

INFLUENCE OF INSTAGRAM ON BRAND AWARENESS OF MIKIE HOLIDAY FUNLAND

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Abstract

Information technology both in the past and now can bring up various uses in language according to what media is used. At this time social media has become an information medium that is used by many groups of people, in this case, the social media in question is Instagram. With so many people using Instagram, this can lead to perceptions or views of something that is currently taking place. That way the authors are interested in measuring how much influence Instagram social media has in increasing brand awareness, this research was conducted on the Mikie Holiday Funland tourist attraction, with the aim of whether Instagram has a significant effect on increasing brand awareness at Mikie Holiday Funland. The method that the authors use for this research is quantitative. In this case the sample used was Instagram social media users as many as 52 people who were taken randomly or accidental random sampling. Data analysis in this study used SPSS software. From the results in this case it can be concluded that Instagram has effect on increasing brand awareness at Mikie Holiday Funland.

Keywords: *Instagram, Brand Awareness, Social Media*

Introduction

Mikie Holiday Funland is one of the famous tourist attractions in North Sumatra, Indonesia. Located in Berastagi District, Karo Regency, North Sumatra, Indonesia. Mikie Holiday Funland offers a variety of exciting rides and attractions, such as roller coasters, Paintball, Flying Fox, Haunted House, etc.

However, with more and more tourist attractions popping up in the area, Mikie Holiday Funland has to compete with other tourist attractions in attracting tourists. For this reason, Mikie Holiday Funland needs to increase brand awareness among the public, in order to attract the attention of tourists and differentiate itself from other tourist attractions. In the midst of increasingly fierce business competition, having strong Brand Awareness can make Mikie Holiday Funland the top choice for tourists visiting Brastagi. When people know Mikie Holiday Funland, it can generate customer loyalty towards Mikie Holiday Funland, besides that with increased Brand Awareness, Mikie Holiday Funland can expand its marketing reach, in other words, the more people who know the Mikie Holiday Funland brand, the greater the potential to earn more broadly the potential for new tourists.

Media social Instagram is the Wrong One platform media social most popular with more than one billion users active monthly In the whole world (Agustinus & Junaidi, 2020). Thus, the use of Instagram can be an effective

marketing strategy to reach a wider audience and attract the attention of potential tourists (Sianipar & Liyushiana, 2019)

By sharing interesting content, such as photos and videos about attractions and rides at Mikie Holiday Funland, we hope to attract the attention of Instagram users to visit these attractions. In addition, by activating interactive features such as likes, comments, and reposts, Mikie Holiday Funland can increase interaction between followers and Mikie Holiday Funland's Instagram account and expand the reach of content.

By sharing interesting photos and videos Mikie Holiday Funland can attract the attention of Instagram users and introduce the various rides and facilities available there. In addition, by using popular hashtags such as #park rekreasi, #liburan, #rollercoaster, and so on, Mikie Holiday Funland can expand its promotional reach so that it can be recognized by more people.

By increasing brand awareness on social media Instagram, it is hoped that Mikie Holiday Funland can attract more tourists and increase its income. Therefore, using Instagram social media as an effective marketing strategy to increase Mikie Holiday Funland's brand awareness is very important to do.

From this, the authors are interested in researching whether Instagram has a significant effect on brand awareness at the Mikie Holiday Funland tourist attraction.

Literature Review

Use of Instagram

Instagram is a place where every Instagram user can see photos or videos uploaded by anyone or even people they don't know. After viewing a photo or video, users can also comment on how they feel after seeing the uploaded post. Instagram users by (Lim et al., 2021)

- a. Identity users on Instagram, like debt, age, and type of sex.
- b. Conversation (Conversations) Interaction between users on Instagram.
- c. Share (sharing) Share content uploaded to Instagram in the shape Photo or video
- d. Presence (Existence) knows each other information and location inter users through posts on Instagram.

Social Media

According to Chris Heuer in A Step (2010), media social own theory 4C is

1. Context: "How we frame our story.", frames a message that examines the content and language you want to express.
2. Communication: "The practice of sharing stories we share while listening, responding, and developing.", how to spread the message by observing and responding to it in every way so that the message is conveyed properly and correctly.
3. Collaboration: "Working together to make things better and more efficient and more effective.", cooperation between the two parties in making things better. Therefore the cooperation between companies and users on social media makes the situation efficient and effective.

Brand Awareness

The higher the level of brand awareness in the minds of consumers, the stronger the association with the brand in the minds of consumers, the more likely the brand will be considered when making a purchase, and the more consumers will choose. (Wasil, 2018). The following is the Brand awareness Pyramid from the lowest level to the highest level:

- a. Unaware Brand (Unknown Brand): The lowest level of the brand awareness pyramid is where consumers are unaware of the existence of the brand.
- b. Brand Recognition: Minimum level of Brand Awareness, where brand recognition is carried out again after being reminded again through aid (aided recall)
- c. Brand Recall: recall a brand without assistance (unaided recall)
- d. Top of Mind (top of mind): The first brand Consumers mentioned or first come to mind

Research Methodology

Quantitative data is the data used by the author in this study, data obtained through surveys, observations, and experiments. This quantitative data can be used to measure performance, consumer behavior, or customer satisfaction (Arisandi & Pradana, 2018). Instagram social media, especially millennials, and with the random sampling method or accidental random sampling. The samples taken in this study were 52 social media users, distributing questionnaires, and managed using SPSS software. This study has two variables, namely Instagram as a variable (X) and Brand Awareness as a variable (Y).

As well as there is a Variable Operational Table which the author attaches to add to the knowledge needed in this research by using the concept:

Variable	Dimensions	Indicator
Social Media (X)	Context	Brands pay attention to the use of language in their social media The level of clarity of information that consumers receive from company promotions
	Communication	<i>Social media</i> Very effective in conveying information <i>Social media used</i> by almost everyone <i>Social media</i> has a role in conveying messages to consumers
	Collaboration	<i>Social media</i> collaborate frequently <i>Social media</i> innovate frequently <i>Social media</i> Modern ones can affect consumer memory in increasing brand names
	Unware of Brand	Recognize the promos / promotions given by the product

Brand Awareness (Y)		Ability to recognize the type of product
	Brand Recognition	Recognize brand slogans or hashtags Customize the product with what consumers think
	Brand Recall	The ability of consumers to recall products/brands/names Given the promo given Able to recognize brand characteristics
	Top of Mind	The ability to remember the brand in the top of mind level Able to remember various packages/offers owned Consumers are able to remember the characteristics of the product

Results and Discussion

Validity test

Validity test results are used to prove whether or not a validity test on a questionnaire is valid. Instagram (X), and Brand Awareness (Y) that all statement items are valid because the value of $r_{count} > r_{table}$ (0.296) can be used.

Reliability Test

The researcher uses a reliability test to test the reliability or not of a statement on the questionnaire that the researcher has distributed. A data that can be called reliable if the value is greater than 0.6. The following is a table in the Social Media (X) and Brand Awareness (Y) variables

Tabel 1. Reliability Statistics

Cronbach's Alpha	N of Items
.891	8

From the statistical reliability data results above, we can conclude that the statements in the distributed questionnaires are reliable. This can be proved by the above table showing the value of 0.891 in the questionnaire data.

The influence of Instagram in increasing Brand Awareness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.873	3.548		-.810	.422
Instagram influence	1.045	.108	.807	9.673	.000

a. Dependent Variable: Brand Awareness

Y : Brand Awareness

X : Instagram

From the SPSS software output above, the regression model can be obtained as follows:

Ho : There is no significant effect between the independent variable (X) on the dependent variable (Y)

H1 : There is a significant influence between the independent variable (X) on the dependent variable (Y)

From the table above, we can see that the significance value is $0.00 < 0.05$, Ho is rejected and H1 is accepted. This means that the independent variable (Instagram) has a large impact on the dependent variable (brand awareness)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.652	.645	3.324

a. Predictors: (Constant), Instagram Influence

The table above displays the R-squared or coefficient of determination (KD). This shows how much the regression model is formed by the interaction of the independent and dependent variables. The KD value obtained was 0.652 (65.2%) where as the independent variable (Instagram) had an effect of 65.2% on the dependent variable (brand awareness).

Conclusion

A significance value of $0.00 < 0.05$ means that Ho is rejected and H1 is accepted, which means that there is a significant influence between variable X (Instagram) on variable Y (Brand Awareness). Based on the results of research that has been conducted regarding the Influence of Instagram Social Media in Increasing Brand Awareness at Mikie Holiday Funland Attractions, that Instagram has a significant effect on increasing Brand Awareness at Mikie Holiday Funland Attractions.

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