research where the indicators are described in the following table:

Table 1. Table of Operational Definition

Variable	Operational Definition	Indicators
<i>Entertainment</i>	Consumers' opinions about whether an ad is interesting and delightful to see (Zhafirah, 2019 : 1025)	<ul style="list-style-type: none"> • This social media account is interesting • The contents shared by this social media are interesting • Recommend or share this brand on social media is an interesting activity • Interacting with this brand on social media is fun
<i>Interaction</i>	Interaction is created from activities carried out by users on social media products (brands) (Kim dan Ko, 2012 : 1481).	<ul style="list-style-type: none"> • Information sharing is possible on this brand's social media • Discussions and exchange of opinions may occur on this brand's social media

<i>Trendiness</i>	Trendiness is a part of social media marketing activities that aims to convey current or latest information about products and also the core of product research (Godey et.al, 2016 : 3; Bilgin, 2018 : 132).	<ul style="list-style-type: none"> • This brand's social media share the latest information • The users of this social media are up to date
<i>Advertisement</i>	Advertisement is a component that leads to advertising and promotional campaign that is carried out by a company through social media in order to increase sales or to develop portfolio from its consumers (Bilgin, 2018 : 132).	<ul style="list-style-type: none"> • I like advertisements published by this brand on social media • Advertisements released by this brand on social media are interesting • Advertisements on social media of this brand positively influence me towards this brand
<i>Customization</i>	Customization is the part that acts in creating customer satisfaction based on the contact between the company and consumers where the company adjusts to consumer's individual preferences (Seo dan Park, 2018 : 37)	<ul style="list-style-type: none"> • I can find information that I need on this brand's social media account • This brand's social media provides information I need • I can easily find the information I need • I can easily get the information I need by the directions provided on the brand's social media accounts
<i>Brand Awareness</i>	Level of recognition, acceptance and how consumers remember a brand in any case (Bilgin, 2018 : 132).	<ul style="list-style-type: none"> • I can immediately recall the symbol or logo of a product/brand that appears on social media • Some characteristics of a product/brand on social media appear immediately in my mind • I recognize this product/brand that appears on social media • I always know about this brand • I know the characteristics of this brand • I can remember the logo of this brand • I can recognize a product of this brand better than products of other brands that appear on social media

The questionnaire was measured using Likert scale. Likert scale is a scale that is formed and used to test the level of agreement a respondent has towards a statement (Sekaran & Bougie, 2016 : 207) as the following:

Table 2. Measurement scale

No.	Description	Score
1.	Strongly Agree	5
2.	Agree	4
3.	Indecisive	3
4.	Disagree	2
5.	Strongly disagree	1

Source: Sekaran dan Bougie (2016)

Population is the total number of groups, people, activities or things that researchers want or will study (Sekaran & Bougie, 2016: 236). In this research, the population are the consumers who follow the Paperbab.hq social media account. The sampling technique of this research was purposive sampling method and the number of samples are 130 people.

First, the researcher conducted validity and reliability testing to ensure that the questionnaires used and distributed to consumers were valid and reliable. Then the data were tested by multiple regression test and the hypothesis were tested by F test, t test and compare means which are divided into independent t test and means. This study does not use the normality test where Gravetter & Wallnau (2015: 200) explain that if the number of samples exceeds 30 people, it can be assumed that the research has been well distributed therefore normal distribution testing does not need to be carried out. This test uses SPSS 22 software tools to get accurate results.

C. RESEARCH FINDING AND DISCUSSION

Research Finding

The respondent characteristics are described as table 3 below:

Table 3. Respondents Characteristics

No.	Respondents Characteristics	Information	Number
1.	Gender	Female	61
		Male	69
	Total		130
2.	Age	15-25 y.o	108
		26-35 y.o	13
		36-45 y.o	9
		Total	130
3.	Occupation	College Students	100
		Privat Employee	16
		Government Employee	5
		Entrepreneur	3
		Others	6

	Total		130
4.	Domicile	Bandung	103
		Out of Bandung	27
	Total		130
5.	Visiting Frequency	Never	33
		1-4 times	78
		5-8 times	6
		>8 times	13
	Total		130

Source: Data processing result

Table 3 shows that according to gender, the number of female respondents is 61 and male is 69. By age, 108 respondents were 15-25 year old, 13 respondents were 26-35 year old, and 9 respondents were 36-45 year old. According to occupation, 100 respondents were students, 16 respondents were private employees, 5 respondents government employees, 3 respondents were entrepreneurs, and 6 respondents had other jobs. Based on the domicile, 103 were from Bandung and 27 respondents were from outside Bandung. By the frequency of visits, 33 respondents never visited, 78 respondents had visited 1-4 times, 6 respondents had visited 5-8 times, and 13 respondents had visited more than 8 times.

Table 4. Validity Test Result

Variable/ Indicator	Variable of Question s	Corrected Item-Total Correlation	Status
<i>Entertainment (X1)</i>	X1.1	0.578	Valid
	X1.2	0.623	Valid
	X1.3	0.693	Valid
	X1.4	0.560	Valid
<i>Interaction (X2)</i>	X2.1	0.561	Valid
	X2.2	0.661	Valid
	X2.3	0.617	Valid
<i>Trendiness (X3)</i>	X3.1	0.573	Valid
	X3.2	0.573	Valid
<i>Customization (X4)</i>	X4.1	0.736	Valid
	X4.2	0.794	Valid
	X4.3	0.724	Valid
<i>Advertisement (X5)</i>	X5.1	0.743	Valid
	X5.2	0.848	Valid
	X5.3	0.756	Valid
<i>Brand Awareness (Y)</i>	Y1.1	0.797	Valid
	Y1.2	0.794	Valid
	Y1.3	0.721	Valid
	Y1.4	0.737	Valid
	Y1.5	0.809	Valid
	Y1.6	0.750	Valid
	Y1.7	0.836	Valid

Source: Processing Result by SPSS (2021)

According to Priyastama (2020: 168) the indicator is considered to be valid if the corrected item-total correlation value is more than 0.30. The results in table 4, show that all corrected item-total correlation values are above 0.30 which means that each indicator is valid and can be used.

Table 5. Reliability Test Result

Variable/ Indicator	Cronbach's alpha	Status
<i>Entertainment (X1)</i>	0.800	Reliable
<i>Interaction (X2)</i>	0.774	Reliable
<i>Trendiness (X3)</i>	0.728	Reliable
<i>Customization (X4)</i>	0.870	Reliable
<i>Advertisement (X5)</i>	0.888	Reliable
<i>Brand Awareness (Y)</i>	0.930	Reliable

Source: Processing Result by SPSS (2021)

According to Priyastama (2020: 170) an indicator is considered as reliable if the cronbach's alpha value is more than 0.70, so it can be seen on table 5 that the cronbach's alpha value of each indicator is above 0.70 and it can be concluded that all indicators are reliable

Table 6. The Results of Multiple Regression Analysis and t-test

Variable/ Indicator	Unstandardized Coefficients		Standard Coefficients	t	Sig
	B	Std Error			
(Constant)	-0.624	0.323		-1.929	0.056
<i>Entertainment (X1)</i>	0.276	0.118	0.205	2.344	0.021
<i>Interaction (X2)</i>	0.236	0.099	0.202	2.393	0.018
<i>Trendiness (X3)</i>	0.119	0.097	0.101	1.226	0.222
<i>Customization (X4)</i>	0.200	0.077	0.190	2.598	0.011
<i>Advertisement (X5)</i>	0.266	0.094	0.253	2.818	0.006

Source: Processing Result by SPSS (2021)

The multiple regression equation generated from Table 6 is:

$$Y = -0.624 + 0.276X1 + 0.236X2 + 0.119X3 + 0.200X4 + 0.266X5$$

The equation above shows that the variables from social media marketing activities have a positive value on consumer awareness with a value of -0.624 as a constant value which means that if there are no social media marketing activities, brand awareness will decrease by 0.624. In addition, its insignificant value makes researchers consider the constant to be zero, which means that there are no social media marketing activities in the Paperbab.hq, thus no brand awareness has been created.

Since the trendiness indicators are below 0.05, then whatever the Paperbab.hq owner does with it, will have no effect on brand awareness. Therefore the trendiness indicators can be negligible by the owner of Paperbab.hq.

Table 6 shows the results of the partial test or t-test of the indicators of social media marketing activities where referring to the standard of significance, an indicator is considered to have an influence if it has a significant value of less than or <0.05 where from the data displayed, it shows that all indicator

but the trendiness have levels that are below 0.05, thus it means that these indicators have an influence on brand awareness.

Table 7. Simultaneous Test Analysis Results

Model	df	F	Sig
Regression	5	44.134	0.000 ^b
Residual	124		
Total	129		

Source: Processing Result by SPSS (2021)

The results of the F test are showed in Table 7 where the indicators are considered to have a significant effect simultaneously when the value of significance is below 0.05. The significance value shown in table 7 is 0.000 which is below 0.005. Thus this result shows that the variables of the social media marketing activities simultaneously have a significant influence on consumer awareness.

Table 8. Results of Mean Comparison by Gender

Variable/ Indicator	Gender	Mean
<i>Entertainment (X1)</i>	Female	3.6698
	Male	3.9420
<i>Interaction (X2)</i>	Female	3.9098
	Male	4.0145
<i>Trendiness (X3)</i>	Female	4.0273
	Male	4.1353
<i>Customization (X4)</i>	Female	4.2459
	Male	4.2391
<i>Advertisement (X5)</i>	Female	3.8579
	Male	3.9227
<i>Brand Awareness (Y)</i>	Female	4.0273
	Male	4.1787

Referring to the results on table 8 above, the mean values for male on entertainment, interaction, customization, advertisement, and brand awareness indicators are higher than the mean values for female.

Table 9. Result of Mean Comparison by Age

Variable/ Indicator	Age	Mean	Total Mean
<i>Entertainment (X1)</i>	15-25	3.8912	
	26-35	4.3077	3.9654
	36-45	4.3611	
<i>Interaction (X2)</i>	15-25	3.9506	
	26-35	4.6154	4.0846
	36-45	4.9259	

<i>Trendiness (X3)</i>	15-25	4.1250	4.2423
	26-35	4.7308	
	36-45	4.9444	
<i>Customization (X4)</i>	15-25	3.7932	3.8923
	26-35	4.2051	
	36-45	4.6296	
<i>Advertisement (X5)</i>	15-25	3.9722	4.1077
	26-35	4.6667	
	36-45	4.9259	
<i>Brand Awareness (Y)</i>	15-25	3.6680	3.8143
	26-35	4.3516	
	36-45	4.7937	

Referring to the results on table 9, the mean values for ages 15-25 years is lower than the total mean of the entertainment, interaction, customization, advertisement, trendiness, and brand awareness indicators.

Table 10. The Result of Mean Comparison by Frequency

Variable/ Indicator	Frequency	Mean	Total Mean
<i>Entertainment (X1)</i>	Never	4.0379	3.9654
	1-4 times	3.9135	
	5-8 times	4.1667	
	> 8 times	4.0000	
<i>Interaction (X2)</i>	Never	4.3232	4.0846
	1-4 times	4.0214	
	5-8 times	3.7222	
	> 8 times	4.0256	
<i>Trendiness (X3)</i>	Never	4.2727	4.2423
	1-4 times	4.2628	
	5-8 times	4.0000	
	> 8 times	4.1538	
<i>Customization (X4)</i>	Never	3.8990	3.8923
	1-4 times	3.9274	
	5-8 times	3.7222	
	> 8 times	3.7436	
<i>Advertisement (X5)</i>	Never	4.1414	4.1077
	1-4 times	4.0983	
	5-8 times	3.8333	
	> 8 times	4.2051	
<i>Brand Awareness (Y)</i>	Never	3.8874	3.8143
	1-4 times	3.6795	
	5-8 times	3.7619	
	> 8 times	4.4615	

The results on table 10 shows that the mean value for the frequency 1-4 times is lower than the total mean values of the entertainment, interaction, advertisement, and brand awareness indicators. The mean value for the frequency 5-8 times is lower than the total mean values of the interaction, trendiness, customization, advertisement, and brand awareness indicators, while the mean value is >8 times lower than the total mean of the interaction, trendiness, and customization indicators.

From the data on previous explanation, the results of this research show that simultaneously, all indicators of social media marketing activities have an influence on brand awareness but partially, trendiness indicator does not affect brand awareness. In addition, referring to the significance value of each indicator, it is found that the advertisement has the lowest level of significance, thus it means that the advertisement has the highest influence than other indicators. This means that the owner of Paperbab.hq needs to place advertisement at the top priority compared to other dimensions, because in this model advertisements gives the highest effect among other dimensions. The Instagram page of Paperbab.hq shows that the advertisements shared tend to be just sharing information, such as the prices of particular kebab or discount.

The second priority that needs to be considered by the owner is the indicators of entertainment dimension. The researchers consider that the entertainment should be the second priority because the photos shared on the Instagram are interesting and give useful information.

The third priority that should be considered by the owner of paperbab.hq is the interaction with (prospective) consumers. It means that the interaction with the (prospective) consumers can improve its brand awareness. The Instagram page of Paperbab.hq still shows a few comments from its (prospective) consumers which were just about 3 comments.

The fourth priority is customization. Customization should be managed by the owner of Paperbab.hq by paying attention to the preference of its (prospective) consumers therefore the brand awareness can be increasing.

Since the trendiness is not significant, thus anything the owner does on it does not give effect on brand awareness. The researchers suspect that this insignificance is because of the product itself. Kebab - originated from the middle eastern countries - is a food that is quite popular as can be seen from the Gofood application which shows 20 kebab servers in the cities of Bandung and Cimahi and there is even a new product in the form of a burger which is served with kebabs instead of beef patty and this new product is also present on Gofood. Thus the owner of Paperbab.hq needs to examine how their products are different from their competitors, to identify what has caused the reducing number of visitors and sales.

The data also show that the indicators of entertainment, interaction, customization, advertisement, and brand awareness leave higher perception on men than women. It means that the male group is more exposed which is suspected that the Instagram page is more accessed by male, therefore the content should be more attractive for males.

Based on age, for those aged 15-25 years, each indicator give a lower positive perception compared to other range of age. It is known that Paperbab.hq is targeting all range of age, and it is not limited to particular group of age. Therefore the researchers suggest that the market of 15-25 years old doesn't need to be taken care seriously. However, this group of age needs to be considered carefully as the last post on November 5, 2022 which targeted to group of particular university students.

In terms of frequency, for respondents who have visited 1-4 times, the impression for indicators of entertainment, interaction, advertisement, and brand awareness is less perceived. Those who had visited with the frequency of 5-8 times did not feel the impression for the interaction, trendiness, customization, advertisement, and brand awareness indicators, while for those who had visited with the frequency of >8 times, they did not feel the impression on the interaction, trendiness, and customization indicators. Therefore it can be considered that there is no differences between the frequency groups that can differ the perception upon social media of different groups related to the visiting frequency on its brand awareness

The findings of this study have similarities to the research conducted by Bilgin (2018, p. 142) where simultaneously, social media marketing activities have an influence on brand awareness and the research conducted by Alim et. Al., (2017, p. 58) which explains that trendiness indicators does not have an effect on brand awareness but is different from research conducted by Zhafirah (2019, p. 1032) which

shows that the most influential indicator is entertainment, while in this research the highest influence is advertisement.

D. CONCLUSION AND RECOMMENDATION

Conclusion

From the data and discussions that have been explained previously, it can be drawn conclusion that social media marketing activities affects the brand awareness, and advertising dimension has the strongest effect on brand awareness of Paperbab.Hq.

Related to gender, the contents on Instagram page of Paperbab.hq are more attractive to males than females. In addition, based on age, those at 15-25 years old have lower perception than other range of age. While for the visiting frequency to Paperbab.hq shows that all range of age who have visited Paperbag.hq do not have differences in perceptions upon the social media marketing activities in correlation with the brand awareness.

Recommendation

Although advertising needs to be the top priority of the owner of Paperbag.hq, the researchers suggest that the owner of Paperbag.hq should carry out a further research on its Instagram activities, for example by studying the profiles of their followers whether they are suitable with their targets or not. If it doesn't fit, the owner of Paperbab.hq needs to change his Instagram content to suit his 'new target market' - discrepancies between the intended target market and what happened shouldn't be considered as a mistake. It is also required to study the extent of the followers engagement of the followers, whether it is just actions to give like and share or there is a link between the engagement and the act of buying kebabs at Paperbab hq.

It is also recommended that the paperbab.hq owner to observe the Instagram activities of his competitors to get different insights in compiling his Instagram program with noticeable differentiation in order to have a high level of consumer experience, so that consumer satisfaction will also be high and lead to customer loyalty.

The researchers suggest that Paperbab hq owners continue to use their Instagram or other social media and improve their skills in using social media, because in addition to cost-effective reason, according to Appel et.al. (2020: 88) the use of social media in the far future will have an increasingly important role, such as:

- (i) The emergence of haptic technology (namely technology that enhances the consumer's or customer's sense of touch experience through the use of forces, vibration or motion) which is possible by combining this haptic technology with social media content, mobile games and interpersonal chat that will further enhance producer or marketer relations with consumers and their customers through an increasingly comfortable consumer experience;
- (ii) The emergence of the new sensory format will change the nature of social media content creation and consumption, so that Paperbab.hq owner needs to pay close attention to the behavior of their consumers or customers regarding the right content for them so that their engagement and experience will be higher and in the end they will be able to become loyal consumers.

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