

***THE UTILISATION OF INSTAGRAM IN SOCIAL MEDIA MARKETING TO  
ENHANCE BRAND AWARENESS OF INDONESIAN ENGLISH LANGUAGE  
CONVERSATION (ELC)***

**PEMANFAATAN INSTAGRAM DALAM PEMASARAN MEDIA SOSIAL  
UNTUK MENINGKATKAN BRAND AWARENESS PERCAKAPAN BAHASA  
INGGRIS INDONESIA (ELC)**

**Ahmad Baihaqi Zahrudin<sup>1</sup>, Donni Juni Priansa<sup>2</sup>**  
Universitas Telkom<sup>1,2</sup>

[ahmadbaihaqi1899@gmail.com](mailto:ahmadbaihaqi1899@gmail.com)<sup>1</sup>, [donnijunipriansa@telkomuniversity.ac.id](mailto:donnijunipriansa@telkomuniversity.ac.id)<sup>2</sup>

**ABSTRACT**

*In the technological era that has developed to 5.0, where all fields have been digitized, the life of every line of society is increasingly modern. So, the way people get information is very different from getting information from newspapers to seeing the promotion of a brand through social media such as Facebook, Twitter, Instagram, and other social media. Instagram is a digital social media platform with the most users because it has many features. Therefore social media marketing is very important for business people today because every company must have brand awareness. ELC Indonesia is a provider of English language courses for individuals and schools. This study aims to measure the contribution of social media marketing using Instagram to build Indonesian ELC brand awareness. The research approach used is descriptive quantitative. The study's results found that social media marketing using Instagram positively and significantly affected brand recognition by 70%. Thus, the use of Instagram needs to be optimized because it is proven to increase brand awareness.*

**Keywords:** Social Media Marketing Contribution Using Instagram, Brand Awareness

**ABSTRAK**

Di era teknologi yang sudah berkembang sampai 5.0 yang dimana sudah semua bidang melakukan digitalisasi sehingga semakin modernnya kehidupan tiap lini masyarakat. Sampai cara masyarakat mendapatkan sebuah informasi pun sudah sangat berbeda dari yang mendapatkan informasi dari koran sampai melihat sebuah promosi suatu *brand* melalui media social seperti Facebook, Twitter, Instagram, dan media sosial lain. Instagram merupakan *platform* digital sosial media yang paling banyak memiliki pengguna karena memiliki banyak fitur di dalamnya. Karenanya *social media marketing* sangatlah penting bagi para pelaku usaha saat ini karena tiap perusahaan harus memiliki *brand awareness*. ELC Indonesia merupakan penyedia jasa kursus Bahasa Inggris untuk individu maupun untuk sekolah. Penelitian ini bertujuan untuk mengukur kontribusi *social media marketing* menggunakan Instagram pembangunan kesadaran merek ELC Indonesia. Pendekatan penelitian yang digunakan bersifat deskriptif kuantitatif. Hasil penelitian memperoleh temuan bahwa *social media marketing* menggunakan Instagram berpengaruh positif dan signifikan terhadap keterkenalan merek sebesar 70%. Dengan demikian maka pemanfaatan Instagram perlu dioptimalkan karena terbukti dapat meningkatkan kesadaran merek.

**Kata Kunci:** Pemanfaatan Social Media Marketing Melalui Instagram, Kesadaran Merek.

**INTRODUCTION**

*Social media* is an online medium used for long-distance social interaction between one person and another. Social media also facilitates the community in their activities and collaborations. Total internet users in Indonesia reached 212.9 million, which has increased by 5.2% compared to January 2022. Even Indonesians spend an average of 7 hours 42 minutes each day playing the internet,

using gadgets for 4 hours 53 minutes, and using a computer or tablet for 2 hours 49 minutes. From the data above, almost half of Indonesians accessed Instagram, with 94.54 million users in January 2023 and 106.72 users in February 2023 (We Are Social, 2023). Because Instagram's many features make it easier for its users.

Marketing through social media using Instagram is marketing by utilizing

social media as a tool for marketing business products or services in a paid or organic (free) way through Instagram. Social media marketing is important because it can spread awareness so people are more sensitive to our brand. With so many internet users in Indonesia, a company needs to have a social media account because it has many benefits, including increasing company brand awareness in front of the public.

Brand awareness itself is very important for a company or a brand. or brands are also getting easier in marketing their products. In the past, increasing brand awareness was more challenging than now, which can be increased by using content and promotions on social media.

ELC Indonesia provides English language courses taught directly by Native Speakers using a direct curriculum from Cambridge so that teaching is of international standard. ELC Indonesia itself already has an Instagram account with the name @elc\_enormous. So far, the Instagram account has been used to upload information content about English and activities carried out by ELC Indonesia. This study aimed to measure the contribution of social media marketing using Instagram to build ELC Indonesia's brand awareness.

## LITERATURE REVIEW

Tjiptono and Diana (2020:3) assert that marketing encompasses activities involving the creation, distribution, promotion, and pricing of goods, services, and ideas. The primary objective of marketing is to establish exchange relationships that effectively fulfil client needs while cultivating and sustaining favourable connections with stakeholders—a proclivity for engaging with a dynamic environment.

According to Indisari (2019), marketing is a planned, comprehensive and integrated activity carried out by an organization or institution in conducting business in order to be able to accommodate market demand by creating and selling value products, determining a price, communicating, informing, and exchanging valuable offers for customers, partners, clients and the general public.

Firmansyah (2019) said marketing involves satisfying consumer requirements in a manner that generates profitability. Marketing is widely recognised as a social phenomenon, encompassing a societal process wherein people or collectives create and exchange valuable items and services to fulfil their needs and desires. Following the American Marketing Association (AMA), as stated in the book by Tjiptono and Diana (2020), *marketing* may be defined as a multifaceted endeavour, including several institutions and processes. Its primary objective is to generate, disseminate, distribute, and facilitate the exchange of valuable offerings to consumers, clients, partners, and the wider public.

Digital marketing encompasses internet-connected tools, diverse techniques, and digital media to engage potential clients through online communication channels. Priansa (2019) said there had been a significant shift in social media from its inception during the early days of the Internet to the present day. The Internet is the platform for social media, facilitated by computer hardware and software. Kotler and Keller (2019:8) argue that social media platforms have revolutionized interpersonal communication by facilitating the establishment of ties among individuals, transcending geographical and demographic limitations. Social media platforms offer

a worldwide platform for fostering creativity, facilitating social inclusion, and cultivating a sense of community membership.

According to Sholihin (2019), employing social media marketing significantly diminishes the expenses of disseminating information to consumers. Social media marketing facilitates a reciprocal exchange of information, enabling a more interactive mode of delivery. In addition, internet users provide additional advantages in eliminating space and time restrictions on transmitting information.

According to As'ad and Alhadid (Murdana, & Suryawardani (2019), the aspects of social media marketing are as follows:

1. Online communities, often called virtual communities, are conceptualized as groups of individuals that share a common interest in products or enterprises and are formed through social media platforms. Shared interests can facilitate the communication of significant information among community members. The community emphasizes the objective of information sharing rather than commercial pursuits, thereby being influenced by the viewpoints of its members.
2. Interaction pertains to the capacity to include or extend invitations to acquaintances or coworkers, wherein followers can establish connections, exchange information, and communicate simultaneously. The significance of interactions on social media lies in their facilitation of communication, as social media is widely regarded as a tool for enhancing user experience through communication.
3. The breadth of individual exchange, dissemination, and reception of

content via social media platforms encompasses sharing many forms of content, such as photographs, videos, or status updates.

4. Accessibility encompasses providing convenient and affordable means for engaging in social media activities, enabling individuals with internet connectivity to actively partake in online discussions and interactions on various social media platforms.
5. The final factor of credibility is understood as conveying messages in a manner that establishes credibility for the statements or actions while also establishing an emotional connection with the target market.
6. According to Firmansyah (2019), brand awareness refers to the capacity of prospective consumers and potential buyers to recognise or recall a certain brand. The aforementioned components, including the product's name, image/logo, and slogan, can be utilised as integral elements in the product's marketing strategy.

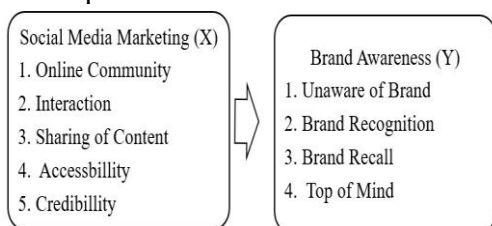
Aaker (2019) identified multiple tiers of brand awareness, as documented in the study by Sholihin. The individual needs to gain knowledge or awareness of a particular brand. At the initial stage of brand awareness, individuals need to gain knowledge regarding the presence of a particular brand within a specific product category.

Brand recognition refers to consumers' awareness and familiarity with a certain brand. It measures how well a brand is known and recognised by its target. The level above is the baseline of consumer knowledge regarding a certain brand. The significance of brand recognition arises when a consumer selects a certain brand while completing a purchase.

Brand recall, often known as the ability to remember a brand, is contingent upon an individual's ability to

cite a certain brand within a particular product category.

The concept of "top of mind" refers to the primary brand within a range of brands that occupies a prominent position in the consciousness of consumers. This phenomenon of brand awareness is characterised by including a brand name within a certain product category, resulting in the brand being the foremost in the consumer's mind upon initial mention.



**Figure 1. Instagram ELC Indonesia**  
Source: Author (2023)

#### Research hypothesis (H)

Marketing through social media using Instagram has a positive and significant effect on Indonesian English Language Conversation (ELC) brand awareness

#### METHODS

This research used deskriptif kuantitatif. The research was conducted at English Language Conversation (ELC) Indonesia, which has the address Rukan Crown B, Jl. Green Lake Boulevard No 5 Petir, Cipondoh District, Tangerang City, Banten. The research was carried out from February 2023 until July 2023.

This study's demographic comprises student English Language Conversation (ELC) Indonesia. The quantity of populations is unknown, so 100 samples are collected.

Validity and reliability testing can be conducted on the findings of the spread test, followed by processing the results using the traditional assumption test. Once the information has been

collected, it is necessary to do data analysis utilising suitable statistical approaches. These methods may include descriptive analysis, t-tests, and regression testing.

#### DISCUSSION

The results of the validity test for the research instruments are depicted in Figure.

**Table 1. Validity Test**

Variable	Sub Variable	Indicator	R <sub>count</sub>	R <sub>Table</sub>	Hasil
Social Media Marketing (X)	Online Community	X.1	0,454	0,30	Valid
		X.2	0,709		
		X.3	0,894		
	Interaction	X.4	0,764		
		X.5	0,851		
	Sharing of Content	X.6	0,867		
		X.7	0,876		
	Accessibility	X.8	0,732		
		X.9	0,810		
	Credibility	X.10	0,947		
Brand Awareness (Y)	Brand Awareness	Y.1	0,686	0,30	Valid
		Y.2	0,657		
	Brand Recognition	Y.3	0,681		
		Y.4	0,699		
	Brand Recall	Y.5	0,725		
		Y.6	0,692		

Source: Data Processed Results (2023)

Based on the findings derived from the analysis conducted using SPSS software, it was determined that all the instruments employed in this study exhibited validity, as indicated by average values exceeding 0.3.

As stated by Sugiyono (2019:121), the reliability test is employed to ascertain the level of consistency exhibited by a measuring device. The reliability test was conducted collectively for all assertions, and the research findings would be deemed reliable if there were consistent data patterns observed across multiple periods.

**Table 2. Reliability Test**

Variable	Reliability Limits	Cronbach's Alpha	Information
Social Media Marketing (X)	0,60	0,933	Reliable
Brand Awareness (Y)	0,60	0,779	Reliable

Source: Data Processed Results (2023)

The provided table displays the Cronbach's alpha coefficients for the Social media marketing and brand awareness variables, which are 0.933 and 0.779, respectively. Based on the test results, it was determined that there was a strong association, as shown by a test value over 0.6.

Upon conducting tests to assess the validity and reliability of the research variables, a descriptive analysis was performed. The outcome is presented as follows:

1. Social media marketing yields a result of 74.16%, falling inside the good category. This indicates that the Company has achieved success in its promotional efforts on the Instagram social media platform. Nevertheless, one particular statement yielded favourable outcomes as participants expressed dissatisfaction with the perceived lack of relevance in the offered information.
2. The metric for brand awareness yields a result of 73.56%, falling within the classification of "good." This finding indicates that the Company has achieved recognition as a prominent brand among the respondents.

Then to know whether the independent variable (social media marketing) to the dependent variable (brand awareness). From the test in the table, it shows that the Social Media Marketing using Instagram variable has a positive direction and the Social Media Marketing variable has a significant effect on the Brand Awareness variable of Indonesian English Language Conversation (ELC), because the  $t$  count  $> t$  table is  $15,137 > 1,984$ .

**Table 3. T Test**

Source: Data Processed Results (2023)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.119	1.204		3.421	0.001
Social Media Marketing	0,484	0.032	0,837	15.137	0

After that, testing the coefficient of determination was carried out with the following results:

**Table 4. Determination Coefficient Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 <sup>a</sup>	.837	.803	5.12772

a. Predictors: (Constant), Social Media Marketing Instagram

b. Dependent Variable: Kesadaran Merek

Source: Data Processed Results (2023)

The results from Table 4 can be inferred from the impact of social media marketing use Instagram has a positive and significant effect on Indonesian English Language Conversation (ELC) brand awareness of 70% or 0.700.

Ismail (2017) asserts that social media has emerged as a prominent platform for the promotion of goods and services. This technology enables marketers to engage in active conversation with consumers, transforming traditional one-way communication channels into interactive two-way channels that foster increased customer engagement. Social networking has emerged as a business practise aimed at showcasing the distinctiveness of products and companies to consumers through peer-to-peer contact.

According to Bilgin (2018), the power of touch on product and brand choices lies in its ability to evoke a sense of meaning and significance among consumers. Social media marketing has the potential to enhance brand awareness due to its interactive nature, which enables businesses to effectively contact and engage with consumers. The utilisation of this approach has been

identified as a viable method for cultivating a brand's reputation (Godey et al., 2016) and fostering connections between customers and brands (Panigyrakis et al., 2020).

The instrument in question diverges from conventional marketing methods, such as traditional media, by virtue of its interactive nature and capacity for two-way contact, hence fostering client engagement. Conversely, social media facilitates bi-directional interactive dialogue between customers and brands. According to Escobar-Rodríguez et al. (2017), this platform offers several possibilities for consumers to access information, engage in information exchange, and share multimedia content such as videos and photographs.

According to Shen and Bissell (2013), it has the potential to enhance brand recognition. The utilisation of social media marketing has been found to have a substantial impact on enhancing brand awareness (Zollo et al., 2020 and Maria et. al., 2019). Instagram, as a social media platform, places significant emphasis on visual content, making it a viable channel for the promotion of products and services. The utilisation of social media platforms can enhance the efficacy of brand awareness strategies. The utilisation of social media platforms for marketing purposes, namely through strategies involving entertainment, interaction, trendiness, advertisement, and personalization, plays a substantial role in enhancing brand awareness.

According to Bilgin (2018), the most influential features are entertainment and customisation. Therefore, this demonstrates the significant significance that social media marketing plays in establishing robust brand recognition.

## CONCLUSION

The findings derived from the conducted research lead to the subsequent conclusions: Instagram is now seeing a significant level of adoption for social media marketing, with a substantial proportion of 74.16%. This figure falls into the area of favourable performance. The level of brand awareness currently stands at 73.56%, indicating a favourable categorization. The utilisation of Instagram as a platform for social media marketing has been found to have a substantial and favourable impact on brand awareness, with a notable increase of 70%. Therefore, the growing utilisation of social media marketing through Instagram will have an impact on the rise in brand awareness of Indonesian English Language Conversation (ELC).

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