



UTILIZATION OF SOCIAL MEDIA INSTAGRAM AS THE FORMATION OF BRAND AWARENESS ON CV. SINARO

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ABSTRACT

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The use of Instagram social media as a promotional tool is no longer a strange thing for a company, especially for companies operating in the field of consulting services which aim to provide information related to the services offered so that they can increase brand recognition to customers. What you want to achieve is to find out the use of Instagram social media as a form of *brand awareness* on CVs. Sinaro. The methods used in this research are qualitative descriptive as well as interviews and observation which are used as techniques for collecting data. The research results show that the CV.Sinaro company has not utilized the use of Instagram social media to create *brand awareness* for the company. So researchers recommend to companies to create Instagram as an effort to form

brand awareness for the CV.Sinaro company by paying attention to the 5 main components in maximizing the use of Instagram as a promotional media according to Politwika (2015), namely creating an Instagram profile, business logo, description on the profile, uploading photos/videos, and hashtags.

Keywords: Instagram Marketing; Brand Awareness; Corporate Marketing

INTRODUCTION

The influence of globalization and digitalization has led to very rapid progress for the development of the internet. The development of the internet encourages changes in almost all aspects of people's daily lives. Sudiby (2019) said that the internet is a service that can be utilized and accessed by all people in the world (Sukoco & Hidayatullah, 2020). With the development of the internet, of course, it will support the needs of its users and make it easier to find information quickly in just seconds.

Today there are many platforms that can be utilized by the public in responding to the need to search for information on the internet. According to Priansa (2017), in marketing communication activities which are also related to the activity of distributing information requires media in the communication process, namely by using social media (Diem & Yulianti, 2019). One of the social media platforms that



can be used is Instagram. Instagram is a social media platform that is very synonymous with visuals, which is used to share photos and videos with a variety of interesting and easy-to-operate features of course (Sutrisno & Mayangsari, 2022). People are happy with visual-related offerings so that they can directly have a positive impact in optimizing the goals for a company that will be achieved (Nugroho & Azzahra, 2022).

Reporting from Hootsuite data (We are Social): Indonesia Digital Report 2023, in January 2023 as many as 86.5% of Indonesians have used Instagram social media. This shows that the rapid use of Instagram social media among Indonesians. So that Instagram social media is considered more effective to be used as a medium for promotion and dissemination of information related to the company's business. Instagram social media can be accessed by anyone and at any time, so that the promotion network can expand again. In addition, according to Hidayatullah (2018) users of the Instagram social media application are also facilitated in the practicality of uploading photos to capture every moment that exists, as part of the framework for disseminating information to customers so as to provide benefits to increase sales and the recognition of the company's brand (Sukoco & Hidayatullah, 2020). With this fact, it shows that Instagram social media is a major component that is needed for a company. Because it can be useful for reaching customers or clients more broadly and can be used as a tool to establish good communication with customers or clients so that brand awareness can increase rapidly (Putri, 2022).

CV.Sinaro is a Management Consultant company engaged specifically in tourism, investment, finance, assets, regional planning and economic development. CV.Sinaro is a company that fully concentrates on the best quality, professional and trustworthy consulting services according to the demands of partnership needs and expectations. However, based on the results of observations where the development of competition in the consulting services business world is increasingly competitive and the need for information is getting higher, of course it is very important for a company, especially for CV.Sinaro consulting service companies that do not yet have Instagram social media, to utilize the Instagram social media platform as a means of disseminating information and providing attractive influence for partners and clients.

By using Instagram social media, a consulting service company such as CV.Sinaro can easily introduce the company and interact with potential partners so that they can be interested in the services offered by the company. In addition, it can be used as a portfolio or as a corporate identity to be increasingly recognized by clients. This is in accordance with the opinion of Widyastuti's (2017) figure, which using a social media platform is a means of direct interaction between the company and potential customers or clients who are targeted by the company (Megadini & Anggapuspa, 2021). In addition, according to Khasanah et al., (2019) by utilizing Instagram social media as a promotional medium for companies can form customer awareness of the services we offer. Keller and Swaminathan (2019) say that brand awareness is a strength for companies, which is related to the strength of memory in the memory of customers/consumers of a brand (Wardani, 2017). Which of course is very beneficial for the company's business activities (Nugroho & Azzahra, 2022). According to Ruliana et al., (2019) a company utilizes Instagram social media also as a protection for its brand image to be more easily recognized by potential customers due to competitive competition between companies. Based on this

background description, the researcher wants to know how the Utilization of Instagram Social Media as a Formation of Brand Awareness at CV.Sinaro.

LITERATURE REVIEW

Digital Marketing

Digital marketing itself, according to Chaffey (2017), is a means of using technology that is useful to assist all marketing activities aimed at increasing consumer knowledge and meeting needs by adjusting existing technological developments. This is reinforced by the opinion of Kusma & Sugandi (2018: 18-33) who say that digital marketing is a process and means carried out by business actors to inform, remind and persuade consumers about the products or services offered through digital media, such as the internet and social media (Amalia Yunia Rahmawati, 2020).

Social Media Marketing

Kotler and Keller (2012) also argue that social media is a channel for companies to share information with consumers in the form of text, images, video, and audio. With marketing using social media being an important category in marketing activities by linking communication, exchanging information and collaborating customers with companies on platforms such as Facebook, Twitter, Youtube, and Instagram (Mulyansyah & Sulistyowati, 2020).

Instagram Marketing

Instagram is one of the social media platforms that focuses on uploading photos and videos according to the wishes of the account owner, where Instagram is starting to develop into a more practical promotional media for companies to market their business (Nasution, 2021; Saputra & Nugraha, 2024). Instagram marketing is basically the use of Instagram social media which is a communication medium and then used as a medium in marketing activities by uploading products or services offered by the company by packaging them and utilizing the features on Instagram so that they can benefit the company (Diem & Yulianti, 2019; Chen & Li, 2024).

According to Politwika (2015: 82) in practice there are several efforts to maximize the use of Instagram social media as a means of sales and can indirectly form brand awareness including :

a. Creating an Instagram Profile

Profiles on Instagram social media are very important, because the first time other users will see a marketer's account is by looking at their Instagram profile so that it is one of the branding in doing business. In an Instagram profile made with an interesting username and easy to remember later by other users.

b. Business Logo

In practice, a good profile picture is to use the logo profile photo of the store/company brand. So that the logo chosen in the display picture must be made as good as possible so that it can make an impression on the minds of other users.

c. Description on The Profile

The description on the profile must look professional which usually contains information that is made clearly and not too long. So that other users can quickly understand what service information is provided by the company.

d. Upload Photos/Videos

Uploading photos and videos should be in high resolution and should be creative and interesting. Photos and videos should be uploaded as often as possible at the right time. Photo and video uploads will be more attractive if added with a company logo watermark in order to further shape the customer's ability to remember the company's brand.

e. Hashtag

Including hashtags as needed in photo and video posts is the right step in utilizing Instagram social media. Hashtags become keywords in a search so that photo and video posts can get more reach by other users.

Although Instagram can be a powerful marketing platform, it is crucial for businesses to understand and address the potential challenges or limitations associated with its use. Instagram faces challenges such as algorithm changes, content saturation, engagement issues, complex ROI measurement, ad fatigue, limited linking, demographic constraints, visual-centric nature, and dependency on visual content quality. Its algorithm can affect visibility and reach of marketing campaigns, making businesses somewhat dependent on it. Additionally, Instagram's user demographics may limit its effectiveness for businesses targeting older demographics. Maintaining engagement and avoiding ad fatigue can also be challenging.

Brand Awareness

Brand awareness according to Rizal (2019) is defined as the ability of customers to spontaneously remember certain types of products (Andata & Iflah, 2022). Meanwhile, according to Keller and Swaminathan (2019) brand awareness is the ability of consumers to identify brands, which can be measured by the extent of brand memory in consumer memory. According to Ali (2019) basically this brand awareness helps consumers in buying a product because they feel more comfortable and safe if they want a product that they already know so that it affects intelligence and stability in doing business because of the quality that can be accounted for (Andata & Iflah, 2022; Rahayuningrat, 2024).

METHOD

In this study using a qualitative approach. Where the application of this approach considers related to the research objectives, namely to determine the utilization of Instagram social media as the formation of brand awareness at CV. Sinaro. By opting for a qualitative approach, this research aims to capture the richness and depth of data necessary to uncover the nuanced dynamics underlying the utilization of Instagram as a platform for brand awareness, particularly within the specific context of CV. Sinaro's marketing endeavors.

In this study, there were several techniques in collecting data conducted by the author, namely interviews and observations. Interviews were conducted with 2 CV.Sinaro staff who are assigned to manage Instagram sosial media accounts. Then supported by some information from other informants such as interviews with an active Instagram users who follow Sinaro's Instagram and experts who understand related to Instagram social media-based marketing who has experience as a social media analyst and social media consultant. Observation in this study is by directly observing how the actual condition of marketing activities at CV.Sinaro.

RESULTS AND DISCUSSION

Description of Research Location

CV. Sinaro is a company located in Bandung, West Java. Where this company is engaged in management consulting services. CV.Sinaro was founded in 2012, where this management consulting company focuses on tourism, finance and education. In accordance with the objectives and orientation of the company, namely optimally providing consulting services to partners. CV.Sinaro over the past 10 years has worked on approximately 122 consulting service work packages. This can certainly increase business continuity by continuing to provide trust in what is needed from partners. Which is of course supported by the quality of professional and experienced experts in each field.

Utilization of Instagram Social Media as a Formation of Brand Awareness at CV.Sinaro

After conducting research where researchers conducted interview activities, information was obtained that there was no Instagram social media account owned by the CV.Sinaro Company. So it can be said that CV.Sinaro has not utilized Instagram social media as the formation of brand awareness or brand recognition of the company (Prasojo & Aliami, 2024). Where obtained from the results of interviews with company staff that so far CV.Sinaro in digital media has only utilized Google. They stated that the use of Instagram social media for CV.Sinaro is still not necessary. From the management, it has also not occurred to make Instagram social media for the company.

From the results of interviews with company staff, another reason why CV.Sinaro has not decided to use Instagram social media is that the products produced are also not private property but belong to employers who cannot necessarily be disseminated so that it will affect the uploaded content. In addition, the target market of the company is not determined by the presence or absence of the company's Instagram social media. So far, people know the CV.Sinaro company by word of mouth and then also the acquisition of work is carried out openly, through auctions or direct appointments where the employer already knows the existence of the CV.Sinaro company beforehand.

Based on the results of interviews with an Instagram social media marketing expert, that the use of Instagram can attract partners or consumers and can increase the loyalty of old consumers. It was also conveyed in an interview with an Instagram user that most consumers often use social media such as Instagram which is used to find information. This is also in accordance with the opinion of Instagram social

media marketing expert informants who consider that Instagram is used by the millennial generation to find information. So that the existence of Instagram can increase the value of trust for partners or consumers towards a company or organization (León-Alberca et al, 2024).

CV.Sinaro Instagram Social Media Creation

According to Politwika (2015: 82) there are 5 main components that are the basis for maximizing the use of Instagram as a promotional media to form brand recognition or brand awareness, as follows:

1. Instagram Profile Creation

The first thing users do is look at other users' Instagram profiles. The first step in creating an Instagram profile is to determine the account name that will be used. In accordance with the opinion from Politwika (2015: 82) that in making a username or account name it must be interesting and easy to remember. In addition, to complete the creation of an Instagram social media account, it is also necessary to select keywords or keywords that can facilitate searching for our account.

Because CV.Sinaro is a company that offers consulting services with several focus areas such as tourism, finance, and education, it is better to use the name @sinaro_konsultan in making its Instagram account name. With the selection of the account name, it has shown the brand name and focus of the services offered by the company. Then in the full name section (full name) in the profile re-insert the words "CV.SINARO KONSULTAN" as a keyword so that it can facilitate organic searches, where the sentence shows the image or identity of the company.

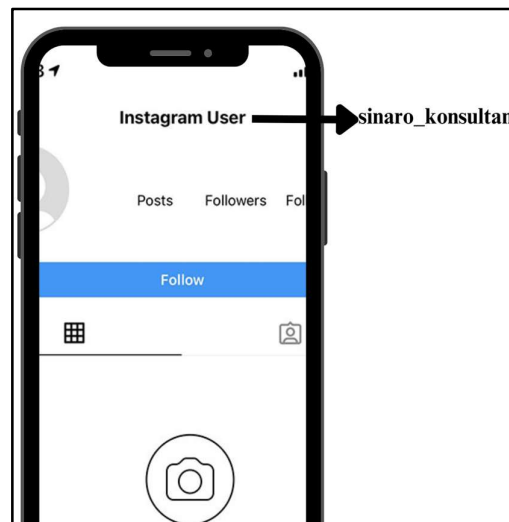


Figure 1. Instagram Account Name Display Example
Source : Researcher, 2024

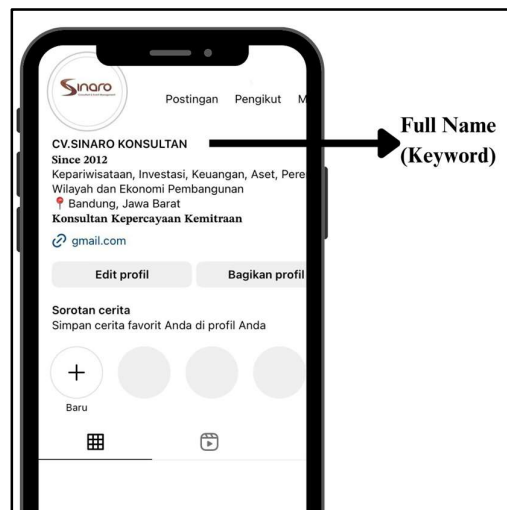


Figure 2. Contoh Tampilan Full Name Akun Instagram
Source : Researcher, 2024

2. Business Logo

In a business company, the profile photo must reflect the brand identity of the company. Where the company can make the company logo as its Instagram social media profile photo. According to Saputra & Syafwandi (2017) a logo or visual sign becomes a representation of the identity of a business, form of organization or other institution in another way (Ainun et al., 2023). According to research conducted by Ainun et al, (2023), using a company logo can also help in knowing the brand, thus influencing decisions in making cooperation or purchases. Of course, using the CV.Sinaro company logo as an Instagram social media profile photo is very appropriate. Because the logo is in accordance with the company's image and of course can increase trust for partners or users.



Figure 3. Instagram Account Profile Photo Selection Display Example
Source : Researcher, 2024

3. Description on Profile

According to Politwika (2015: 82) the description on the profile can easily provide a brief description to users or potential partners about what services the company offers, which is conveyed clearly and not too long (Sukoco & Hidayatullah, 2020). The importance of utilizing a profile description that includes a brief explanation of the company. In addition, it also includes several other supporting components such as contact information, company location, company tagline which can make it easier for users or consumers to get information about the company.



Figure 4. Example of Profile Description Display on Instagram Account
Source : Researcher, 2024

4. Photo/Video Uploads

For a company where uploading these photos and videos can influence interest in making purchases of the products or services offered. In accordance with research conducted by Ilham Dhava Ramadhan and Oktaviana Purnamasari (2023), it is stated that posting photo or video content uploaded on Instagram feeds can influence a person's purchasing decision (Ramadhan & Purnamasari, 2023).

It is important to upload photos and videos that can increase trust and brand recognition to users or partners. However, in practice, to upload a content, either photos or videos on the company's Instagram, it is necessary to pay attention to several things such as the type of content to be created, the quality of good content, the use of captions, design and use of colors that can reflect and strengthen the brand image, and the importance of inserting a company logo watermark in photo or video posts in order to form brand awareness or brand recognition to users or partners (Gunawan & Febriani, 2021).

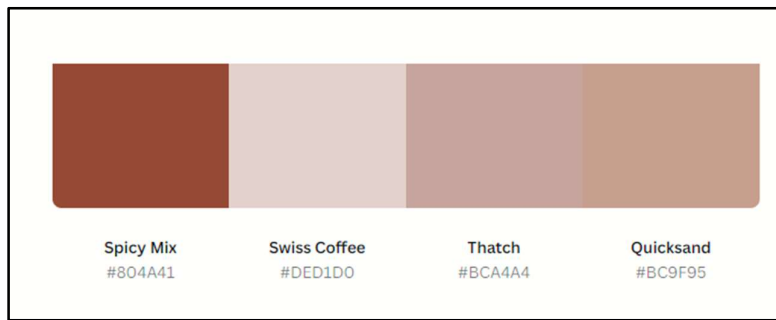


Figure 5. Color Palette on Instagram Posts
Source : www.canva.com, 2024



Figure 6. Example of Post 1 on Instagram Account
Source : Researcher, 2024



Figure 7. Example of a 2 Slide 1 Post on an Instagram Account
Source : Researcher, 2024



Figure 8. Example of Post 2 Slide 2 on Instagram Account
Source : Researcher, 2024



Figure 9. Example of a 2 Slide 3 Post on an Instagram Account
Source : Researcher, 2024

5. Hashtag

In a post on Instagram in addition to the caption hashtag is also considered to have an important role to make it easier for others to find a particular post. On social media, especially on Instagram, hashtags are useful for grouping posts into certain themes or topics. In accordance with research conducted by Cintani, Maulina, Mazaya, Rafli, Salsabila, and Widianingsih (2022), it is stated that using hashtags in posts on Instagram is very efficient to reach users even more (Ningsih, 2022).

Referring to this discussion, in a post that will later be uploaded to the CV.Sinaro company's social media account, in addition to the caption, of course, it is also necessary to add hashtags to complete the post. By using hashtags, which of course can increase the reach of the company's Instagram social media account posts so that they can form brand awareness and brand recognition to other users. In addition, affixing hashtags can facilitate information search needs for other users.

Table 1. Examples of Caption and Hashtag Usage on Instagram Posts

<p>Example Caption and Hashtag Post 1</p>	<p><i>Hallo Mitra Sinaro!</i></p> <p><i>Paparan laporan akhir ini, menjadi salah satu tahap akhir dalam kegiatan "Penyusunan Dokumen Review Rencana Induk Pembangunan Kepariwisata Kabupaten Pangandaran"</i></p> <p><i>Dimana dalam kegiatan paparan tersebut, dihadiri oleh Kepala Dinas Pariwisata dan Kebudayaan Kabupaten Pangandaran beserta jajaranya selaku pemberi kerja</i></p> <p><i>Nah tentunya jangan ragu lagi, untuk menggunakan jasa dari perusahaan kami, karena kami Konsultan Kepercayaan Kemitraan</i></p> <p>#konsultan</p>
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	#cvsinarokonsultan #konsultanterpercaya #konsultanberkualitas #konsultankepercayaankemitraan #konsultanpariwisata #konsultankeuangan
Example Caption and Hashtag Post 2	<i>Bingung cari konsultan yang berkualitas?</i> <i>Susah untuk cari konsultan yang terpercaya?</i> <i>CV.Sinaro solusinya !!</i> <i>senantiasa memberikan pelayanan jasa konsultansi yang optimal dengan prioritas membangun kepercayaan bersama dengan kemitraan</i> #konsultan #cvsinarokonsultan #konsultanterpercaya #konsultanberkualitas #konsultankepercayaankemitraan #konsultanpariwisata #konsultankeuangan

CONCLUSIONS

In accordance with the objectives of the study, namely to find out how the utilization of Instagram social media as the formation of brand awareness at CV.Sinaro, it can be concluded that the consulting company CV.Sinaro has not taken advantage of social media, especially Instagram in the company's marketing activities. Utilization of Instagram social media as a promotional medium can quickly and easily disseminate information about the services offered by the company, so as to increase brand recognition or the formation of brand awareness of the company.

It is necessary to pay attention to several things in making Instagram social media for the company later. Where in making a profile, you must pay attention to an account name that is easy to remember. The profile photo section must reflect the identity of the brand, namely by using the logo of the company. In the profile description it is necessary to pay attention to a brief explanation of information about the account. In uploading photos and videos, of course, you need to pay attention to the content that will be created, such as paying attention to the type of content, content design, and captions on each content to be uploaded. Finally, it is necessary to pay attention to the use of hashtags that have been researched and are in accordance with the uploaded posts.

The author suggests that the management of CV.Sinaro needs to utilize the use of Instagram social media as a medium for disseminating company information, because the various advantages of Instagram social media can form brand awareness for the company. For tourism consulting firms like CV.Sinaro, recommendations for effectively leveraging Instagram for brand awareness include crafting visually stunning content showcasing unique travel destinations, engaging with followers through interactive stories and posts to foster a sense of community, collaborating with influencers or travel bloggers to reach a wider audience, and

utilizing relevant hashtags and geotags to increase discoverability among potential clients seeking travel guidance and expertise.

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