Application of Content Marketing in Building Brand Awareness on Instagram

Aji Prasojo
Doctoral Program in Management, Faculty of Economic and Business,
Universitas Negeri Malang
Korespondensi penulis: aji.prasojo.2304139@students.um.ac.id

Sri Aliami
Faculty of Economic and Business, Universitas Nusantara PGRI Kediri
E-mail: srialiami@unpkediri.ac.id

Abstract. To reach a broader market, businesses that develop in the digital era require innovation and creativity. Business actors must have an excellent digital marketing strategy to promote the goods being sold. Good content marketing to introduce products on social media can increase brand awareness. This research aims to find out how to use content marketing to increase brand awareness of Bakpia Masaji on Instagram. This research uses a descriptive qualitative approach involving interviews and direct observation. The results show that content marketing used to increase brand awareness of Bakpia Masaji on Instagram has a positive effect on customers through informative, exciting and relevant marketing content.

Keywords: Content Marketing, Brand Awareness, Instagram.

INTRODUCTION

The development of technology and information is very rapid from year to year, especially in social media. Many entrepreneurs take advantage of technological developments as an opportunity to introduce and market products or services to the broader community (Adrian & Mulyandi, 2021). The growth of digital marketing can provide innovations in changing traditional marketing to modern marketing (Bilgili & Ozkul, 2015). It is a positive impact of digital marketing to make it easier for producers to market products or services to consumers quickly and easily. Based on survey results from APJII (Association of Indonesian Internet Service Providers) in 2019, the level of internet users based on respondent demographics was mostly students 99.26%, workers 86.90%, homemakers 84.61%.

Social media in the current era has provided more benefits to user needs. Social media is a suitable promotional medium for entrepreneurs to introduce their products (Arsalani, 2020). Consumers use social media to get information (Whiting & Williams, 2013). Social media can reach consumers quickly and widely. Entrepreneurs need to implement good content marketing to attract consumer attention. Content marketing is a form of conveying information to consumers. Digital marketing provides consumers in search of brands that provide exciting and valuable content that suits their needs, which has attracted attention recently (Halligan & Shah, 2010).

According to Lee and Koo (2012), consumers rely more on peer consumers than companies. As a result, they tend to use the information other consumers provide to evaluate goods and services before making purchasing decisions. When online consumers provide information about a product based on their experiences, others may read consumer reviews to assess its quality before deciding to purchase. Therefore, online consumer reviews are a valuable and effective way to convey information about a product or service rather than a marketing strategy designed by a company.

Instagram is one of the most popular social media platforms for shopping. However, it was initially designed as an application for sharing photos and videos. How the business developed in the first place has yet to be known. According to Bruhn et al. (2012), consumers can verify their curiosity about products and purchasing decisions by seeking information from trustworthy sources, such as company social media accounts. Consequently, companies must pay attention to building trust by providing high-quality information to consumers (Barnes & Vidgen, 2002), as this is critical to determining winners and losers in electronic commerce (Jarvenpaa et al., 2000). If businesses provide high-quality information on social media, more conscious consumer purchases will increase due to increased awareness. Consumers find identifying a company's message easier if it posts high-quality marketing content on Instagram. It can impact their awareness of the brand.t

Social media makes it easier for customers to communicate with companies. It is different from conventional communication, which requires consumers to meet face-to-face. On the other hand, companies must provide the best service as a guarantee to consumers when they are looking for products or services (Ahn et al., 2004). As far as we know, Instagram allows direct communication via the comments column and direct messages. Additional access to official account contact information, such as phone numbers, email addresses, maps, and website links, is critical for consumers.

LITERATURE REVIEW

Content Marketing

In recent years, content marketing has become the subject of exciting discussion; this makes content marketing a promotional method in the internet era. According to Yanis et al. (2019), content marketing has resulted in easy service and better promotional campaigns. One of

the most effective marketing tools currently is using short and long videos, advertising, QR codes, SEO, and uploading creative photos or videos to attract traffic from social media users. The saying goes that content is king (Waoma & Hartono, 2020). Instagram is the social media platform with the best performance as a marketing tool. As many as 82% of marketers actively use Instagram features to introduce their products and approach consumers by creating exciting and relevant content. It has sales value and is consistent in attracting consumers. Good content marketing builds brand awareness, hoping consumers will purchase and generate profits for the company (Pertiwi & Gusfa, 2018). Wuebben (2012, p. 5). Content is an essential element in telling a brand story, explaining the brand components that a product or service contains to drive consumers' minds towards the brand.

Brand Awareness

Brand awareness is part of brand knowledge, according to Keller (1993). It occurs when consumers have specific knowledge about a particular brand, either actively or not (Valkenburg & Buijzen, 2005). Keller (1993) adds that brand memory is the consumer's ability to remember the brand when given a product category, while brand recognition is the consumer's ability to differentiate between brands when the brand is given a name as a clue. Brand is the most valuable asset for a company running a business. Brand awareness is the ability of customers to recognize and remember a brand by seeing something unique about the brand's identity (Ashraf et al., 2021). Brand awareness is the first step in positioning a brand in the market (Alamsyah et al., 2002). According to Keller in Juliana & Sihombing (2019, 22), brand awareness is a person's ability to identify and remember the brand of a particular product category. According to Aaeker (2018, 90), brand awareness is the ability of customers or potential customers to recognize or recall that a brand is a component of a particular product. Thus, brand awareness is the ability or capability of consumers to recognize or recall that a brand is one of the options available to them for purchasing goods in a particular category. However, according to Durianto (2017, 54), brand awareness is the ability of consumers to recognize or recall a brand as part of a specific product category. Consumers are likelier to like or buy familiar brands because they feel safe with them. Brand awareness is the key to becoming known.

Social Media

Social media is a collection of online communication channels allowing people to interact, share content, and collaborate. Some types of social media include websites and applications such

as forums, microblogs, social networks, social bookmarking and wikis (www.techtarget.com). Social media marketing focuses on how technology allows people to connect with their social networks and how businesses can benefit from this understanding, according to Bashar et al. (2012). They found that social media marketing can be successful if businesses have a presence on the internet to provide information to consumers quickly. Sharing innovative work on social media is free, allowing it to reach millions of users instantly.

Instagram is a social networking site that allows people to take photos and share them, according to Frommer in Business Insider (2010). Kevin Systrom and Mike Krieger first created Instagram on October 6, 2010. Facebook, Inc. has developed Instagram after acquiring the platform in April 2012 for approximately $1 billion in cash and stock. It can interact with others by double-tapping an Instagram post to "like" it or tapping the comment button to comment on a post. It can also hit the search tab to find other accounts to follow. It can also find people by looking through suggested photos or people lists.

Ha (2015) explained that as the application develops, more features are added. Instagram added hashtags in January 2011 to help users find photos and each other. *Hashtags* are words or phrases that begin with a pound sign or (#) and differentiate messages related to a particular topic. Instagram added a direct feature in December 2013, which allows users to use the app to send photos directly to others via messages. Over the past few years, Instagram has become a platform for visual sharing and interaction. In December 2014, Kevin Systrom, co-founder of Instagram, stated that the website had 300 million users accessing it monthly. More than 90 per cent of Instagram users are under 35 years old. An insider said that Instagram is mainly used by young urban people with a significant bias towards women. Specifically, 68% of users are female and 32% are male. With the widespread use of Instagram, businesses have found new ways to market products.

METHOD

The results of this research are presented through descriptive qualitative methods. Primary and secondary data are used. Bakpia Masaji owners were directly observed and interviewed to obtain primary data. Furthermore, secondary data was collected from literature studies, social media, online and offline media, and national and international articles about the marketing of

bakpia masaji. This data was then validated by triangulation. Research data was collected for two months, namely from January to February 2024.

RESULTS

Bakpia Masaji was established in December 2020. Bakpia Masaji has three flavour variants: chocolate, cheese, and green beans. Bakpia Masaji is an MSME fostered by the Kediri City Chamber of Commerce and Industry and has won 2nd Place in Sharia Young Entrepreneurs in 2023. Bakpia Masaji has 1,318 Instagram followers, recorded in February 2024. Bakpia Masaji continues to provide exciting content and provide the latest information. The owner of Bakpia Masaji uses technology to develop his business with content marketing on Instagram.

Figure 1. Logo Bakpia Masaji

The sales level of Bakpia Masaji is increasing every month. Bakpia Masaji implements promotional strategies to attract customers using the Instagram platform. Bakpia Masaji learned that today's consumers, especially the public and students, want to avoid promotions distributed through print media such as magazines, newspapers and catalogues. This is considered a waste of time, even though some conventional customers may still need to start using media marketing methods. To show its brand identity in online media, Bakpia Masaji changed its logo by adding the icon "Masaji brings Bakpia", thicker writing and a unique green colour so that customers feel close and comfortable with the product. This masaji icon is very suitable for promotion on social media. In digital marketing, the role of the logo is very effective in differentiating similar products. Therefore, customers need to have an attractive brand identity so that they care more about Bakpia Masaji products. Marketers must maintain content marketing features that are entertaining and readily accepted by the audience (Nguyen, 2020).
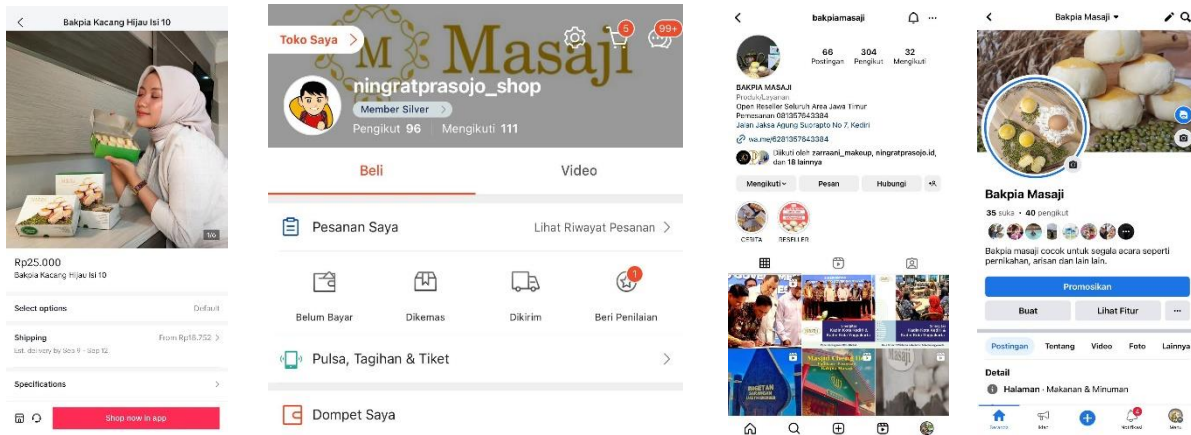
Figure 2. Social Media Bakpia Masaji

Bakpia Masaji's internet sales are on social media platforms, such as TikTok shop, Instagram, Shopee, Facebook, and YouTube. The Instagram platform is the most popular because Bakpia Masaji makes it easy to create exciting marketing content and a neat homepage feed so that consumers can more easily see modern advertisements. Through Instagram, Bakpia Masaji uses influencers to attract consumers to find out about the products being sold. Apart from that, Bakpia Masaji always prioritizes the quality of raw materials. Information about product descriptions is always detailed and by the quality of the ingredients. Good product photos with interesting explanations will increase customer interaction on social media. The robust and diverse potential of Instagram tools means that Bakpia Masaji can provide content marketing according to consumer desires. Content marketing includes product information, promos, sales location information, events, and the latest packaging. Social media tools that are used appropriately, effectively and efficiently can increase brand awareness (Monica & BalaÅŸ, 2014). Bakpia Masaji's marketing content takes the form of photos and videos made with descriptive information that is useful for consumers. The research results by Kristia (2022) show that digital content marketing can be designed by considering consumer input and segments, which must be adjusted to the wishes of business actors. It is related to consumers who usually look for product information on social media platforms such as TikTok, Facebook, Instagram, and food delivery orders.

Figure 3. Content Marketing Bakpia Masaji

According to research conducted by Pertiwi and Gusfa (2018), content marketing is not only a direct product or service marketing strategy but also an effort to create content marketing to influence customer purchasing decisions. A simple linear regression test shows a relationship between customer brand awareness and content marketing on social media, explaining the content marketing of Bakpia Masaji on Instagram, which influences brand awareness. There are 4 dimensions: content quality, information quality, contact availability, and content relevance.

The quality of content in the form of images is an essential electronic service quality on the Instagram platform (McNely, 2012). Image displays can provide precise information (Lee et al., 2015), can be directly accepted by consumers (Valentini et al., 2018) and may be more important than words (Pittman & Reich, 2016). In this way, Bakpia Masaji displays marketing content in the form of high-quality product photos, which will simultaneously influence brand awareness because it can provide a positive signal to consumers about the company's credibility.

Information quality is also a critical service quality on social media, especially Instagram because it provides direct communication between the company and consumers. Burn et aet al.12) explain that customers use social media as an effective and efficient channel for finding out the quality of products or services so that consumers will confirm purchasing decisions through their intuition. Then Michaelidou et al. (2011) emphasized that companies use social media to attract

new consumers, build relationships, increase brand awareness, and increase interaction between consumers and business partners. Bakpia Masaji presents product information, promotions and events to provide quality information to consumers. It can increase brand awareness through content marketing that contains quality and precise information.

Instagram features make it easier for consumers to interact directly through direct messages and comment columns; providing contact information such as email addresses, telephone numbers, websites, or business locations will be helpful. Consumers expect quick responses and logical solutions through contact persons (Kim et al., 2006). Therefore, providing information on Instagram shows the business's willingness to communicate openly with consumers and, at the same time inc, increases brand awareness. The availability of a contact person can help customers find information about product ideas and options and solve any problems that may arise when reviewing, shopping, and purchasing online. Additionally, Tsao et al. (2016) stated that the availability of a contact person shows the company's willingness to answer consumer questions and can improve relationships with new and old customers.

Obtaining relevant information has been considered a significant factor driving social media use (Munar & Jacobsen, 2014; Helal et al., 2018). As a result, to meet customer expectations, it is highly recommended that relevant marketing content be provided. Helal et al. (2018) state that posting relevant business information increases customer brand perception. Bakpia Masaji's ability to display relevant content on Instagram shows consumers that it has credibility and is committed to increasing brand awareness.

CONCLUSIONS

Based on the analysis and discussion of the Bakpia Masaji business. Bakpia Masaji sees opportunities in the current digital era by utilizing online promotional platforms; one of the social media platforms Bakpia Masaji uses to promote products and expand its marketing reach is Instagram. Instagram in Bakpia Masaji utilizes content marketing as the primary key to attracting consumer interest in the hope that consumers can maintain brand awareness. Content marketing must be applied consistently so that consumers get the latest information from Bakpia Masaji. Information provided by Bakpia Masaji, such as the latest flavour variants, newest packaging, promos, sales locations, benefits of joining as a reseller, and quizzes. Bakpia Masaji uses Instagram to communicate online with consumers through uploaded marketing content. Bakpia Masaji

content marketing is a marketing strategy to influence consumers to always care about the Bakpia Masaji brand.

REFERENCES

Aaker. (2018). Manajemen ekuitas merek. Jakarta: Mitra Utama.

Adrian, D., & Mulyandi, M. R. (2021). Manfaat Pemasaran Media Sosial Instagram Pada Pembentukan Brand Awareness Toko Online. *Jurnal Indonesia Sosial Sains*, *2*(2), 215-222.

Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. Electronic Commerce Research and Applications, 3(4), 405-420. https://doi.org/10.1016/j.elerap.2004.05.001

Alamsyah, D. P., Ratnapuri, C. I., Aryanto, R., & Othman, N. A. (2021). Digital marketing: Implementation of digital advertising preference to support brand awareness. *Academy of Strategic Management Journal*, *20*(2S), 1-11.

APJII, D. P. (2019). Laporan Survey Penetrasi dan Profil Perilaku Pengguna Internet Indonesia. Jakarta: Asosiasi Penyelenggara Jasa Internet Indonesia.

Arsalani, M., Esmaeilkhoo, H., & Taghipour, M. (2020). Investigating the Effect of Social Media Marketing Activities on Brand Awareness. *Management*, *4*(2), 18-31.

Ashraf, M. U., Khan, S. N., & Ansari, A. A. (2021). Impact of Brand Awareness and Social Media Content Marketing on Brand loyalty: The Mediating Role of Brand Trust. *Journal of Organization and Business*, *2*(1), 158-165

Barnes, S. J., & Vidgen, R. T. (2002). An integrative approach to the assessment of e-commerce quality. Journal of Electronic Commerce Research, 3(3), 114-127.

Bashar, A., Ahmad, I., & Wasiq, M. 2011. Effectiveness of Social Media as a Marketing Tool: An Empirical Study. International Journal of Marketing, Financial Services & Management Research, 1

Bilgili, B., & Ozkul, E. (2015). Brand awareness, brand personality, brand loyalty and consumer satisfaction relations in brand positioning strategies (A Torku brand sample). *Journal of Global Strategic Management.* Volume*, 9(2), 10-20460*

Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? Management Research Review, 35(9), 770-790. https://doi.org/10.1108/01409171211255948

Durianto Darmadi, Sugiarto, Tony Sitinjak. (2017). Strategi Menaklukan Pasar Melalui Riset Ekuitas Merek dan Perilaku Merek. Jakarta: Gramedia Pustaka Utama.

Frommer, D. 2010, November 1. Here's How to Use Instagram. Retrieved February 5, 2014, from Business Insider: http://www.businessinsider.com/instagram-2010-11?IR=T&op=1

Ha, A. (2015). An Experiment: Instagram Marketing Techniques and Their Effectiveness. California: The Faculty of the Communication Studies Department.

Halligan, B. and Shah, D. (2010), Inbound Marketing, Wiley, Hoboken, N.J.

Helal, G., Ozuem, W., & Lancaster, G. (2018). Social media brand perceptions of millennials. International Journal of Retail and Distribution Management, 46(10), 977-998. https://doi.org/10.1108/IJRDM-03-2018-0066

Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an internet store. Journal of Computer-Mediated Communication, 1(1-2), 45-71. https://doi.org/10.1111/j.1083-6101.1999.tb00337.x

Keller, K. L. (1993). Conceptualizing, measuring, managing customer-based brand equity. Journal of Marketing, 57(1), 1–22.

Keller, K. L., Parameswaran, A. M., & Jacob, I. (2019). Strategic brand management: building, measuring, and managing brand equity. Newyork City: Pearson Education.

Kim, M., Kim, J., & Lennon, S. J. (2006). Online service attributes available on apparel retail web sites : an E-S-QUAL approach. Managing Service Quality, 16(1), 51-77. https://doi.org/10.1108/09604520610639964

Kristia, K. (2022). Upaya Peningkatan Kesadaran Merek Dengan Kreasi Konten Pemasaran Digital Pada Umkm Bakpia Jogkem. Jurnal Pengabdian Mandiri, 1(7), 1247-1256

Lee, E., Lee, J., Moon, J. H., & Sung, Y. (2015). Pictures speak louder than words: Motivations for using Instagram. Cyberpsychology, Behavior, and Social Networking, 18(9), 552-556. https://doi.org/10.1089/cyber.2015.0157

Lee, K. T., & Koo, D. M. (2012). Effects of attribute and valence of e-WOM on message adoption: Moderating roles of subjective knowledge and regulatory focus. *Computers in Human Behavior, 28*, 1974–1984.

McNely, B. J. (2012). Shaping organizational image-power through images: Case histories of Instagram. 2012 IEEE International Professional Communication Conference, 1-8. https://doi.org/10.1109/IPCC.2012.6408624

Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: an exploratory investigation of small and medium B2B brands. Industrial Marketing Management, 40(7), 1153-1159. https://doi.org/10.1016/j.indmarman.2011.09.009

Monica, B., & BalaÅŸ, R. (2014). Social media marketing to increase brand awareness. Journal of Economics and Business Research, 20(2), 155-164

Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. Tourism Management, 43, 46-54. https://doi.org/10.1016/j.tourman.2014.01.012

Nguyen, C. (2020). A study of factors affecting brand awareness in the context of viral marketing in Vietnam. Available at SSRN.

Pertiwi, D., & Gusfa, H. (2018). Pengaruh Content Marketing Terhadap Pembentukan Brand Awareness Pada Kalbis Institute. *Jurnal Media Kom*, *8*(2), 48

Pertiwi, D., & Gusfa, H. (2018). Pengaruh Content Marketing Terhadap Pembentukan Brand Awareness Pada Kalbis Institute. Jurnal Media Kom, 8(2), 48.

Pittman, M., & Reich, B. (2016). Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words. Computers in Human Behavior, 62, 155-167. https://doi.org/10.1016/j.chb.2016.03.084

Tsao, W., Hsieh, M., & Lin, T. M. Y. (2016). Intensifying online loyalty! The power of website quality and the perceived value of consumer/seller relationship. Industrial Management & Data Systems, 116(9), 1987-2010. https://doi.org/10.1108/IMDS-07- 2015-0293

Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). Digital visual engagement: Influencing purchase intentions on Instagram. Journal of Communication Management, 22(4), 362-381. https://doi.org/10.1108/JCOM-01-2018-0005

Valkenburg, P. M., & Buijzen, M. (2005). Identifying determinants of young children's brand awareness: Television, parents, and peers. Journal of Applied Developmental Psychology, 26(4), 456–468.

Waoma, G., & Hartono, B. D. (2021). Brand Awareness Properti: Analisis Content Marketing Dan Social Media (Kasus: Citra Garden City Jakarta). *Jurnal Manajemen Bisnis Dan Publik (JMBP)*, *1*(2), 41-47.

Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. Qualitative Market Research: An International Journal, 15(4), 362-369. https://doi.org/10.1108/QMR-06-2013-0041

Wuebben, J. (2012), Content is Currency, Nicholas Brealey, Boston, MA.

Yanis, N. S. M., Hidayat, R., & Lutfie, H. (2019). Pengaruh Content Marketing Instagram Terhadap Customer Engagement (Studi Kasus Pada Elzatta Bandung Tahun 2019). *eProceedings of Applied Science*, *5*(3). http://whatis.techtarget.com/definition/social-media