

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING ON FROZEN SEAFOOD PRODUCT BRAND AWARENESS: A CASE STUDY AT ICS FOOD SIDOARJO

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ABSTRACT

ICS Group is an Indonesian seafood industry founded in 1987. One of the problems faced by the company is growing brand awareness in consumers' minds through Instagram. According to Instagram followers' ICS Food accounts, the study aims to determine whether the use of Instagram's social media marketing influences the brand awareness of frozen seafood. The research method used is quantitative, while the data analysis used is multiple linear regression. The sample in this study is 65 respondents, and the techniques used are non-probability sampling techniques with the purposive sampling approach. The results of this study indicate that the social media marketing carried out by ICS Food is classified as good but has not entirely made consumers aware of the existence of the ICS Food brand as one of the frozen seafood brands in Indonesia. It concluded that the social media marketing of ICS Food's Instagram account positively affected brand awareness of ICS Food's frozen seafood products. Researchers recommend ICS Food to increase interaction with followers through interactive activities on Instagram social media accounts, such as opening question and answer sessions and taking advantage of other Instagram features.

Keywords: frozen seafood, instagram, brand awareness.

INTRODUCTION

According to Johns Hopkins University (2020) data in Setiawan (2020), COVID-19 has spread to 183 countries with 1,277,962 infected victims from early January to March. Quoted in the report of Elvina (2020), due to its swift and vast spread in more than 100 countries, on March 11, 2020, Director-General of the World Health Organization (WHO) Tedros Ghebreyesus in Geneva, Switzerland, said the COVID-19 epidemic had been declared a global pandemic.

The COVID-19 pandemic is affecting changes in the business world and the economy. Economic actors were "forced" to think about marketing strategies for a brief time since the government implemented Large-Scale Social Restrictions (PSBB). So, in the current pandemic era, business people are "forced" to utilize and optimize online and digital marketing to interact with target consumers and continue supporting their business operations.

The rapidly growing social networking phenomenon is now bringing up a new trend. Many companies are starting to use internet technology to market their products using social networks because they do not need to spend much money disseminating information about their products.

Social media is a web-based service that facilitates individuals, communities, and organizations to work together, connect, interact, and build communities to create, modify, and share content containing easily accessible information. A digital report compiled by We Are Social & Hootsuite (2021) compares the percentage of social media platform users in Indonesia until January 2021. These results prove that the most widely used social media platform in Indonesia today is WhatsApp, then Instagram and Facebook occupy the second and third positions.

Social media marketing plays a significant role in consumers' influence on brands (Keller, 2009), and consumers are increasingly seeking information about brand products and services using social media (Mangold & Faulds, 2009). Therefore, there is a view that social media marketing increases consumer brand knowledge more than marketing communications. Currently, most entrepreneurs have understood and taken advantage of the advantages of social media marketing compared to traditional advertising in communication with customers and branding activities (Abzari et al., 2014).

In We Are Social & Hootsuite, there were also 170 million active social media users as of January 2021 in Indonesia, or 61.8 percent of the total population of Indonesia, and the number of Instagram users in Indonesia reached 86.6% (We Are Social & Hootsuite, 2021). The social media Instagram was chosen because it offers opportunities such as advertising at an affordable price and only requires an internet connection, electronics, and electricity. Increasing business social media web visitors will increase sales, and social media can be used to attract a large following in both domestic and international markets. These data follow research by Ahmad and Guerrero (2020); they found that 80% of the businesses that implemented a social media marketing strategy found it helpful in positioning the business in the market. So, it can be concluded that social media marketing strategies can affect a brand's market position and effectively bring in new customers. Moreover, social media should be used to increase and create brand awareness that aims to become the leading brand in the minds of consumers.

Brand awareness is the first step in building a brand on a product. Brand awareness is crucial because it can shape information in memory from the start. When consumers have

little time to consume a product, proximity to a brand will be a good factor in determining purchase (Pitta & Katsanis, 1995).

Brand awareness refers to the level of brand strength in the minds of consumers, measured by the position of the brand in the list of brands to be purchased by consumers and the ability of consumers to recognize and remember brand identities such as logos and brand slogans in different conditions (Ding & Tseng, 2015; Pappu et al., 2005). Aaker (1991, p. 61) defines brand awareness as the ability of consumers of a brand to recognize and remember until it is embedded in their minds that a product is part of a particular brand. Brand awareness refers to the strength of a brand in the minds of consumers (Pappu et al., 2005). According to Aaker (1991, p. 27), When consumers are familiar with a brand, they will make a purchase decision without hesitation based on their experience.

Indosat, Garuda Airlines, Air Asia, and several other large companies have used social networks to market their products. Social media marketing has also penetrated small businesses that believe that social media can reduce marketing costs more effectively. Likewise, ICS Food has just started using the social media platform Instagram as a marketing strategy for the Indonesian market.

ICS Group is one of Indonesia's seafood industries, founded in 1987. Over time and the company's growth, ICS Group developed ICS Food Distribution as a response from ICS Group in ensuring product continuity in the domestic and overseas markets. ICS Group has built several factories in most parts of Indonesia for seafood processing to fulfill its market share in Asia, Australia, Europe, and North America. ICS Group's export activities to several countries and continents have a significant percentage of 2% for Asia, 5% for Europe, 8% for America, and 80% for Japan. So, ICS Group was determined as the best seafood production exporter on Java Island in 1998.

Since COVID-19 has spread to various countries and has affected export and import activities in the food sector, ICS Group has started using other ways to increase sales: increasing brand awareness and sales of ICS Food products in Indonesia. In early 2020 ICS Group started using social media marketing to reach potential consumers and increase marketing in Indonesia, and ICS Food chose Instagram as social media.

After implementing social media marketing through Instagram for one year until 2021, ICS Food held a giveaway event as a strategy to increase product brand awareness. However, Instagram followers decreased significantly after the giveaway event until June 14, 2021, at 7211. The number of followers is one of the factors for the high and low brand awareness of a brand through Instagram. So, companies need to use social media marketing

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actively and effectively through Instagram to grow brand awareness in the minds of consumers.

Until now, research on the use of social media marketing for business is still focused on the attractiveness of content (Shao, 2009), content analysis (Shen & Bissell, 2013; Kraus et al., 2019), creative strategy-making (Ashley & Tuten, 2015), consumer behaviour as a brand community (Goh et al., 2013) and how it works and its role in the business (Siricharoen, 2012; Zuhdi et al., 2019). Therefore, social media marketing is still considered an innovative marketing tool. However, understanding its influence on consumer attachment to brands is still limited and will continue to develop along with the rapid development of technology (Dessart, 2017; Rohm et al., 2013).

This research aims to determine the implementation of the use of social media marketing (SMM) on brand awareness of frozen seafood products at ICS Food and to analyze the level of influence of social media marketing through Instagram on each dimension of brand awareness (for instance, unaware of the brand, brand recognition, brand recall, and top of mind) on frozen seafood products at ICS Food.

RESEARCH METHOD

This research was conducted in September 2021. This research was conducted at *ICS Food*, a frozen seafood producer located in Sidoarjo, with the object of research being the *Instagram* of *ICS Food* named @icsfood. The population of this research includes 7,934 *ICS Food* social media followers on *Instagram* (4/3/2021). This research method uses a non-probability sampling technique using purposive sampling, and 65 samples are taken with specific criteria, including at least 18 years of age, Indonesian citizens, and followers on *Instagram* @icsfood. Meanwhile, the research data analysis technique used multiple linear regression and hypothesis model testing, namely partial and simultaneous testing.

H1: Social Media Marketing Influences Unaware of Brand

H2: Social Media Marketing Influences Brand Recognition

H3: Social Media Marketing Influences Brand Recall

H4: Social Media Marketing Affects Top of Mind

RESULT AND DISCUSSION

Result

The data for this research was collected using a questionnaire instrument, while its validity and reliability determined whether the instrument was good. Validity describes how accurate a measurement is to measure something (Yusup, 2018). Ursachi et al. (2015) *Lathifa Rochma Insani, Sigit Dwi Nugroho, Teguh Soedarto: The Influence of Instagram Soci....* 46

mention that reliability shows consistency in measuring certain phenomena. In other words, repeated measurements of the same phenomenon can give the same results. The questionnaire results were declared valid because r count $>$ r table. Where r -table with $n = 65$ and $\alpha = 0,05$ of 0.2441. Cronbach's alpha variable X is 0.755, and the value of the Y variable is 0.796, both of which are greater than 0.60, so the reliability test of the questionnaire is declared reliable.

Table 1. Characteristics of Respondents

Characteristic	Frequency (n = 65)	Percentage (%)
Gender		
Male	18	27.7
Female	47	72.3
Age		
18 – 29	46	70.8
30 – 41	15	23.1
42 – 53	4	6.2
Education Attainment		
Senior High School/Equivalent	11	16.9
Associate Degree	5	7.7
Bachelor Degree	47	72.3
Master Degree	2	3.1
Current Occupation		
Housewife	5	7.7
Private-employee	40	61.5
Entrepreneur	5	7.7
Unemployed	3	4.6
Student/Colleges	7	10.8
Other	5	7.7

Source: Processed Primary Data (2021)

Data from the questionnaire in this research obtained the characteristics of respondents based on the gender of 72.3% women and 27.7% men, with a dominant age range of 18-29 years to 70.8%, ages 30-41 years to 23.1%, and age 42 – 53 years up to 6.2%. The most recent education of respondents was bachelor's degree or S1 graduates as much as 72.3%, high school/vocational/equivalent graduates 16.9%, diploma graduates 7.7%, and master's program graduates as much as 3.1%. Most respondents were private employees 61.5%, students or students 10.8%, housewives 7.7%, entrepreneurs or entrepreneurs 7.7%, other field jobs 7.7% and the rest did not work.

The data collected will be analyzed using multiple linear regression to get the effect of social media marketing on every aspect of brand awareness on the company's *Instagram* social media accounts. The test results are as follows:

A. Unaware of Brand Variable (Y1)

Table 2. F-test Results on Y1 Variable

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5279.764	5	1055.953	3.540	.007 ^b
Residual	17600.236	59	298.309		
Total	22880.000	64			

The F-test above produces an F-count number greater than F-table (2.36) and a significance less than 0.05. It is concluded that social media marketing with variables online communities, interaction, sharing of content, accessibility, and credibility simultaneously affects unaware of brand variables.

Table 3. Coefficient of Determination on Y1 Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480 ^a	.231	.166	17.272

Source: Processed Primary Data (2021)

The results show a correlation value of 0.480, a coefficient of determination of 0.166, and an R Square of 0.231. It was concluded that there was an influence of social media marketing on the unaware of the brand variable of 23.1%. Other factors outside the research influenced the dependent variable of 76.9%.

Table 4. Multiple Linear Regression Test on Y1 Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	92.795	20.663		4.491	.000
Online Communities	-2.044	1.340	-.203	-1.525	.133
Interaction	6.101	2.677	.382	2.279	.026
Sharing of Content	1.307	1.700	.132	.769	.445
Accessibility	-7.138	2.397	-.465	-2.978	.004
Credibility	-5.705	2.433	-.326	-2.345	.022

Source: Processed Primary Data (2021)

From the data above, the multiple regression model is obtained: $Y = 92.795 - 2.044X_1 + 6.101X_2 + 1.307X_3 - 7.138X_4 - 5.705X_5$. From the model above, the value of the unaware of the brand constant is 92.795, which shows that the unaware of the brand variable is influenced by social media marketing with five dimensions (online communities, interaction, sharing of content, accessibility, and credibility). Online communities harm unaware of the brand by $-2.044X_1$, the interaction has a positive effect on unaware of the brand by $6.101X_2$, sharing of content affects unaware of the brand by $1.307X_3$, accessibility harms unaware of the brand by $-7.138X_4$, and credibility $-5.705X_5$ harms unaware of the brand. Based on the multiple regression model above, interaction and content sharing have a positive value, meaning they can increase the unawareness of the brand. Meanwhile, online communities, accessibility, and credibility have negative values, meaning they can reduce brand unawareness.

The multiple linear regression table above also shows the t-test or partial test results. The online community's variable with a probability of 0.133 is more significant than 0.05, indicating that this variable has no significant effect on the unaware of the brand variable, likewise with the variable sharing of content with a probability of 0.445 greater than 0.05.

The variable unaware of the brand can be partially influenced by several other variables, namely the interaction variable (0.026 probability), accessibility (0.004 probability), and credibility (0.022 probability), which has a number smaller than 0.05.

B. Brand Recognition Variable (Y2)

Table 5. F-test Results on Y2 Variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.875	5	19.175	6.041	.000 ^b
	Residual	187.263	59	3.174		
	Total	283.138	64			

Source: Processed Primary Data (2021)

The F-test above produces an F-count number greater than F-table (2.36) and a significance less than 0.05. It is concluded that social media marketing with variables of online communities, interaction, sharing of content, accessibility, and credibility simultaneously affects the brand recognition variable.

Table 6. Coefficient of Determination on Y2 Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	.339	.283	1.782

Source: Processed Primary Data (2021)

The results show a correlation value of 0.582, a coefficient of determination of 0.283, and an R Square of 0.339. It was concluded that there was an influence of social media marketing on the brand recognition variable of 33.9%, and other factors outside the research influenced the dependent variable of 66.1%.

Table 7. Multiple Linear Regression Test on Y2 Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.614	2.131		-.757	.452
Online Communities	.483	.138	.431	3.497	.001
Interaction	.102	.276	.057	.369	.713
Sharing of Content	.045	.175	.041	.259	.797
Accessibility	.057	.247	.033	.231	.818
Credibility	.354	.251	.181	1.409	.164

Source: Processed Primary Data (2021)

From these data also obtained multiple regression models: $Y = -1.614 + 0.483X1 + 0.102X2 + 0.045X3 + 0.057X4 + 0.354X5$. From the model above, the brand recognition constant value is -1.614, which shows a unidirectional influence between the independent and dependent variables, meaning that the brand recognition value will not change or need to be interpreted. Online communities positively affect brand recognition by 0.483X1, interaction positively affects brand recognition by 0.102X2, sharing of content affects brand recognition by 0.045X3, and accessibility positively impacts brand recognition

by 0.057X4. The credibility of 0.354X5 positively affects brand recognition. Based on the multiple regression model above, all independent variables have positive values, meaning they can increase brand recognition.

The multiple linear regression table above also shows the t-test or partial test results. The online communities' variable with a probability of 0.001 is smaller than 0.05, indicating that the variable partially impacts the brand recognition variable. While other variables, namely interaction (0.713 probability), sharing of content (0.797 probability), accessibility (0.818 probability), and credibility (0.164 probability), have no significant effect on the brand recognition variable because the probability value is more significant than 0.05.

C. Brand Recall Variable (Y3)

Table 8. F-test Results on Y3 Variable

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.741	5	27.548	9.812	.000 ^b
	Residual	165.644	59	2.808		
	Total	303.385	64			

Source: Processed Primary Data (2021)

The F-test above produces an F-count number greater than F-table (2.36) and a significance less than 0.05. It is concluded that social media marketing with variables of online communities, interaction, sharing of content, accessibility, and credibility simultaneously affects the brand recall variable.

Table 9. Coefficient of Determination on Y3 Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 ^a	.454	.408	1.676

Source: Processed Primary Data (2021)

The results show the correlation value of 0.674, the coefficient of determination of 0.408, and the R Square of 0.454. It was concluded that there was an influence of social media marketing on the brand recall variable of 45.4%. Other factors outside the research influenced the dependent variable of 54.6%.

Table 10. Multiple Linear Regression Test on Y3 Variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.945	2.005		-1.469	.147
	Online Communities	.663	.130	.572	5.098	.000
	Interaction	.132	.260	.072	.509	.613
	Sharing of Content	-.051	.165	-.044	-.307	.760
	Accessibility	.103	.233	.058	.444	.658
	Credibility	.366	.236	.182	1.552	.126

Source: Processed Primary Data (2021)

The multiple regression model above is obtained: $-2,945 + 0.663X_1 + 0.132X_2 - 0.051X_3 + 0.103X_4 + 0.366X_5$. From the model above, the brand recalls constant value is $-2,945$, indicating a unidirectional influence between the independent and dependent variables, meaning that the brand recall value will not change or need to be interpreted. Online communities have a positive effect on brand recall of $0.663X_1$, interaction has a positive effect on brand recall of $0.132X_2$, sharing of content harms brand recall of $-0.051X_3$, accessibility has a positive effect on brand recall of $0.103X_4$, and credibility is $0.366X_5$ positive effect on brand recall. The multiple regression model above shows that online communities, interaction, accessibility, and credibility have positive values. It can increase brand recall, and sharing content has negative values, reducing brand recall.

The multiple linear regression table above also shows the t-test or partial test results. The online communities' variable with a probability of 0.000 is smaller than 0.05, indicating that the variable partially impacts the brand recall variable. While other variables, namely interaction (probability 0.613), sharing of content (probability 0.760), accessibility (probability 0.658), and credibility (probability 0.126), have no significant effect on the brand recall variable because the probability value is more significant than 0.05.

D. Top of Mind Variable (Y4)

Table 11. F-test Results on Y-4 Variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.364	5	34.473	14.025	.000 ^b
	Residual	145.020	59	2.458		
	Total	317.385	64			

Source: Processed Primary Data (2021)

The F-test above produces an F-count number greater than F-table (2.36) and a significance less than 0.05. It is concluded that social media marketing with variables online communities, interaction, sharing of content, accessibility, and credibility simultaneously affects the top of mind variable.

Table 12. Coefficient of Determination on Y4 Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.504	1.568

Source: Processed Primary Data (2021)

The results show a correlation value of 0.737, a coefficient of determination of 0.504, and an R Square of 0.543. It is concluded that there is an influence of

social media marketing on the top of mind variable by 54.3%. Other factors outside the research affect the dependent variable by 45.7%.

Table 13. Multiple Linear Regression Test on Y4 Variable

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-2.798	1.876		-1.492	.141
Online Communities	.799	.122	.674	6.573	.000
Interaction	-.064	.243	-.034	-.263	.794
Sharing of Content	-.056	.154	-.048	-.362	.719
Accessibility	.171	.218	.095	.786	.435
Credibility	.359	.221	.174	1.627	.109

Source: Processed Primary Data (2021)

The multiple regression model above is obtained: $Y = -2,798 + 0.799X_1 - 0.064X_2 - 0.056X_3 + 0.171X_4 + 0.359X_5$. From the model above, the top-of-mind constant value is -2.798, which shows a unidirectional influence between the independent and dependent variables, meaning that the top-of-mind value will not change or need to be interpreted. Online communities affect the top of mind by $0.799X_1$, interaction harms the top of mind by $-0.064X_2$, sharing of content harms the top of mind by $-0.056X_3$, accessibility has a positive impact on the top of mind by $0.171X_4$, and credibility by $-5.705X_5$ positively affects the top of mind. Based on the multiple regression model above, online communities, accessibility, and credibility have positive values, meaning they can increase top of mind. In contrast, interaction and content sharing have negative values, reducing the top of mind.

The multiple linear regression table above also shows the t-test or partial test results. The online communities' variable with a probability of 0.000 is smaller than 0.05, indicating that the variable partially impacts the top of mind variable. While other variables, namely interaction (0.794 probability), sharing of content (0.719 probability), accessibility (0.435 probability), and credibility (0.109 probability), have no significant effect on the top of mind variable because the probability value is more significant than 0.05.

Discussions

Social media marketing closely relates to consumer and brand engagement by developing and disseminating marketing strategies through social media (Schultz & Peltier, 2013). Social media marketing plays a significant role in influencing consumer perceptions of brands; this impacts consumer habits, who will continue to seek information about brands using social media (Mangold & Faulds, 2009). Therefore, there is a view that social media marketing can effectively and efficiently increase consumer brand knowledge compared to traditional marketing communications.

Ananda et al. (2019) state that consumers establish relations with brands based on their perceptions of the brand and brand characteristics. Consumers and businesses can connect through brand communities on social media. An essential element of brand engagement with consumers is word of mouth (WoM), transmitting information from one person to another (Jansen et al., 2009). Positive value transmission can be an essential indicator of a brand's relationship with consumers or the attractiveness of a brand's personality to consumers (Tho et al., 2016).

Overall, it can be concluded that when this research was conducted, ICS Food's social media marketing had not yet entirely made consumers aware of the ICS Food brand through Instagram as one of the frozen seafood brands in Indonesia.

The results of this study support previous research conducted by Momany and Alshboul (2016); Nadhiro (2019), and Tarigan and Tritama (2016) that social media has a positive and significant effect on generating brand awareness of followers and can increase sales.

The results of this study also support Seturi's (2017) research. It is not enough to be highly aware of a brand's success. The company's consistency also practically influences a brand's success in promoting its brand.

CONCLUSION AND SUGGESTIONS

Conclusion

Respondents' responses regarding social media marketing carried out by *ICS Food* are included in the pretty good category. However, they have not entirely made consumers aware of the *ICS Food* brand's existence as one of Indonesia's frozen seafood brands. Overall, social media marketing positively affects brand awareness of *ICS Food* frozen seafood products. The test results show that the interaction and accessibility variables can influence the dimensions of unawareness of the brand. In contrast, online communities' variables can affect brand recognition, recall, and top-of-mind dimensions. So, suppose the company wants to reduce the level of unawareness of the brand. In that case, the company needs to increase interaction and accessibility on Instagram social media. If the company wants to increase brand recognition, brand recall, and top of mind, companies need to increase online communities using Instagram social media.

Suggestions

Researchers recommend that *ICS Food* increase its interaction activities through interactive activities such as providing question and answer sessions with followers related

to ICS Food products, utilizing other Instagram features such as “Quiz” stickers, “#hashtags,” “Add Yours,” “Polls,” etc. to interact with followers and balance the activity with consistency.

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