



The Impact of Instagram's Social Media Marketing Activity Strategy on PT Astra Motor's Selatan Sulawesi Brand Awareness

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Abstract. In a company that provides a product or service, marketing is very important. Marketing is now no longer done traditionally but has used new media such as the Internet to do advertising. Social media marketing is used by business owners and companies to strengthen brand awareness and increase purchase intention for a product. In increasing its brand awareness, of course, a company must have a plan or strategy. This is the background of this research, namely to find out the impact of Instagram's social media marketing activity strategy on PT Astra Motor South Sulawesi's brand awareness. Where this study will use data collection through interviews. Based on the results of the research that the strategy of social media marketing activities had an impact on increasing Brand awareness of PT Astra Motor Sulsel by 4% in one year based on the results of the research that the Instagram social media activity strategy also had an influence on sales, especially through Instagram Direct Messages, namely an increase of 20% in within the past one year.

Keywords: social media marketing, Instagram, brand awareness

1 Introduction

In a company that provides a product or service, marketing is very important. Marketing is now no longer done traditionally but has used new media such as the Internet to do advertising. According to Kotler and Keller, marketing is a process by which a person or group of people can obtain something they need by exchanging a value in the form of a good or service (Kotler, 2016).

In his book, (McKee, 2010) says that social media marketing is practiced to engage customers in online social locations where customers naturally spend time. According to Santoso (2017) social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action towards a brand, product, business, individual or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. Social media marketing is used by business owners and companies to strengthen brand awareness and increase purchase intention for a product.

Brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a certain product category. People tend to like or buy familiar brands because they feel safe with something they know. Most of them assume that a brand that is known has the possibility of being reliable, stability in business, and quality that can be accounted for (Sugiarto, 2017).

In increasing its brand awareness, of course, a company must have a plan or strategy. Strategy is the most important supporting factor in achieving a goal. The company's strategy is very dependent on the goals of a company, circumstances and environmental conditions.

This is also applied by one of the big automotive companies such as PT Astra Honda Motor (AHM) which is the pioneer of the motorcycle industry in Indonesia. by using a social media marketing strategy that must be applied in carrying out sales promotions, this is considered important because each product requires socialization of prices, features, convenience and approaches to a wider audience through social media.

Social media has advantages, especially in its ability in interactive two-way communication, and makes it easier for users to access various information. This condition will greatly support direct interactive communication. In this case it is very possible for social interaction to occur between individuals or groups so that for a company it tends to be easier to introduce its products or services through social media because it is a two-way interaction process that will make it close to potential buyers.

Social media Instagram is the prima donna of online business media. Besides being able to display an image of a product as well because the description that can be written is much longer than Twitter. Instagram is also easily accessible from smartphones and is currently the most popular social media among millennials. This is an opportunity for a company to promote its product easily (Kumara, 2016). This is because Instagram allows its users to share pictures or videos and can immediately comment on interesting photos.

This research is an important phenomenon for the author to study further in an effort to find out the impact of PT Astra Motor South Sulawesi's Instagram social media activity strategy. The author is interested in conducting research entitled "**The Impact of Instagram's Social Media Marketing Activity Strategy on PT Astra Motor South Sulawesi's Brand Awareness**".

2 LITERATURE REVIEW

2.1 Brand Awareness

Brand Awareness is the ability possessed by a consumer who can recognize or be able to recall a brand so that consumers can conclude with one particular product category. Therefore, a consumer can have brand awareness of a brand automatically so that he can describe the instruments of a brand without assistance (Cahyani, 2016).

According to Kotler and Keller, Brand Awareness is the ability to identify brands in a category with sufficient detail to make a purchase. Brand Awareness is the ability of a consumer to identify a brand in different conditions, such as brand recognition and

recall of a particular brand. Brand awareness through repeated exposure so that a consumer can feel familiar with the brand (Saputro, 2016).

Based on the explanation of the experts above, it can be concluded that the Brand recognition scheme is the level of recognizing and remembering a brand with assistance. And brand recall (recall) is recall by a brand without using assistance as an element that influences the formation of Brand Awareness (brand awareness).

According to Durianto, et al (2004: 30), brand awareness is the ability of a consumer to recognize, recall a brand as part of a particular product category. If consumer awareness of a brand is low, it is certain that brand equity will also be low. The consumer's ability to recognize a brand differs depending on the level of brand communication or consumer perception of the brand. The following are the levels of brand awareness:

a. Unware of brands.

At this stage, consumers are not sure whether they know the brand mentioned or not. This level should be avoided by the company.

b. Brand recognition.

At this stage, consumers are able to recognize the brand mentioned.

c. Brand Recalls.

At this stage, consumers are able to remember the brand without assistance.

d. Top of Mind.

At this stage, consumers can recognize a brand as the first thing that comes to mind when discussing a particular category. Brand awareness will greatly affect the equity of a brand. Durianto, et al (2004: 57) revealed that to increase consumer awareness of a brand can be done in various ways, one of which is:

- A brand must convey a message that is easy for consumers to remember. The message conveyed must be related to the brand and category of a product.
- The use of catchy song jingles and slogans so that the brand can be easily remembered by consumers.
- The company symbol should have a relationship with the brand and product.
- Using a brand to expand products, so that the brand can stick in the memory of consumers.
- Strengthening brand awareness can also be done with a signal that is appropriate to the product, brand or both.
- Companies must always do repetition to increase consumer memory of brands and products.

2.2 Marketing Communication (Marketing Communication)

The definition of marketing communication or Marketing Communication according to academics and practitioners in Prisgunanto, marketing communications is "all of the marketing mix which involves communication between organizations or companies and target audience elements in all its forms aimed at marketing performance" (Prisgunanto, 2006).

According to Kotler (Kotler, 1997), there are five marketing communication strategies, namely:

1. Advertising.

Advertising is an effective way to reach geographically dispersed buyers at a low cost per appearance. Advertising can be used to build a long-term image of a product or brand to accelerate sales.

2. Sales Promotion.

Sales promotion is an invitation to make a purchase. A company uses promotion to create a stronger and faster response. Sales promotions can be used to boost sales that are currently lacking. However, the effect of sales promotion is usually short-term, and less effective in building the image of a product.

3. Public Relations and Publicity.

The attractiveness of public relations and publicity is based on three distinct, high-credibility traits:

- News and images are more authentic and trusted by readers than advertisements.
- Ability to catch unexpected buyers. Public relations can reach many potential buyers who tend to avoid salespeople and advertising. Messages are received by buyers more as news, not as communication aimed at selling.

4. Personal Selling.

Personal selling is the most cost-effective tool at later stages in the buying process, especially in building buyer preference, conviction, and action. The reason is that personal selling, when compared to advertising, has three distinct benefits:

- personal confrontation
Personal selling includes lively, direct and interactive relationships between two or more people.
- Cultivating personal selling allows all kinds of relationships to emerge, from sales relationships to friendships.
- Response
Personal selling makes the buyer feel obligated to listen to the salesperson. The buyer must respond, even if the response is just a polite thank you.

5. Direct Marketing.

Forms of direct marketing, direct mail, telephone marketing, electronic marketing. All of them share four characteristics of direct marketing:

- Non-public messages are usually addressed to a specific person.
- Customized. Messages can be customized to appeal to specific people.
- Latest. Messages are prepared very quickly to give to someone.
- Interactive. Messages can be changed depending on the response of the person.

3 RESEARCH METHOD

This research will be conducted on PT Astra Motor South Sulawesi's Instagram social media account which is located on Jl Sultan Alauddin No.53, Makassar City. This research will use a qualitative approach with a descriptive approach. These types and approaches are used as a process and procedure used to approach problems and seek answers. The qualitative research method approach, according to Taylor and Bogdan, can be interpreted as research that produces descriptive data regarding spoken and written words, and behavior can be observed from the people studied (Suyanto, 2006, p. 166).

The approach used in this research is descriptive qualitative, where this approach is very appropriate in researching PT Astra Motor Sulsel's (Honda) Instagram social media marketing activities strategy. existence and based on these characteristics and in accordance with the research objectives.

4 Research and Discussion

Based on the results of the study, the social media marketing activity strategy has an impact on increasing brand awareness of PT Astra Motor Sulsel where Honda consumers who were previously unfamiliar with or familiar with the Honda brand now recognize the brand from the introduction made by the Instagram social media strategy.

This opinion is in accordance with the opinion of Duriyanto, et al (2004: 30), brand awareness is the ability of a consumer to recognize, recall a brand as part of a certain product category. If consumer awareness of a brand is low, it is certain that brand equity will also be low. The consumer's ability to recognize a brand differs depending on the level of brand communication or consumer perception of the brand. The following are the levels of brand awareness:

1. Unware of brands

At this stage, Honda consumers are not sure whether they are familiar with the brand mentioned or not. This level should be avoided by the company.

2. Brand recognition

At this stage, Honda consumers have been able to recognize the brand or also know products from Honda.

3. Brand Recalls

At this stage, Honda consumers are able to remember the brand independently without assistance.

4. Top of Mind

At this stage, Honda consumers can recognize the brand as the first thing that comes to mind when discussing a particular category. Brand awareness will greatly affect the equity of PT Astra Motor Sulawesi Selatan.

In increasing PT Astra Sulawesi Selatan's Brand Awareness, of course, a marketing communication strategy is needed to achieve the company's goals. This effort directs companies to focus on relationship marketing, relationship marketing, which is a business that includes engaging, creating, maintaining and encouraging long-term relationships with consumers for the long term.

According to Kotler (Kotler, 1997), there are five marketing communication strategies, namely:

1. Advertising

The marketing communication strategy carried out by PT Astra Sulawesi Selatan has used social media Instagram to provide information related to its product information. In advertising its products, PT Astra Motor Sulsel uses the Instagram Ads feature to reach a wider audience through feeds and Instagram stories. This makes it possible to share product-related information and spread features quickly and reduce advertising budget figures that are not as big as doing promotions offline.

2. Promotion

In carrying out a promotion, PT Astra Motor Sulsel tends to carry out promotions through Instagram social media by making discounts on motorcycle service products or services on certain holidays such as national days, new years or company birthdays.

3. Public Relations and Publicity

Being the main sponsor of the PSM football team for the last 5 years since 2017 has brought Honda to exist in all circles, considering that PSM is the pride of the football team from the city of Makassar which has fans in almost all of South Sulawesi. The purpose of being the main sponsor of PSM is none other than these activities to be able to attract the attention of local audiences including PSM fans who are commonly referred to as (Laskar Rooster) and Makassar city residents as well as audiences outside the city of Makassar and globally.

In addition, Honda maintains a very good relationship with the PSM support community and routinely holds events and activities that involve the PSM support community and Honda motorcycles. This activity had a positive impact because it was in demand and received a positive response from the community, especially PSM fans themselves. Sponsorship in these activities has the potential to generate benefits in terms of Branding, Brand Awareness and Financial.

4. Personal Selling

The use of users when conducting offline activities such as at events supported by Honda is one of the most cost-effective tools at later stages in the buying process, especially in building buyer preference, confidence, and action.

5. Direct Marketing

the use of local Brand Ambassadors is one of Honda's strategies to increase its Brand awareness because it has a positive effect in helping marketing effectiveness, especially in the city of Makassar. Currently, Honda is hooking up with several local comedians from Makassar, one of which is Tumming Abu, whose career is quite good and has a positive image in society, especially Makassar. In addition, in 2023 Arif Brata, a comedian from Makassar, who has had a career at National, officially joins to complete the strength of Honda's Brand Ambassador. With the existence of a local Brand Ambassador, it is hoped that it can increase audience enthusiasm so that an emotional bond can occur between a brand and consumers so that it can indirectly build a good image for the product and have an impact on purchasing decisions and product usage.

Collaboration with KOL (Key Opinion Leader) is a strategy to improve the company's image branding. Therefore it is important for companies to work with KOLs who have a background or image that matches the brand or product they want to market so that they are expected to be able to convey a message from a brand through interesting photo or video content that can attract the audience's interest to see the product or service. just visiting the Instagram page while expanding the reach of the audience you want to reach.

Based on the research results, PT Astra Motor Sulawesi Selatan has succeeded in increasing its Brand Awareness. Since using social media Instagram as a medium to build the company's brand image, PT Astra Motor Sulawesi Selatan has succeeded in increasing Brand Awareness by 4% during 2021 – 2023. This achievement is an excellent figure, which means it can be concluded that the social media strategy through Instagram has succeeded in increasing Brand Awareness PT Astra Motor South Sulawesi.

Increasing brand awareness of a brand will certainly affect the brand in terms of several aspects, one of which is sales. based on the results of research with informants that Instagram's social media activity strategy also has an influence on sales, especially through Instagram Direct Messages, which has increased by 20% in the past one year. As Skoric said (Skoric, 2016) Instagram is a social media with many opportunities for

doing business and can be used as a marketing communication medium with various product images and also makes it easier for consumers to see the products being sold and can immediately comment on interesting photos.

Based on research that along with the increase in engagement from the @hondajagoanku Instagram account, now many customers are making purchases through Instagram direct messages. This is influenced by several factors, one of which is easy access by the audience and informative so that the audience feels safe even just asking about products through Instagram direct messages.

This can be seen from the initial number of Instagram followers @hondajagoanku in 2021 of 52,112 followers until early 2022 now totaling 72,554 followers, which means that within a year the use of promotions through Instagram has increased by 20,442 accounts. This data was also supported by the highest increase in account reached, namely 379,767 accounts at certain moments, such as an increase in content related to PSM or the Brand Ambassador from Honda.

Informative content also really helps the audience or prospective buyers to find out a brand and product according to the characteristics they are looking for without the need to visit the showroom directly. Apart from that, information is also available regarding product maintenance such as a network of workshops and spare parts located at many points in the city of Makassar so that make it easier for the audience to find out.

This statement is supported by (McLuhan, 1965) "The medium is the message", the medium chosen to convey the message is as important as the message. He said that humans have a symbiotic relationship with technology that uses media.

Therefore, the role of social media today is a very important factor to support the progress of a company to market and expand information related to the company or its products. The success of PT Astra Motor Sulsel in its branding strategy where it is required to understand the needs and desires of consumers so that the Honda brand and products are embedded in the hearts and minds of every consumer so that consumers have the ability to recognize a brand or brand. increasing brand awareness of PT Astra Motor Sulsel.

5 Conclusion

The success of Instagram's social media strategy in influencing human perspectives, emotions, technology values and feelings that affect communication through new technology can form a positive image or brand image and increase brand awareness where there are several levels from those who were not previously familiar with a brand to become Top of Mind the community whose output will affect the brand in terms of several aspects, one of which is the occurrence of sales or sales through social media Instagram.

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