How Does Social Media Marketing Increase Brand Awareness? (A Case Study of the Laboratory of YSU Office Administration)

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ABSTRACT

This study aimed at developing a laboratory of the office administration using social media marketing and explaining the influence of an Instagram account, as a social media marketing platform, on brand awareness. Conducted from February to July 2018, this quantitative descriptive research collected the data using an online questionnaire created using a Google form. The research object was adpfeuny Instagram account while the research sample was the followers of this account. The sample was selected using quota sampling technique through Slovin's formula. The data analysis aimed to describe the development of adpfeuny Instagram account by following the stages of descriptive analysis. To determine the influence of social media marketing on brand awareness, this study carried out a regression analysis. The findings showed that (1) in developing laboratory through social media, the adpfeuny Instagram account had 576 followers and 57 content posts, (2) social media marketing through adpfeuny Instagram account showed a positive and significant effect on brand awareness of the laboratory of YSU office administration.

CCS Concepts

• Applied computing→ Sociology

Keywords

Laboratory of office administration, social media, marketing, brand awareness, instagram

1. INTRODUCTION

Vocational education is oriented towards the preparation of the workforce and, therefore, it requires supporting facilities. One of the most vital facilities for vocational education is laboratory. Laboratory is a place where students improve their skills and knowledge. An educational laboratory must reflect real-world conditions of the field studied by the students. Learning and training activities in laboratory must also be prepared to provide necessary skills that students need for future employment.

Office administration is one of the fields in vocational education that require representative laboratories. Administrative laboratory (adp laboratory) must be able to meet the quality standard of office work that continues to develop as a result of technological development. Aiming to achieve these conditions, adp laboratory should build modern facilities and infrastructures. Moreover, the education and training programs in adp laboratory must also be regularly updated. If adp laboratory is unable to catch-up with the development of modern office work, the laboratory quality will be questionable. The development of adp laboratory must be well integrated with an internet marketing (e-marketing) approach. Through e-marketing, the laboratory of office administration is expected to be widely known in public since this type of promotion is no longer limited by space and time.

There are many methods in e-marketing as well as there are several theories and studies used as a theoretical review such as the theory of new media, social media marketing and brand awareness. An understanding of new media in this study refers to the definition offered by Livingstone et al.[1] the term of new media can be limited as ideas, feelings, and experiences gained by a person through their engagement in new, different and more challenging ways of communication . One of the characteristics of new media is the combination of computing and information technology, communications networks, and digitized media and information content [2].

One of the most popular methods is social media marketing. According to the 2017 Tetra Pak Index report in detik.com, there are around 132 million internet users in Indonesia and almost half or around 40% of them are social media users. This figure has increased considerably compared to the previous year in 2016, where the increase of internet's users in Indonesia is around 51% or around 45 million users, followed by a 34% increase in active social media users. Instagram as a social media is a form of new media.

Instagram is an application to share photos and videos. The growing popularity of Instagram as an application to share photos makes its users who work in online business promotes their products through this social media platform [3]. Instagram is the social media that use a direct marketing medium. Through Instagram, products or services are offered simply by uploading photos or short videos and then, the potential customers can see the products or services.

The methods in Instagram marketing include (1) direct posting, (2) Instagram ads, and (3) paid promote [4]. Direct posting is a direct promotion by posting on Instagram accounts of sellers or service providers. The posts might be in the form of pictures, photos or videos. Instagram ads are one of the official features of Instagram.

Sellers or service providers can advertise directly through Instagram by targeting potential customers based on age, domicile, interests, and so on. The more prospective customers are targeted, the more expensive the cost of Instagram ads will be. Paid promote uses the services of public figure, artist, someone/an account that has many followers to provide promotion. The difference is that paid promote does not provide products or services for free. Sellers only post ads through their Instagram accounts [5].

Social media marketing is marketing business to create writings, images, videos, and graphics on social media to promote products or services. According to As'ad and Alhadid [6], social media marketing has five dimensions: (1) Online communities, (2) Interaction, (3) Sharing of Content, (4) Accessibility, and (5) Credibility. Brand awareness is a brand measurement in customers' minds [7]. According to Kotler and Keller [8], brand awareness can be measured using two indicators: brand recall and brand recognition.

The findings of a study carried out by Leung et al. [9] on brand and social media relations showed that social media experiences of hotel customers influence their attitudes towards hotel brand, and the customers' attitudes towards hotel brands affect their hotel booking intentions. This study also showed that various social media sites showed the same marketing effectiveness and indicated that hotel managers used the same marketing tactics on Facebook and Twitter. Hanaysha [10] showed that social media marketing and price promotion have a significant effect on customer satisfaction. As'ad and Alhadid [6]'s study on the influence of social media marketing on brands found that social media marketing has a significant influence on brand equity. Also, a research by Shojaee and Azman [11] proved that social media involvement is positively correlated with brand awareness. In addition, a research by Suci Paramitasari Syahlani [12] on the influence of marketing strategies through social media and brands showed that marketing communication strategies and social media have a very significant influence in increasing brand awareness and brand engagement.

Based on the data, in this study, adp laboratory administrator of Yogyakarta State University (YSU) intended to conduct a development through social media marketing as a means of promotion and information. The implementation of social media marketing focused only on using Instagram platform. Through social media marketing approach, it is expected to be able to introduce adp laboratory to the wider community, especially people outside Java. Moreover, the social media marketing of adp laboratory is expected to be able to attract the public to visit and join the training, so adp laboratory will have opportunity to obtain input from external parties. Through this approach, YSU is also able to measure the level of brand awareness of adp laboratory among communities and consumers.

2. METHODOLOGY

Indonesia is a country with the largest Instagram users in Asia Pacific. Of the 700 million monthly active users (MAUs) who are Instagram followers globally, 45 million users are from Indonesia. The data of 45 million MAU shows a significant increase compared to January 2016. At that time, MAU Instagram in Indonesia was only 22 million [13]. Due to many active Instagram users in Indonesia, this study used Instagram account as a tool to market and increase brand awareness among the followers of the account.

This research was a combination of descriptive research and post facto research. Descriptive data analysis used the following steps as shown in Figure 1. This study aimed to describe the development of adpfeuny Instagram account as promotion media for laboratory of office administration and find out the influence of social media marketing through this account to brand awareness of laboratory of office administration. The research was conducted for five months from February to July 2018.
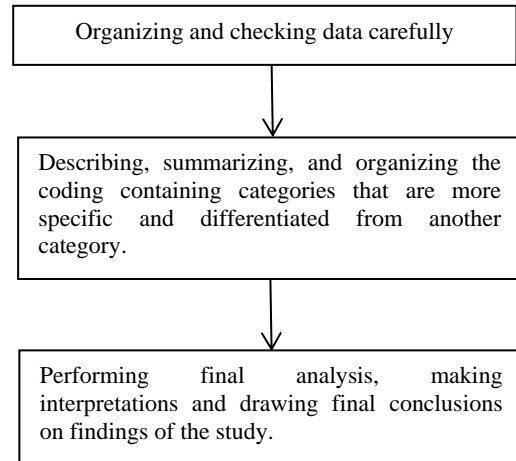
Figure 1. Descriptive analysis process flow.

The data collection technique used an online questionnaire with a Google form. The questionnaire in this study referred to literature review of Kotler and Keller [8] and a research by As'ad and Alhadid [6]. The research sample was followers of adpfeuny Instagram account. The sample selection technique used quota sampling technique with Slovin's formula as shown in Equation 1.

$$n = \frac{N}{1 + Ne^2} \qquad \text{(Eq. 1)}$$

Where

N : population size

n : sample size

e : margin of error

The research instrument tests included a validity test and reliability test with SPSS software version 23. The test of social media marketing influence (variable X) on brand awareness (variable Y) used regression analysis with a significance level of 5%.

3. RESULTS AND DISCUSSION

The development of information and communication technology (ICT) is inevitable. The use of ICT has a major impact to human life. In the field of economics and business, the advancement of ICT has a major role in the emergence of the studies on social media marketing. Social media marketing is a method or way used by producers or sellers to promote their goods or services to prospective consumers through social media. Social media marketing has become an interesting study for practitioners and management and economic academics in recent years.

Based on the finding in Table 1, the adpfeuny Instagram account has 576 followers (documented in July 2018). Whereas the number of ad audiences were 8786. In the context of social media marketing, the number of followers is an indicator for prospective consumers that influences them whether to buy goods or services

from an Instagram account (sellers). If a business account on Instagram has a lot of followers, the potential buyers will express a greater willingness to buy the products offered by the account. For non-profit organizations, an Instagram account with a lot of followers indicates that the information it posted is highly reliable.

Table 1. Feedback of Instagram ads on *adpfeuny* account (as documented till July 2018)

Feedback	Total
Account followers	576
Ad audiences	8786

In an effort to introduce office administration laboratories (adp laboratory) and build brand awareness using social media marketing through adpfeuny Instagram account, researchers used several methods including direct posting, Instagram ads and paid promote. In terms of direct posting, adpfeuny Instagram account had 57 content posts.

The feedback of the paid promotion on adpfeuny account is presented in Table 2. Researchers also used paid promote media. Paid promote was used three times through Instagram accounts of Unycommunity (paid promote I), Jogjastudent (paid promote II) and Info3sma (paid promote III). Instagram ads were used once, with a target of Instagram users' within the age range of 13-17 years old and living in West Java to Jakarta. Based on the results of analysis and observation, the methods of paid promote and Instagram ads gave a positive direct impact on the number of profile visits on adpfeuny Instagram account. Using paid promote I, II and III, there were 473, 564 and 616 profile visits respectively. However, both methods did not have a significant impact in increasing the number of followers since the number of new followers of adpfeuny account only had a maximum of 18 new followers. This is similar with observation obtained by Zuijlen [14] which found that advertisements had no influence on followers since whenever the followers came across the distinctive frame of an advertisement, they would already be deterred. Therefore, guerrilla marketing could be more effective, as some of the respondents thought to be susceptible to that form of marketing.

With reference to Table 2, the total likes received from the account 'info3sma' were the highest with 782 likes. This is followed by 'unycommunity' account with 565 likes and 'jogjastudent' account with only 81 likes. The total number of 'likes' received in an Instagram posts is highly dependent on the total number of followers. Nonetheless in this study despite having many followers of the account, the numbers of likes are still little. Hence, in order to increase the numbers of likes, the post need to be informative, positive as well as interesting [15]. Furthermore, considering the fact that Instagram as a visual based platform, it facilitates easier interaction between consumer and brand since photos are becoming prominent means of communication online [16].

Table 2. Feedback of paid promote on *adpfeuny* account

Paid Promote	Profile of Paid Promote account		Feedback on adpfeuny Instagram account			
	Total followers	Profile of Followers	Total Ad Audiences	Total likes	Total profile visit	Total new followers
Paid Promote I (account of *unycommunity*)	21,1k	Students and Alumni of YSU	3992	565	473	5
Paid promote II (account of *jogjastudent*)	82,1k	Students in DIY	630	81	564	2
Paid Promote III (account of *info3sma*)	197k	Students of Senior / Vocational High School	5234	782	616	18

The investigation on the influence of social media marketing on brand awareness was conducted using online questionnaires. The variable of social media marketing through *adpfeuny* Instagram account as independent variables (X) is measured using five dimensions: online communities, interaction, sharing of content, accessibility and credibility. The variable of brand awareness as dependent variable (Y) was measured using two dimensions: brand recognition and brand recall.

Based on the results of the regression analysis shown in Table 3, the social media marketing through *adpfeuny* Instagram account gave a positive and significant influence on brand awareness of office administration laboratory. The percentage of the influence of social media marketing on brand awareness is 55.1% with beta coefficient of 0.38. The findings reinforce the results of previous research conducted by Shojaee and Azman [11] and Suci Paramitasari Syahlani [12] which stated that social media marketing has positive influence on brand awareness.

Table 3. Results of regression analysis

Variable	Beta	Adjusted R Square	Significance	Description
X➔Y	0.380	0.551	0.000	Variable X has positive and significant effect towards Variable Y

The use of social media in marketing products and services has been conducted by many companies. Subsequently, non-profit organizations also use social media to deliver and spread the information. In this study, Office Administration Education Study Program of the Faculty of Economics of UNY used Instagram social media as a means of introducing office administration laboratories through *adpfeuny* Instagram account. The rapid increase of the number of Instagram users in Indonesia is the factor in selecting Instagram as promotional media.

4. CONCLUSIONS

Based on the research findings, it draws conclusions as follow:

1. The *adpfeuny* Instagram account had 576 followers and 57 content posts.

2. The methods of paid promote and instagram ads gave a direct impact on the number of visits to *adpfeuny* Instagram profile, but did not significantly increase the number of followers.

3. Social media marketing through *adpfeuny* Instagram accounts gave a positive and significant effect on brand awareness of the laboratory of YSU office administration. If better social media marketing is performed, the higher the brand awareness will be.

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