

Marketing to Millennials: University Marketing by Social Media

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ABSTRACT

This study aims to analyze the influence of digital media on UNP's Brand Awareness for its prospective students in Padang. The results showed that: (1) Most of UNP's student candidates in Padang stated that Digital Media Ads such as Facebook, Instagram, Twitter, Website, YouTube, and Blog are not effective to raise UNP's brand awareness. (2) Digital Media Ads such as Facebook, Twitter, and Website have no significant effect on UNP's brand awareness for its prospective students. (3) Digital Media advertisements such as Instagram, YouTube, and Blog significantly influenced UNP's brand awareness for its prospective students.

Keywords: Marketing, Advertising, Digital Media Ads, Brand Awareness, University Marketing.

1. INTRODUCTION

Universitas Negeri Padang (UNP) is a state university in Indonesia that exercise Tridharma Perguruan Tinggi (The Three Tasks of Universities) ie: education, research, and community service [1]. These activities take forms in educational services, in order to develop and disseminate science, technology and art. In order for UNP to be easily recognized and remembered by the society, particularly by the 12th grader of Senior High School in Padang, UNP needs to socialize its brand.

Historically, UNP's brand started from a Teacher Education College (PTPG) in Batusangkar on September 1, 1954. Then PTPG has transformed several times to FKIP University Andalas Bukittinggi in Batusangkar, FKIP Andalas University Padang, IKIP Jakarta Branch in Padang, and IKIP Padang respectively. In the IKIP Padang period, this college is well known by the people of West Sumatra in particular, and the people of Indonesia in general, because it is a leading institution to produce teachers in Sumatera.

The famous brand of IKIP Padang makes the community rather difficult to forget this university name, although today it has already been re-branded to Universitas Negeri Padang (UNP). When people

mentioned UNP, the image that comes to some people is still IKIP Padang [2].

As a university that growing rapidly, in terms of the number of students and wider mandate that not only produces teachers but also non-educational scholars, it is time to attempt to replace the big name of IKIP Padang in the minds of the people with UNP. To that end, UNP management should strive to raise public awareness, especially for it's prospective students the 12th grader in Padang. Increasing the awareness of prospective students about the UNP brand can be done by promoting, giving informations and reminding them of the UNP brand, with all the values contained by it, and also by persuading them to continue their education at UNP.

Promotion can be carried out in the form of advertising, sales promotion, personal selling, publicity, public relations and direct marketing. Advertising can be done by using medias ie: newspapers, radio, television, banners, billboards, leaflets / brochures, and other medias. Other media is through digital medium that is widely used by marketers, because it is low cost, and the information displayed can be updated as often as possible.

To increase UNP's brand awareness among its prospective students in Padang, UNP has used digital media such as Facebook, Instagram, Twitter, Website, You Tube, and Blog. Through digital media, it is expected that the UNP brand would be easily remembered. This study intends to measure and analyze the influence of social media advertising towards UNP's brand awareness, particularly among the 12th graders in Padang Indonesia.

2. LITERATURE REVIEW

According to the American Marketing Association in [3] a brand is the name, term, sign, symbol, design or combination of those matters intended to identify and distinguish a seller's goods or services from others. A name, logo, abbreviation, design is considered as a brand if it meets three criteria: (1) it can identify the meaning, clarify the characteristics and properties of the product or service, (2) own the entity, meaning the brand represents something, (3) It promise of value and meaning of what will be given to the buyer or the wearer [4].

Related to this, brand is not just a name, a symbol or a slogan, but also an umbrella representing a product or service [5]. In addition, the brand also contains several elements, such as attributes, benefits, values, culture, personality, and users [3].

Each brand has attributes that need to be managed. Brands also have benefits, both functional and emotional benefits, and the brand represents something of value, which means a high-value brand will be viewed by consumers as a class brand, thus reflecting who the brand customer is. The brand also represents a particular culture and the brand has the personality of its users. Brands also show a typical consumer wearer. Because of the many elements contained in a brand, a brand is a value indicator for the product and the company [5].

Based on the above description it can be concluded that the UNP brand is not just a name, a sign, a symbol, or a combination of them all. More than that, UNP brand is an "umbrella" which represents the education services or values that unique among other higher education services.

Because the brand represents a different value or unique value, it needs to be socialized to its users. Brand socializing aims to increase brand awareness. Brand awareness is the ability of a person to recognize or

recall that a brand is in a particular product category. Brand awareness relates to one's familiarization to a brand. Someone will often buy a familiar brand, because he is happy with the familiarity [6]. Thus, the brand awareness of the prospective student of the UNP brand is the ability of a prospective student to recognize or recall or familiarize that the UNP brand is one among other brands of the many existing universities.

Brand awareness consists of brand recognition and brand recall. Brand recognition is how far a consumer can recognize the brand included in one category. Brand recall is a how well a consumer can recall a brand when asked to name a particular brand in a product class [7].

To increase awareness among its prospective students, UNP needs to do promotion. Promotion is a form of marketing communication that aims to inform, influence and persuade and remind customers [8]. This promotion consists of various forms of personal selling, mass selling consisting of advertising and publicity, sales promotion, public relations, direct marketing, and interactive/ internet marketing [9]. For UNP, the promotion in question is marketing communications to inform and remind its prospective students about UNP brand.

One form of promotion that has been implemented by UNP is advertising, which is one form of impersonal communication. Advertising aims to inform products (goods or services) to consumers, persuade them to buy products, remind consumers of products, and consolidate or convince consumers that they make the right choice [10].

One of the most effective and widely used is digital media advertising because it has the opportunity to advertise in cyberspace, low cost, and information can be updated as often as possible. The digital media ads in question are Facebook, Instagram, Twitter, Website, You Tube and Blog [11]. Furthermore, Walker & Mullins explains that every company needs digital media and social media like Facebook, Website, Twitter, and You Tube [12].

3. RESEARCH DESIGNS

3.1. Sampling and Data Collection

The research population is all the 12th graders in Padang that enrolled in semester from July to December 2016, who have accessed UNP's digital media. The sample size was set by using Slovin formula [13]. By determining the percentage of sampling error of 0.05 and using Slovin formula, it can be determined the minimum sample size is 400 students. Determination of

sample size for each highschool is done proportionally, based on the number of students.

The sampling technique (respondent) in each highschool is done by accidental method, that is distributing the questionnaires to the 12th graders which happened to be found in research time. Eventually, the number of samples that can be collected is only 361 students, relating some of the high school that became the object of research has holiday at the time of this study.

The data collection tool of this research is a self-designed questionnaire by the researcher. This questionnaire consists of several statements, and each statement is provided with several options measured by Likert scale with categories: Strongly Agree (5), Agree (4), Less Agree (3), Disagree (2), Strongly Disagree (1) [14].

The questionnaire has been tested for its validity and reliability before being used for research data collection. Validity test was used to illustrate that the statements in the questionnaire are able to express something to be measured. Testing criteria is: if $r_{count} \geq r_{table}$, then the statement in the questionnaire means valid, otherwise if $r_{count} < r_{table}$, then the statement in the questionnaire is invalid. For this research, the experiment was conducted by taking 30 students of 12th grader in high school in Padang as the respondents who did not included the research sample.

Meanwhile, the reliability test was used to see how far the statement in the questionnaire can be trusted or not. Reliability test is done after the statement in questionnaire is valid. Criteria testing is if the coefficient Alpha Cronbach ≥ 0.7 , then all items statement in the questionnaire otherwise reliable. Testing the questionnaire was done by taking 30 students of grade 12 high school in Padang as respondents who did not include as sample.

3.2. Variable Operational Description

This research has several variables i.e: UNP's Brand Awareness, Facebook, Instagram, Twitter, Website, You Tube, and Blog. In this study, UNP Brand Awareness serves as a result variable, while Facebook, Instagram, Twitter, Website, You Tube, and Blog function as cause variables.

3.3. Regression Model

Inductive analysis aims to analyze the influence closeness between variables that exist in the research.

This research uses Multiple Linear Regression with equation as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + b_6 X_6 + e$$

Where:

Y	=	UNP's Brand Awareness among it's prospective students
a	=	Constant
b1...b6	=	regression coefficient of X1..... X6
X1	=	Facebook
X2	=	Instagram
X3	=	Twitter
X4	=	Website
X5	=	You Tube
X6	=	Blog
e	=	Standard error

Data were analyzed with the following steps:

- calculating the regression coefficient that determines the influence of Facebook, Instagram, Twitter, Website, You Tube, and Blog towards UNP's brand awareness among it's prospective students.
- Calculate F count and t count to determine the significance of causal variable effect as a whole (simultaneous) and partial influence at $\alpha = 0.05$.

The criteria used is if F count is bigger than F table, then Facebook, Instagram, Twitter, Website, You Tube, and Blog as a whole (simultaneous) have significant influence to UNP's brand awareness among it's prospective students.

4. EMPIRICAL FINDINGS

4.1. The Influence of Facebook Towards UNP's Brand Awareness Among It's Prospective Students in Padang

Based on multiple linear regression analysis, regression coefficient of Facebook influence towards UNP's Brand Awareness among it's Prospective Students in Padang is 0.017. To test the proposed hypothesis, testing the regression coefficient using t test on $\alpha 0.05$ with t calculated for 0.269 and smaller than t table of 1.645 ($0.69 < 1.645$). This means, that the proposed hypothesis that Facebook has significant effect on UNP's Brand Awareness UNP among it's prospective students was rejected at $\alpha = 0.05$. In other words, Facebook (fb) has no effect on UNP's Brand Awareness. The results of this study can be interpreted, that if there are or no Facebook, it will not change UNP's brand awareness among it's prospective students in Padang.

One of the causes of Facebook has no significant effect on UNP brand awareness is the declining interest of young people to use Facebook as their personal social media. Although Facebook was the most popular social media / web, but in the last five years Facebook began to be abandoned by users. Based on data obtained from Alexa Rank, Facebook ranked 12th most visited web sites in Indonesia, where in the past Facebook always occupy the top three position [15].

In addition, teenagers in Indonesia began switching from Facebook to other social media such as Snapchat, Path, Pinterest and others. It was because the spread of information on Facebook is too broad. Social media such as Snapchat and Path have access restrictions on it, so that the content is only visible to the ones that was allowed by the user. Teenagers prefer intimate content dissemination rather than mass distribution of content [16].

Therefore, the use of Facebook is not recommended to increase UNP's brand awareness.

4.2. The Influence of Instagram on UNP's Brand Awareness Among It's Prospective Students in Padang

Based on multiple linear regression analysis, regression coefficient of Instagram effect towards UNP's Brand Awareness among it's prospective students in Padang is 0.190. To test the proposed hypothesis, testing the regression coefficient using t test on α 0.05 with t count of 3.192 and greater than t table of 1.645 ($3.192 > 1.645$). This means, that the hypothesis proposed that Instagram significant effect on UNP's Brand Awareness among it's prospective students in Padang received at $\alpha = 0.05$. In other words, the better the prospective student's assessed the information contained in UNP's Instagram, the more the UNP brand awareness among it's prospective students in Padang.

Instagram is one of the internet-based media that is currently a trend to conduct promotions. The large number of Instagram users and features that are easily accessible to all makes Instagram one of the most effective media in marketing activities.

Instagram's accessibility as a social media can be done easily and with a relatively cheap cost (it's doesn't even need money to use). Instagram also does not require a particular skills or knowledge to access and understand the displayed content [17]. This is because Instagram display is very simple when compared with other social media. Instagram only displays content in

the form of photos or videos that can be accessed widely.

Instagram can be used to build UNP brand awareness by displaying interesting content for prospective students in Padang. Marion aan't Goor in his research states that if a brand wants to commit to marketing activities through Instagram media, then they must provide exciting and exclusive content that differentiates with competitors with similar products [18].

4.3. The Influence of Twitter on UNP's Brand Awareness Among It's Prospective Students in Padang

Based on multiple linear regression analysis, the regression coefficient of Twitter influence on UNP's Brand Awareness among it's prospective students in Padang is 0.073. To test the proposed hypothesis, we tested the regression coefficients using t test on α 0.05 with t count of 1.371 and smaller than t table of 1.645 ($1.371 < 1.645$). This means that the proposed hypothesis of Twitter has a significant effect on UNP's Brand Awareness among it's prospective students in Padang is rejected at $\alpha = 0.05$. In other words, Twitter has no effect on UNP brand awareness among it's prospective students in Padang. The results of this study can be interpreted, if there were no twitter it will not change the awareness of UNP brand for prospective students in the city of Padang.

Twitter is a text based social media that limits it content to 140 characters. Therefore, there are limitations of users in updating the content. This makes the content displayed by the user to be limited and not deep. In order to build UNP brand awareness among it's prospective students, this has become a drawback. Because prospective students who want to find information about a college, would want complete and in-depth information.

Furthermore, when compared with other social media, Twitter has a lower engagement rate. Engagement rate is a metric system that measures the degree of engagement of social media users to the displayed content. Factors that are taken into account when calculating engagement rate include the number of comments, like, share and so forth [19]. Based on data cited from MRSS.com found that Twitter engagement rate is only 1.6%. This figure is a low engagement rate compared to other social media such as Facebook which has a engagement rate of 5.4% [20].

Therefore, Twitter should not be used to build UNP brand awareness among its prospective students, because if there is Twitter or no Twitter has no influence on UNP brand awareness.

4.4. The Influence of Website on UNP's Brand Awareness among its prospective students in Padang

Based on multiple linear regression analysis, regression coefficient of Website influence on UNP's Brand Awareness among its prospective students in Padang is 0.054. To test the proposed hypothesis, we tested the regression coefficients using t test on $\alpha = 0.05$ with t count of 0.930 and smaller than t table of 1.645 ($0.930 < 1.645$). This means, that the hypothesis proposed Website has a significant effect on UNP's Brand Awareness among its prospective students in Padang was rejected at $\alpha = 0.05$. In other words, the Website has no effect on UNP's Brand Awareness among its prospective students in Padang. This can be interpreted, that there is or no Website will not change awareness of UNP brand for prospective students in Padang.

The website has no influence on UNP's Brand Awareness among its prospective students because the target audience of UNP's website is the UNP academic community. Which means, the displayed content on the UNP website is designed and organized for the benefit of the academic community. Various information presented on the front page of UNP website are: latest news on various campus activities, UNP @access, education personnel directory and education staff UNP, LP2M corner, BAAK information and so on, which the prospective students has no interest at all.

From the various displayed content, the information that appeals to prospective students is the "Campus Facility" menu and the "New Student Admission" menu. Therefore, UNP's website is not an effective medium for building brand awareness among prospective students, because the information provided does not interest them.

Therefore, the UNP website is more used as a medium for disseminating information around the University, while to build brand awareness, UNP must use other social media.

1. The Influence of YouTube on UNP's Brand Awareness among its prospective students in Padang

Based on multiple linear regression analysis, regression coefficient influence YouTube on UNP's Brand Awareness among its prospective students in

Padang is 0.177. To test the proposed hypothesis, we tested the regression coefficient using t test on $\alpha = 0.05$ with t count of 3.281 and greater than t table of 1.645 ($3.281 > 1.645$). This means, that the hypothesis proposed that YouTube significant effect on UNP's Brand Awareness among its prospective students in Padang received at $\alpha = 0.05$. In other words, the better the assessment of information contained in YouTube about UNP, the more UNP's Brand Awareness among its prospective students in Padang.

YouTube is a social media that has audio visual content. Videos that have been uploaded into YouTube can be accessed anytime, and anywhere as long as there is internet access. Video content can also be spread through other social media such as WhatsApp, Facebook, Twitter, Instagram and others, and can be played repeatedly for free. These advantages make the dissemination of information on YouTube to be very effective.

In addition, audio visual content is also more engaging for teens than text messages or pictures. So that interesting content can be viral and propagated to other users. Based on data obtained, Indonesia is a country with the largest growth rate of YouTube users in Asia Pacific, with a growth of 250% per year [21].

Thus, YouTube can be used by UNP to build its brand awareness among the prospective students in Padang. Because by increasing the use of YouTube, the awareness of UNP brand for prospective students in the city of Padang would also be increased.

2. The Influence of Blog on UNP's Brand Awareness among its prospective students in Padang

Based on multiple linear regression analysis, regression coefficient of Blog effect on UNP's Brand Awareness among its prospective students in Padang is 0.354. To test the proposed hypothesis, we tested the regression coefficient using t test on $\alpha = 0.05$ with t count of 5.377 and greater than t table of 1.645 ($5.377 > 1.645$). This means that the proposed hypothesis is Blog has significant effect on UNP's Brand Awareness among its prospective students in Padang accepted at $\alpha = 0.05$. In other words, the better the assessment of information contained in the Blog about UNP, the more UNP's Brand Awareness among its prospective students in Padang.

Blogs are very popular among learners because they are can be relied upon to find information about campus activities. When entering the keyword "Universitas Negeri Padang" blog in search engine google, the

majority of search results that appear is a blog of various UNP student activities with the content that they compose themselves. This is the main attraction for students compared to reading official news from the UNP or in other news media.

This is in line with Febrihatin research which concluded that there are positive and significant relationship between the use of blogs in the form of Tumblr brand awareness [22]. Therefore, UNP can take advantage of social media blogs to increase UNP brand awareness for prospective students in the city of Padang, by encouraging students to be more diligent in writing on blogs. Due to the increasing use of blogs, it will also UNP's Brand Awareness among it's prospective students.

5. CONCLUSIONS

1. Most of UNP's prospective student in Padang states that some digital media ads such as Facebook, Instagram, Twitter, Website, YouTube, and Blog are not effective in raising UNP's brand awareness. It was because UNP brand awareness for prospective students in Padang was still low.
2. Digital media advertisements such as Facebook, Twitter, and Website have no effect on UNP's Brand Awareness among it's prospective students in Padang. This means that there is or no Facebook, Twitter and Website containing information about UNP would not change UNP's Brand Awareness among it's prospective students in Padang.
3. Digital Media advertisements such as Instagram, YouTube, and Blog has significantly influence UNP's Brand Awareness among it's prospective students in Padang. Thus it can be concluded, that more information about UNP is displayed on Instagram, YouTube, and Blog, it would increase UNP's Brand Awareness among it's prospective students in Padang

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