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SOCIAL MEDIA MARKETING AND BRAND AWARENESS FOR MILLENNIAL GENERATION

Sihabudin¹, Candra Zonyfar²

^{1,2}Universitas Buana Perjuangan Karawang, Karawang, Indonesia

¹sihabudin@ubpkarawang.ac.id, ²candra@ubpkarawang.ac.id

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ABSTRACT

This research aims to find out strategies in building brand awareness with social media marketing on Instagram for millennials. This research focuses on social media marketing that has been applied to the Il's Project brand which is one of the local footwear brands in the city of Denpasar. Using a qualitative approach, with a descriptive analysis of this study collecting data through interviews, observations, and documentation which is further analyzed by SWOT analysis techniques comparing internal and external factors to determine the SWOT Matrix and IE Matrix for strategy determination. The results showed Il's Project social media marketing was in quadrant 1 in the SWOT Matrix, and cell 5 in the IE Matrix. The right strategy is to support an aggressive strategy and growth strategy, namely, market penetration increased sales and profits, and increased marketing effectiveness on social media.

INTRODUCTION

Social media was chosen as a marketing channel due to the high number of internet users and current social media account owners, as well as the unlimited spread of information. This phenomenon of the increasing number of Instagram users in Indonesia is following what is written in CNBC Indonesia which says that Instagram can be Indonesia's favorite social media, and Indonesia can become the biggest Instagram user in the Asia Pacific because people are fond of visually rich platforms. In the field of fashion itself, according to the Opus Creative Economy Outlook 2019 by the Indonesian Creative Economy Agency (Bekraf), it was written that the importance of the role of fashion is evidenced through its large contribution to the added value of the economy which makes it one of the leading sub-sectors in the Creative Economy. Data from the Denpasar City Cooperative and UMKM Office shows that the growth of the fashion industry in Denpasar City continues to increase, seen from the increase in the number of the last few years. One study titled "Social Media As A Tool Of Marketing And Creating Brand Awareness" by (Balakrishnan et al., 2014) revealed that although social media is more effective than some traditional advertising channels, social media cannot be implemented separately without adding it to other forms from traditional advertising channels. The implication is that social media alone cannot create brand awareness or even grow a business. However, it has been operating since 2013 amid increasingly fierce competition until now, since the beginning of its operation Il's Project only uses one social media platform to market its products using Instagram, but still can outperform its competitors based on the number of followers. So the authors are interested in studying and researching more deeply how marketing strategies with social media Instagram can be applied now for a business.

LITERATURE REVIEW

A strategy is a means of achieving long-term goals. A strategy is a potential action that requires decisions at the top management level and the company's enormous resources. The strategy influences the long-term sustainability of a company, usually at least five years, thus the strategy is oriented towards the future (Chen & Lin, 2019). The understanding of strategy stated by (Chang et al., 2015), 'strategy is a tool to achieve the goal'. (Constantinides, 2014) also explains that the SWOT Analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on the logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies, and policies.

From the above definition, it can be concluded that the Strategy is a means used to achieve company goals by considering current internal and external environmental factors. In (Dahnil et al., 2014) explained that the modern channel on digital marketing today refers to social media, which is a virtual community where each person can interact with each other using his profile. Regarding consumers who are also social media users, (De Vries et al., 2012) stated overall, the results of the study show that consumers are more likely to use a social network and place higher importance on activity within it if they find stronger social bonds with its members. According to (Erdoğan & Cicek, 2012) content marketing is about giving information and influencing an audience with good content to build awareness or change their perception of a brand. And according to (Felix et al., 2017) content marketing is the creation of interesting, entertaining, and useful information without a sales perspective, by sharing editorial content based on the needs and voice of the target audience. So it can be predicted that social media marketing is a product marketing activity on Instagram social media in sharing information in the form of content to users of social media to raise awareness.

According to (Godey et al., 2016) traditionally brand awareness is measured through tracking studies and surveys. Online, however, marketers have several ways to track brand awareness, in a social media environment, whenever someone is an application

designed by or about a company, the company gets increased exposure to its brand often in a highly relevant context. Furthermore, according to (Hanna et al., 2011), brand exposure, customer engagement, and electronic word of mouth are factors that help to evaluate the impact of social media on brand awareness. In (Iankova et al., 2019) it is said that brand awareness becomes a marketing strategy being the most important factor in building consumer awareness to buy a product. Through consumer awareness of a brand, potential customers can remember and know the brand and decide to make a purchase, allowing consumers to only make purchases to one particular brand category. (Kim & Ko, 2012) also explains, in the world of social media, every time someone uses an application that is made or about a particular company, then the company will get brand exposure. And by getting the brand exposure there will be more people or application users who see about the brand. (Liu et al., 2019) also explains, Marketing Funnel is the ideal process that your customers go through when they move from someone who has the potential to become a real customer, which illustrates the idea that each sale starts with a large number of potential customers, and ends with a small number of people who made a purchase. Based on the literature, it can be concluded that Brand awareness is the ability or ability of a potential buyer to recognize or recall Il's Project brand.

The concept of millennial generation according to (Michaelidou et al., 2011) the book of Millennial Generation Indonesia, the millennial is an Indonesian population born between 1980 and 2000. Compared to previous generations, millennials are more techno-friendly. Not only that, the millennial generation is also identified with massive internet usage, for example, is online shopping. This generation is the generation that involves technology in all aspects of life. According to (Seo & Park, 2018) in his book entitled Generations of Indonesian Langgas Millennials, there are several advantages of the millennial generation, namely wanting to be fast-paced, easily move jobs in a short time, creative, dynamic, technology literate, close to social media, and so on. (Seo & Park, 2018), stated that one of the characteristics of the millennial generation is "connected" which can be interpreted that millennial generation is the generation that actively uses the internet and social media. So, it can be said that millennial generation is a generation of people born in 1980-2000, especially women who are also familiar and active as media users.

RESEARCH METHODS

In this research, the determination of strategies in building brand awareness is carried out using a qualitative approach. Researchers can examine marketing strategies in building millennial generation brand awareness without manipulation of the interview results, data analysis is inductive based on facts found in the field. In-depth interviews were conducted with business actors as well as millennial consumers who are active as users of social media as well as followers of Il's Project on Instagram who are willing to provide all forms of information needed for this research. As mentioned in (Shareef et al., 2019) which explains that SWOT Analysis is the systematic identification of various factors to formulate a company's strategy. The process of data analysis in this study are:

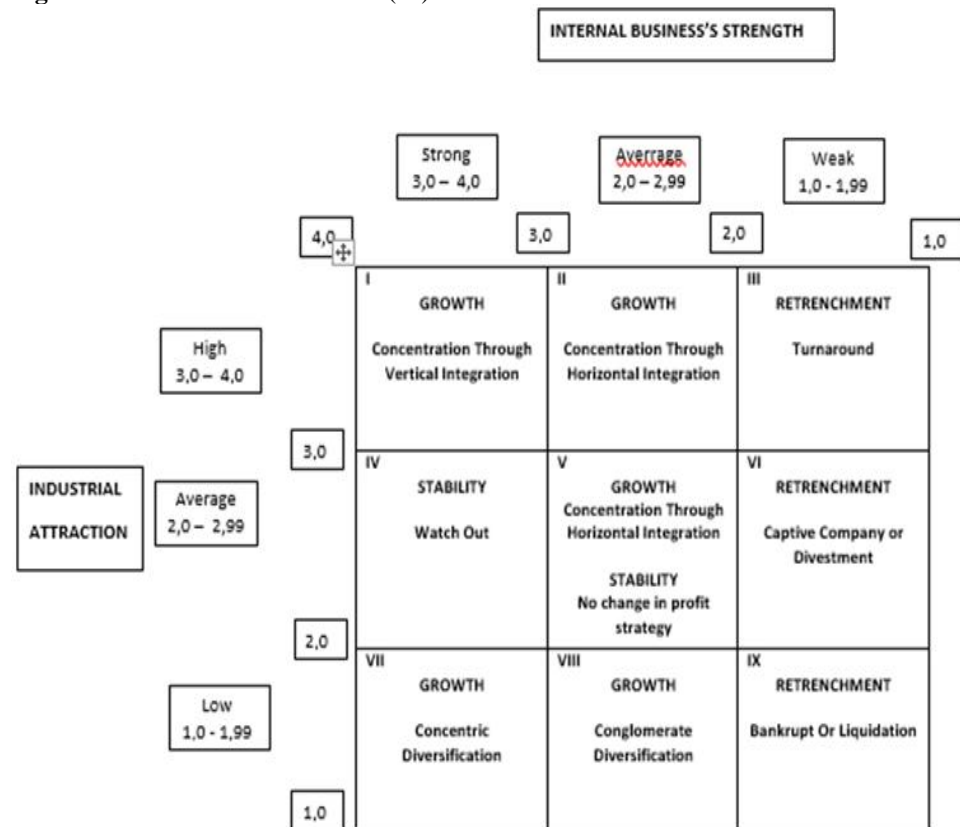
1. Data Collection Stage (Evaluation of external and internal factors)
2. SWOT Analysis Phase
3. IFAS and EFAS Strategy Matrix
4. External Internal Matrix (IE)

All internal and external factors of the company are evaluated to be able to determine the right strategy for the company with the Internal External Matrix (IE) shown in Figure 1. The use of this model is to obtain a more detailed business strategy. The horizontal axis on the IE matrix shows the total score of IFAS, while the vertical axis shows the score of the EFAS. On the horizontal axis scores between 1.00 and 1.99 indicate a weak internal position. A score of 2.00 to 2.99 indicates an average. A score of 3.00 to 4.00 indicates a strong internal position. Likewise on the vertical axis which shows external influences

(Stephen, 2016). According to (Vance et al., 2009) the concept of the IE matrix can be divided into three main areas that have different strategic implications.

1. First, the divisions included in cells I, II, and IV can be described as growing and build. Intensive strategies (market penetration, market development, and product development) or integrative strategies (backward integration, forward integration, and horizontal integration) can be the most appropriate strategy for divisions in this cell.
2. Secondly, the divisions included in cells III, V, or VII can be managed in the best way using a strategy of keeping and maintaining. The right strategy for this type is market penetration and product development.
3. Third, the general recommendation given for divisions included in cells VI, VIII, and IX is harvest or divestiture. Commonly used strategies are divestment strategy, conjugate diversification strategy, and liquidation strategy.

Figure 1: External Internal Matrix (IE).



Testing the validity of the data in this study uses the method of triangulation, which is the method of checking the validity of data that utilizes something else in comparing the results of interviews with research objects. Triangulation used in this study includes source triangulation and technique triangulation.

RESULTS AND DISCUSSION

Based on data collection through interviews, observations, and documentation, which are then analyzed using SWOT analysis techniques to determine internal and external factors related to the preparation of strategies, the strengths, weaknesses, opportunities, and threats in II's Project social media marketing at this time are:

Table 1: SWOT Matrix.

<p style="text-align: center;">SWOT</p>	<p>Strength(S)</p> <ol style="list-style-type: none"> 1. The age of the business is quite long 2. Number of followers > competitors 3. Good product quality 4. Affordable price 5. Creating Endorsement & testimony content for promotion 6. The existence of consumer trust 7. Controlled Financial Conditions 	<p>Weakness(W)</p> <ol style="list-style-type: none"> 1. Testimonial content only lasts for 24 hours 2. No schedule for specific content 3. No special management team for Social Media
<p>Opportunity (O)</p> <ol style="list-style-type: none"> 1. Developed various Instagram features 2. The existence of consumer interest in the field of fashion 3. A large number of Instagram users 4. The development of technology facilitates the marketing proces 	<p>S-O Strategy</p> <ol style="list-style-type: none"> 1. Keeping up the content consistency & intensity on Instagram (s2, s4, s5, o2, o1) 2. Maintaining good cooperation with influencers for endorsement content (s5, s7o2, o3,04) 3. Maintaining good relations with consumers (s1, s2, s3,03) 4. Expansion of marketing to the marketplace (s4, s6,04) 	<p>W-O Strategy</p> <ol style="list-style-type: none"> 1. Content management for effective operating time (w1, w2, w3, o1.04) 2. Maximize the use of Instagram features (w2, w3, o2.01)
<p>Threat (T)</p> <ol style="list-style-type: none"> 1. Price competition 2. Many similar products on the market 3. Corona virus pandemic 	<p>S-T Strategy</p> <ol style="list-style-type: none"> 1. Determining competitive market prices (t2, s3, s4, s6) 1. Ensuring the maintenance of product & service quality (s3, s6, t2, t3) 	<p>W-T Strategy</p> <ol style="list-style-type: none"> 1. Keep competitiveness and variations of product collection up-to-date (w3, w4, t1, t2) 2. Variation of content types & scheduling on Instagram (, t2, w2)

Then the position determination is based on the IE (Internal External) matrix by using the IFE (Internal Factors Evaluation) and EFE (External Factors Evaluation) matrix. Internal factors can be seen as follows :

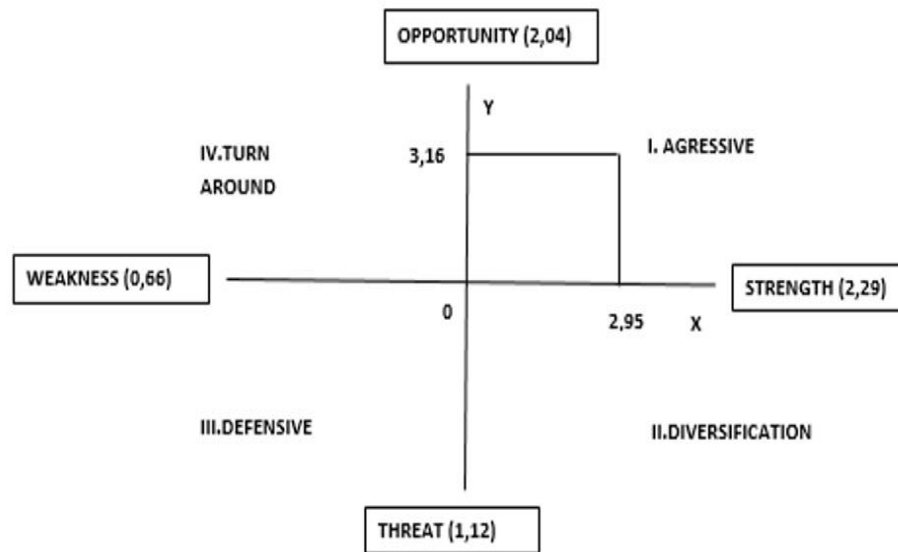
Table 2: IFE (Internal Factors Evaluation) Matrix.

Factor	Weight	Rating	Score
Strength			
The age of the business is quite long	0,11	3	0,44
Number of followers > competitors	0,11	4	0,44
Good product quality	0,1	3	0,3
Affordable price	0,1	3	0,3
Creating Endorsement & testimony content for promotion	0,11	4	0,33
The existence of customer's trust	0,1	3	0,3
Controlled financial condition	0,09	2	0,18
Total Strength Score	0,72		2,29
Kelemahan			
Testimonial content only last for 24 hours	0,1	3	0,3
No schedule for specific content	0,09	2	0,18
No special management team for social media	0,09	2	0,18
Total Weakness Score	0,28		0,66
Total (Strength + Weakness)	1		2,95

Table 3: EFE (External Factors Evaluation) Matrix.

Factor	Weight	Rating	Score
Opportunity			
Developed various Instagram features	0,14	3	0,42
The existence of consumer interest in the field of fashion	0,14	3	0,42
A large number of Instagram users	0,15	4	0,6
The development of technology facilitates the marketing process	0,15	4	0,6
Total Opportunity Score	0,58		2,04
Threat			
Price Competition	0,14	2	0,28
Many similar product on the market	0,14	2	0,28
Corona virus pandemi	0,14	4	0,56
Total Threat Score	0,42		1,12
Total (Opportunity + Threat)	1		3,16

Furthermore, the determination of the strategy is based on the SWOT analysis, namely by comparing the values in the IFE and EFE matrices, which results show that the strength value is greater than the weaknesses and the opportunities are greater when compared to threats, then the company is in quadrant 1 that supports aggressive strategies such as picture below:

Figure 2: SWOT Analysis Matrix.

In quadrant I that supports an aggressive strategy that is the strategy derived from the adjustment of the strength factor (strength) and the opportunity factor (opportunity) company or S-O strategy are as follows:

1. Maintain consistency & intensity of content on Instagram
2. Maintain good cooperation with influencers for endorsement content
3. Maintaining good relations with consumers
4. Expansion of marketing to the marketplace

Based on the calculation results in the IFE and EFE tables, the IFE score is 2.95 and the EFE score is 3.16. When converted into an External Internal Matrix (IE) image, it is located in cell II. According to (Vance et al., 2009) the strategy for companies in cell 2 is by implementing a growth and development strategy. (Wang & Kim, 2017) states that if a company is in a very attractive industry (cell 2), the aim is to increase sales and profits, by utilizing the economic benefits of scale both in production and marketing. The right strategy for marketing Il's Project brand today is also supported by a strategy from the SWOT analysis, which is Market Penetration Strategy, Increasing Sales and Profit, and Increasing Marketing Effectiveness in Social Media.

The high use of social media Instagram by millennials makes choosing Instagram as a medium for marketing products and brands very appropriate. But the diversity of products offered by the Il's Project brand also does not rule out the possibility for non-millennial interest, this is what can be a consideration for expanding market penetration. If marketing on social media is more focused on millennials, segment expansion can be done by entering the marketplace to reach a wider market. (Zhu & Chen, 2015) also added that market penetration is known as the growth method that has the lowest risk, but has a positive side to build core competencies in a market so that it can enhance brand reputation or can act as a brand leadership strategy. This is certainly appropriate when applied by Il's Project for business growth.

Increasing sales and profits is one alternative strategy for Il's Project to support its sustainable growth. Expansion to the marketplace as explained in the previous point can also be an alternative that can directly increase sales and profits because of the wider opening of opportunities for product sales in the market. In line with that, (Zonyfar et al., 2020) also concluded that the benefits obtained from the existence of a marketplace can

reduce operational costs, broader product marketing, increase profits from the business. Transactions that are not limited by time with the ease of the system in a marketplace that has been automatically integrated can also facilitate sales transactions.

Various content such as endorsement content and testimonial content are the most considered when marketing through social media. As well as this Il's Project brand, which often collaborates with influencers for endorsement content. The importance of the influencer's social media role is recognized by businesses as being very influential in the introduction of products and brands and building brand awareness. (Zonyfar et al., 2020) describes endorsements, namely people or characters that appear in advertisements to communicate corporate products, be they celebrities, public figures, public figures, or even ordinary people who can influence consumers' minds as preferences in making purchasing decisions. In line with that, (Chang et al., 2015) states that the social influence on online media from people who are "respected" can increase brand awareness.

Business actors are well aware that not only build brand awareness, testimonial content is also very capable of building potential consumer trust. (Michaelidou et al., 2011) states that there is a literature review that explains the electronic word of mouth as a strategy, which refers to statements made by potential consumers, real consumers, and previous consumers about a product via the internet. The results of the (Stephen, 2016) study also explained in general, when there are customer testimonials, the readiness to make a purchase will be higher if compared to sites without testimonials. However, the appearance of testimonial content on Il's Project brand is still limited. Maximizing the use of various Instagram features can be done by the Il's Project brand concerning increasing the effectiveness of testimonial content that previously could only be seen within a limited period (only for 24 hours) by its followers. Utilization of the "highlight" feature on Instagram can be used to summarize and display longer Stories and be displayed on the profile page, which means the testimonial content shared on stories can be summarized into 1 album on the profile page so that it can be accessed anytime by Il's Project followers and prospective followers. All forms of content both in the form of product reviews, stock updates, endorsements, and testimonials that are often shared on Instagram should be shared consistently as mentioned in (Balakrishnan et al., 2014) which explains the importance of content to be delivered consistently, and if the company fails to deliver the content regularly, then there is a risk that consumers will forget the company and the brand.

CONCLUSION

Based on the internal and external potentials of the subjects in this study which have also been elaborated in the discussion using the SWOT analysis technique, this research produces the following conclusions: (1) Internal factors that become weaknesses in marketing on Instagram Il's Project social media, namely, testimonial content that is displayed within a certain time and is limited (only 24 hours), the content has not been scheduled and from the internal point of view the company does not have special management to handle social media. Meanwhile, internal factors that become the strength of Il's Project are, the business age is quite long, the social media has more followers than its competitors, good product quality and affordable prices, and who have done marketing with testimonial content and endorsement in collaboration with the influencer. (2) External factors that influence marketing on Instagram social media for Il's Project are threatening that include price competition, many similar products on the market, and the presence of a coronavirus pandemic. While, the external factors that become opportunities are the development of various features on social media, especially Instagram, the existence of consumer interest in fashion, the large number of Instagram users, and the continued development of technology that can facilitate the marketing process. (3) Based on the SWOT analysis carried out on internal and external factors of Il's Project's social media marketing and the mapping process in the SWOT matrix, Il's Project's marketing is in a position to support an aggressive strategy that is utilizing all

internal strengths it has to take advantage of existing opportunities. And according to the mapping in the IE matrix, the company's current position is in the position of a growth strategy with alternative strategies that can be done, namely by penetrating the market, increasing sales and profits, and increasing marketing effectiveness on social media. (4) There are an ongoing interest and demand in the field of fashion, technological advancements, and the high growth in the number of social media users which are currently used as the main opportunity in brand development. The presence of influencers on social media is also a supporter in the event of a wider brand and product introduction of the company and reaches more users of social media.

To building brand awareness in the eyes of potential customers, consistency of content on social media is needed. It is very important to note that prospective consumers' memories of the brand will remain, and avoid the possibility of consumers forgetting Il's Project brand. To do this, more regular social media management is required, such as scheduling content regularly with setting specific times for each type of content. This can make it easier to manage content and time management in handling corporate social media. Also, the rearrangement of social media pages by utilizing social media features such as the use of the "highlight" feature so that important content can be reviewed at any time by the audience / potential customers. Overall, company growth can be further boosted by sales and professional business growth efforts that can be done by penetrating markets to reach a wider market and at the same time opening up greater sales opportunities.

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