

**SOCIAL MEDIA MARKETING STRATEGY IN INCREASING  
BRAND AWARENESS**  
(CASE STUDY INSTAGRAM ACCOUNT : @MAMITOKO & @MAMITOKO\_STORE)

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**ABSTRACT**

This study aims to analyze the engagement of the Instagram account @mamitoko and @mamitoko\_store which influence Brand Awareness, by observing 3 (three) elements in analyzing social media interaction, such as creator-related features, contextual features, and content features. This study uses a qualitative method with a descriptive approach by conducting interviews with users. The author used the Miles and Hubberman model and tested the validity of the data using the source translation technique. The results of this study show that the Instagram account @mamitoko and @mamitoko\_store have an admin who manages social media. Based on the author's analysis, the engagement of @mamitoko\_store is not optimal. Soft-selling content is more attractive to visitors, besides that visitors are more interested in educative content, detailed information content, and interactive content.

Keywords : Digital Marketing; Social Media Engagement; Social-Media Marketing; Brand Awareness

**ABSTRAK**

*Penelitian ini bertujuan untuk menganalisis Engagement akun Instagram @mamitoko dan @mamitoko\_store yang mempengaruhi Brand Awareness, dengan mengamati 3 (tiga) elemen dalam menganalisis interaksi media sosial, yaitu fitur terkait kreator, fitur kontekstual, dan fitur konten. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dengan melakukan wawancara kepada pengguna. Penulis menggunakan model Miles and Hubberman dan menguji validitas data dengan menggunakan teknik translasi sumber. Hasil penelitian ini menunjukkan bahwa akun Instagram @mamitoko dan @mamitoko\_store memiliki admin yang mengelola media sosial. Berdasarkan analisa penulis, Engagement @mamitoko\_store masih belum optimal. Konten soft-selling lebih diminati pengunjung, selain itu pengunjung lebih tertarik dengan konten edukatif, konten informasi detail, dan konten interaktif.*

*Kata Kunci : Pemasaran Digital; Keterlibatan Media Sosial; Pemasaran Media Sosial; Kesadaran Merek*

**INTRODUCTION**

**Background**

Using Social Media Marketing Strategy is familiar nowadays. Social Media Marketing is used to support the marketing activities of a product or service. In traditional marketing, marketing activities for goods or services are carried out by

distributing brochures, leaflets or participating in certain events. By implementing Social Media Marketing, promotional activities for goods or services are easier and have a wider reach. The application of Social Media Marketing is carried out on various social media including Instagram, Whatsapp, Tiktok, Twitter, Facebook, and other existing social media.

The benefits of current technology being felt by internet users, this has led to more people being dependent on social media use. This is reflected in the number of active social media users which is increasing day by day. In Indonesia, the number of internet users as of January 2023 has reached 212.9 million. According to data from "We Are Social", internet users in Indonesia are around 202 million, an increase of around 10 million users or 5 percent from the previous year. In the same data, Indonesia's total population is said to have reached 276.4 million as of January 2023, an increase of 1.8 million from the total population as of 2022. In other words, internet penetration in Indonesia currently reaches 77 percent (212.9 million people). While the rest, which is around 23 percent (63.51 million people), are not yet connected to the internet network. As many as 98.3 percent of Indonesian users access the internet via cellular telephone devices (mobile phones). On average, internet users in Indonesia access the internet for around 7 hours and 42 minutes per day.

According to data, in Indonesia, Whatsapp is the most widely used, with a percentage reaching 88.7%. The data was followed by Facebook and Instagram with respective percentages of 81.3% and 84.8%. On the other hand, the percentage of users of Telegram and TikTok social media accounts is 62.8% and 63.1% (source: [www.dataIndonesia.id](http://www.dataIndonesia.id)).

Social media also has a very potential function in running a business, including as a tool for identifying customers. In addition, business people can carry out two-way communication with customers, share news or information to be able to identify what customers need, and can also increase the reputation/brand awareness of a product. Social media can also be used to form groups/communities among customers. Another benefit of social media is as a means to support business communication, help market activities for products and services, and also communicate with suppliers. Social Media has a huge influence. Currently, people prefer to seek and receive all information via the

Internet. Because access is so fast and easy, many Small Medium Enterprises Businesses use social media as a means of promoting their products.

Technology was able to support economic turnover during a pandemic. Even now, not only small and medium entrepreneurs are using online businesses, but many public figures are also involved in online business. One of the small entrepreneur actors who runs a social media marketing strategy is Desiree Sitompul. She uses the Mamitoko.net website to sell various dessert menus, such as klepon cake, tiramisu cake, red velvet cake, aceh salad, and the recently launched advocat cake.

Located on Jl. Cipete Raya, South Jakarta, Mamitoko Store by Desiree Tarigan has been established in 2020 with its first product, Klepon Cake, currently has many product variants including various kinds of dessert on a jar, various kinds of cakes, spaghetti on a jar, salad on jar and etc. Social media marketing allows this shop to create good brand awareness. The first social media platform used by Mamitoko Store is Instagram (@mamitoko) where this account is the owner's personal account and has been created since 2014. Then, a business account @mamitoko\_store was created which further supports the running of this culinary business.

The first Instagram platform used for promotion was a personal Instagram account, where the account currently has 753,668 followers, while the second Instagram platform was created 2 years later, in 2016, with 84,900 followers. Of the two active social media accounts, the first account shows significant interaction. This can be seen from the average number of interactions on Instagram which is quite high, in fact, on average, each content posted gets as many as 1,000 – 5,000 likes.

From the follower data and also the interaction data between the two accounts it can be seen that the use of Instagram on the second account which is a business account for Mamitoko products is still not optimal. Therefore, an Instagram interaction management design is needed in this research so that it can cover a wider audience so that the use of social media on the second account can be more optimized.

### **Purposes**

This study aims to analyze the engagement of the Instagram account @mamitoko and @mamitoko\_store which influence Brand Awareness, by observing 3 (three) elements in analyzing social media interaction, such as creator-related features, contextual features, and content features.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### **Social Media Marketing**

Social media marketing is a marketing strategy by utilizing social media with the aim of creating connections, communities, transactions, and exchanging information with consumers and potential customers (Aliami et al., 2018). Social media marketing can influence consumer interests, and decisions, in choosing a product or service (Leviana, 2019). Social media marketing is used by business owners or companies to strengthen brand awareness and increase purchase intention for a product.

### **Social Media Engagement**

Social media engagement is a metric measuring how interested and involved the target market is in interacting with marketing accounts and content on business-owned social media (owned media). For example, on social media Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn, and even Pinterest. Social media engagement is a term used to measure how active social media users are in interacting with content posted by certain brands or social media accounts. Engagement can be measured through various metrics such as Likes, Shares, Comments, and Followers. In this case, Engagement is a key factor that determines the success of marketing campaigns on social media.

The higher the level of Engagement we get, the more likely the social media account is to be successful in building relationships with its followers and increasing the popularity and visibility of the brand it represents. Therefore, Engagement is important in marketing strategies on social media and must be managed effectively.

### **Brand Awareness**

According to Aaker, brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category. While the definition of brand awareness is "the ability and ability of a potential consumer to be able to recognize parts of a brand or recall a brand is part of a "certain category" (Krisnawati, 2016).

### **Social Media**

Social media is a group of Internet-based applications that are built on the ideological foundations of Web 2.0 (which is the platform from which social media evolves) that enable the creation and exchange of User Generated Content (Andreas M.

Kaplan and Michael Haenlein (2010). Social media has characteristics such as connectedness, discussion, participation, and openness. Social media has several types, namely Online Communities and Forums, wikis, blogs, and social networks such as Facebook, Instagram, Twitter, TikTok, and others. Social Media has functions, including opening human social relations by applying the internet and web technology, upholding the democratization of knowledge and information, and changing people who used to use message content to become message makers themselves.

Managing social media as a marketing tool can be formed with several references in which there are several aspects, such as the manager's goals in using social media, the manager's social media search results on the internet, interaction, number of new followers, number of mentions, repeated visits to social media managers, social connectivity between users, and recommendations between users (L. Huang, 2012:124). In the same publication that explained these aspects, in managing social media marketing activities managers can measure the level at which users engage with their posts by using the number of interactions resulting from the content that has been shared by managers explained that These interactions can be in the form of likes, comments, hashtags, followers, and shares (Bakhshi et. al., 2014). Social media interactions are influenced by 3 (three) elements, such as creator-related features, contextual features, and content features (Jaakonmaki et al. 2017: 1153). These three aspects will be used in this research in managing social media interactions strategy.

#### **Creator-related features**

This element includes the number of followers, how the account manager interacts with social media users (replying or conveying messages to social media users), how long the admin manages social media, and the targets to be achieved for their social media. The number of followers and the length of time the account is owned also affect the interactions that occur on social media.

#### **Contextual features**

This element includes time to post content, information sharing (sharing) content, and conversations or conversations that occur between account managers and visitors.

#### **Content features**

Content features are what kind of content will be shared on social media. This element will focus on what kind of content is of interest to social media users. Shared content can be in the form of text, photos, and videos.

### RESEARCH METHOD

The research method that the researcher used in this research is a qualitative method which is a method that is carried out systematically using observation notes and interviews to increase the researcher's understanding of the topic being studied and present it as findings. In addition, researcher used literature sourced from books, research reports, interviews, and websites. Data analysis was carried out using the data analysis technique of the Miles and Hubberman models, carrying out a series of activities in the form of data reduction, data display, and conclusion.

Observations in this study were also carried out to obtain data on social media interactions @mamitoko and @mamitoko\_store, by observing social media interactions which are included in the main elements of the focus of this research in the form of context and feature content. One of the digital tools used in the observation is a social media content analysis calculation tool, SocialBlade, which is used in certain portions to observe Instagram interactions.

### RESULT AND DISCUSSION

#### Creator-related features

Mamitoko has two Instagram accounts that are used as marketing tools, @mamitoko and @mamitoko\_store (figure 1). In managing its social media, Mamitoko has an admin and content creator. With the number of followers on Instagram @mamitoko reaching 753,383 followers as of May 26, 2023, and the number of followers on Instagram @mamitoko\_store of 84,778 as of May 26, 2023, it shows that both accounts have quite a large number of followers.

Based on data that has been processed through the [www.socialblade.com](http://www.socialblade.com) application, it shows that the first account, @mamitoko, has better interaction and engagement than the second account @mamitoko\_store (Tabel 1). This can be seen from the higher engagement rate for the @mamitoko account (0.34%) compared to the @mamitoko\_store account (0.26%). Even so, the engagement rate of the two Instagram accounts still needs to be improved, concerning a good engagement rate standard, which is between 1% and 5%.

Each social media has its own target market in terms of age, function, and user benefits. So far, Instagram owned by @mamitoko and @mamitoko\_store has not been used optimally. The distribution of content from the two accounts can be made different so that it is not monotonous, as well as the distribution of admins who hold each social media so that they are more focused on creating interesting and active content on each social media.

So far, market segmentation is more for young mothers and also cake makers. Mamitoko also has a target to get a minimum increase of 1,000 followers on Instagram every year.

### **Contextual features**

@mamitoko and @mamitoko\_store do not have a fixed schedule when posting content, so the posts that are shared are still unscheduled. The admin doesn't pay attention to the number of interactions in a week in terms of days but only pays attention to peak hours. Likewise, visitors who pay attention to the most number of interactions in terms of hours where their followers are active and used as a reference in posting content.

Based on previous research conducted by Jaakonmaki et al. (2017: 1154), suggests that Sunday is the most effective day for posting content compared to other days. Based on the researcher's experience in using social media, most interactions are at 6 (six) pm and 9 (nine) pm.

### **Content features**

In the last research focus, content is divided into 3 types of content in the form of text, visuals, and audiovisual. On this focus known content such as what attracts and likes by visitors to @mamitoko and @mamitoko\_store. A caption is a description in the form of a written description to explain the photo on the content to be shared. Writing captions is very important to provide information regarding photos shared with users. Interesting caption description and informative according to visitors is that provide the detailed and appropriate information with the content.

Image content is also related to the color displayed, filtered photos will be more interesting. After analyzing many photos from Instagram found that the image has bright versus dark, colored shades dominant blue than red, and a level low saturation rather than striking the photos that make up more likes. Likewise, with the experience of

researchers in using social media, photos that cover the human face will get more interactions.

Apart from that audio content visually appealing in terms of content for watched by visitors are videos according to the user profile, provide information or messages to those who watching, how it is delivered, and the quality good visuals and audio.

Based on the analysis, @mamitoko followers more often share experiences in the form of photos of product purchases on Instagram stories compared to followers @mamitoko\_store. Followers are also active in providing comments for educational content that is shared on the @mamitoko account, such as content when the owner of Mamitoko makes a cake. It can be concluded that followers prefer content that is educational and storytelling compared to hard-selling content.

### CONCLUSION & SUGGESTION

From the two social media @mamitoko and @mamitoko\_store, the interaction that exists is still not optimal, it can be seen from the number of likes and comments and also the engagement rate which is still below 1%, indicating the lack of interaction that occurs on both social media. @mamitoko and @mamitoko\_store don't have a specific timeline for posting content, so posts shared are not based on the highest number of interactions on days and hours of the week. Followers usually update their Instagram stories, but not all the posts are reposted by the admin.

Content that is interesting for visitors is informative in nature, namely providing detailed information such as tips and tricks for making cakes, information on which cakes are sugar friendly, as well as telling stories about the daily activities of the Mamitoko owner. Content in the form of images that are attractive to visitors are photos that are pleasing to the eye, composition, and layout that are appropriate, and use filters that are not excessive. Meanwhile, videos that are interesting to visitors are those that provide information or messages to those who watch, have good visual and audio quality, with a short duration, and use appropriate music.

To maximize the use of social media in order to achieve the desired target, and to create engagement between visitors and managers on social media, it is necessary to arrange admin in managing social media. Admin who are experts in graphic design and master software to make the content shared to make it more interesting, and the admin who are experts in copywriting so they can write captions that attract visitors.



Posting every tag that followers do either through Instagram Story or Feeds. This will give the impression that the actions taken by followers are noticed and appreciated. Start the conversation first. To create interaction between admins and followers, as an account owner there's nothing wrong with starting a conversation first. There are several things that are now becoming a trend that influencers on Instagram are doing to create interaction between followers and account owners.

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FIGURE AND TABLE

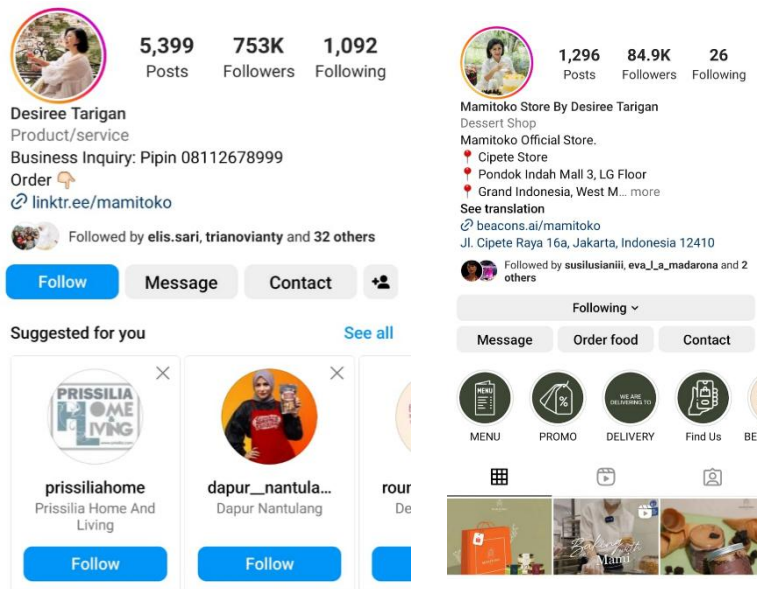


Figure 1. Instagram accounts @mamitoko & @mamitoko\_store (Source: Instagram)

Tabel 1. Engagement Rate @mamitoko & @mamitoko\_store

Account Instagram	Followers	Average Likes	Average Comments	Engagement Rate
@mamitoko	753K	2,552.56	43.69	0,34%
@mamitoko_store	84.9K	215.13	4.56	0,26%

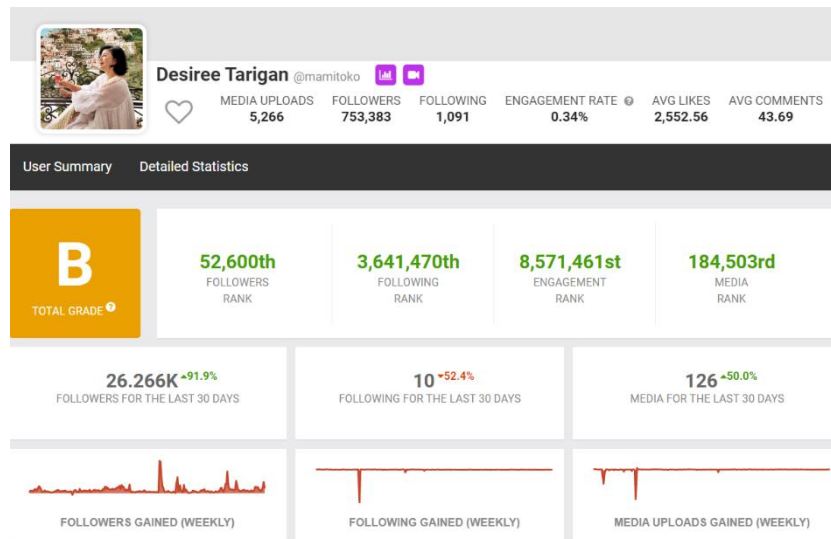


Figure 2. Data Interaction and Engagement Rate from SocialBlade for @mamitoko

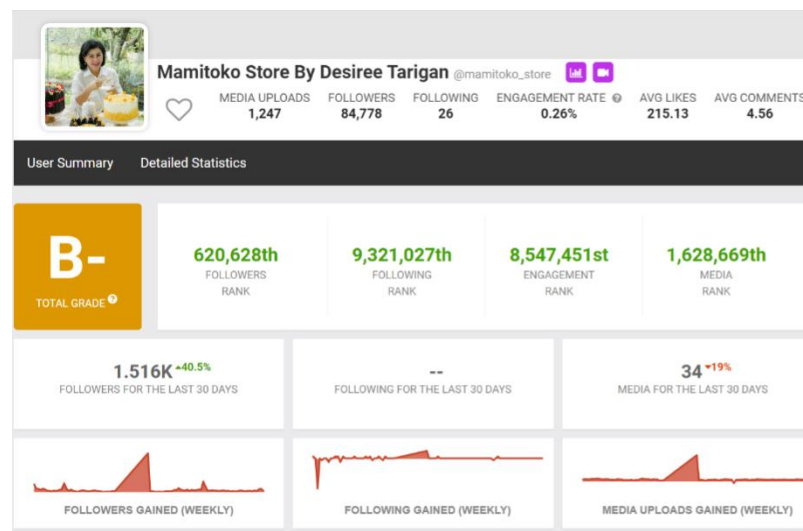


Figure 3. Data Interaction and Engagement Rate from SocialBlade for @mamitoko\_store