Building customer's brand awareness through social media

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Abstract - The purpose of this research is to find out how the company, especially in the marketing division, builds customer's brand awareness so that customers can recognize the company's products. Brand awareness is the first step to creating brand equity, where brand awareness refers to whether consumers can remember or recognize a brand and brand awareness is related to the strength of the presence of a brand in consumers' memories. Brand awareness can be related to the cognitive aspect of consumers, where the more a brand can be remembered by consumers, the higher the level of brand awareness. Building brand awareness is important because before consumers buy a product, consumers will first recognize the brand of a product, especially for products that have high value. In the market, there are many companies that provide accommodation. By recognizing a particular brand of an accommodation product, potential consumers' interest in buying a product that is already in their memory will be higher. This research is qualitative descriptive research where data is obtained directly as primary data using interview guides with several marketing staff, and observation. Meanwhile secondary data was obtained from library sources both in the company and from online sources. All data is then collected, data reduction is carried out, tables are made, analysed and conclusions are drawn. The research results show that marketing really cares about Indonesia's demographic map, where more than 60% are millennials and generation Z, where they are very connected to social media. There are several social media platforms used by marketing parties to build brand awareness, such as Instagram, Tik Tok, Facebook, YouTube, WhatsApp, but there are indications that Instagram and Tik Tok are the platforms that are more popular with potential consumers.

Keywords: branding, digital marketing, social media platforms

I. INTRODUCTION

Traveling has become a secondary human need. The data shows that the number of foreign tourist visits to Indonesia during January-July 2023 reached 6.31 million visits. That figure rose 196.85% compared to the same period last year. In January-July 2022, the number of foreign tourist visits to Indonesia will only be 2.12 million visits (Tim CNN Indonesia, Sep 2023). To meet travellers' needs, accommodation is needed. Before a traveller determines their choice of accommodation, of course there are several considerations they need to consider in determining where to stay and have a good holiday. These considerations include tariff, location, advertisement, and product (Bennett & Strydom, 2001; Ashoer et al., 2019; Wijaya & Sidiq, 2017; Solikhin et al., 2011). Product includes facilities provided by the company. In this case, advertising and products are part of a company's branding.

Many new companies spend a lot of money on branding their company. It is said that brand awareness is the first step to creating brand equity, where brand awareness refers to whether consumers can remember or recognize a brand and brand awareness is related to the strength of the presence of a brand in consumers' memories (Buil, 2013; Goodwin, 2018). Brand awareness can be related to the cognitive aspect of consumers, where the more a brand can be remembered by consumers, the higher the level of brand awareness. While Firmansyah (2023) says that brand awareness is a general goal of marketing communications. With high brand awareness, it is hoped that whenever a category need arises, the brand will be brought back from memory and then used as consideration for various alternatives in decision making. Brand awareness shows consumer knowledge of the existence of a brand. Furthermore (Oktaviani & Rustandi, 2018) said that brand awareness as a marketing strategy is the most important factor in building consumer awareness to buy a product. Through consumer awareness of a brand, potential consumers can remember and become familiar with the brand and decide to make a purchase, allowing consumers to only make purchases in one particular brand category. It can be concluded that brand awareness is an aspect that must be created by a company especially for new comer company.

There are several levels of brand awareness from the lowest level to the highest level can be ranked as follows (Firmansyah, 2023).

(1). Top of Mind is the brand that is mentioned first by consumers or that first appears in consumers' minds, or the brand is the main brand of various brands that exist in consumers' minds.

(2). Brand Recall is an unaided recall of a brand.

(3). Brand Recognition is the minimum level of brand awareness, where recognition of a brand appears again after assisted recall.

(4). Unaware of Brand (not aware of the brand) is the lowest level in the brand awareness pyramid where consumers are not aware of the existence of a brand.

However brand awareness can be built and improved in the following ways (Durianto et al., 2004).

(1). The message conveyed by a brand must be easy for consumers to remember.

(2). The message conveyed must be different from other products and there must be a connection between the brand and the product category.

(3). Using catchy song slogans that help consumers remember the brand.

(4). If a brand has a symbol, the symbol should be connected to the brand.

(5). Expansion of the brand name can be used to make the brand more memorable to consumers.

(6). Brand awareness can be strengthened by using a signal that is appropriate to the product category, brand, or both.

(7). Doing repetition to improve memory, because forming memories is more difficult than forming recognition. So, it can be concluded that brand awareness has four main roles, namely; becomes a source of other associations, creates a feeling of liking or familiarity, a source of commitment to the brand, and becomes a consideration for forming the brand.

Understanding and using branding only means that a company takes the reins and tries to control what that reputation looks like. This is why it is recommended to consider branding from the very beginning of a business. Branding involves a consistent mix of different competencies and activities, so its cost can wildly differ from case to case. High-level consultants and flawless implementation will, of course, be more expensive than anything below it. Likewise, branding an international, multi-product business will be much more challenging and resource-heavy than a local business, for example. There is no one-size-fits-all approach (Dandu, 2015). Dandu (2015) further conveys that branding has some positive impacts.

(1) Branding increases business value

Branding is important when trying to generate future business, and a strongly established brand can increase a business' value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace. The result of the branding process is the brand, which incorporates the reputation and value that comes with it. A strong reputation means a strong brand which, in turn, translates into value. That value can mean influence, price premium, or mindshare. The brand is a business asset that also holds monetary

value in itself and must have a place of its own on a business' balance sheet because it increases the overall worth of the company. Although this is a controversial topic and a difficult task for many companies, giving financial weight to the brand is as important as branding itself – this is called brand valuation.

(2) Branding generates new customers

A good brand will have no trouble drumming up referral business. Strong branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well-established, word of mouth will be the company's best and most effective advertising technique. Just like with the reputation of a person, the reputation of a brand precedes it. Once a certain perception of the brand has been established in the market, an uncontrollable chain of propagation begins. Word of mouth will pass the perception on and further reinforce or tarnish the reputation of that brand. If the reputation is positive, potential new customers may come into contact with the brand, having an already-positive association in their mind that makes them more likely to make a purchase from this brand than from the competition.

(3) Improving employee pride and satisfaction

When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in the work that they do. Working for a brand that is reputable and held in high regard amongst the public makes working for that company more enjoyable and fulfilling. As mentioned before, the stakeholders of a brand are not just clients, but also employees. It must be aware of the fact that human interaction is the basis of commerce, and employees are the first line of communication for any brand – the first ambassadors. Employees that have a good association with the brand will perpetuate that perception further down the line to the clients and partners they interact with. This can also translate into better leadership, more involvement, and better products and services.

(4) Creating trust within the marketplace

A brand's reputation ultimately boils down to the amount of trust that clients can have in it. The more someone trusts a brand, the better his perception of it, the stronger its reputation and, thus, the brand itself. Branding searches for the right way to earn and maintain a certain level of trust between the company and its stakeholders. This is done by establishing a realistic and attainable promise that positions the brand in a certain way in the market and then delivering on that promise. Simply enough, if the promise is being delivered upon, trust builds up in stakeholders' minds. In highly crowded markets, trust is especially important because it can make the difference between intent (considering to buy) and action (making the purchase). Finally, it can be concluded that branding can be created making a product, organization, person, or place easy to recognize as different from others by connecting it with a particular name, design, symbol, set of qualities that people connect with a particular product or company (dictionary.cambridge.org, n.d).

Social Media

There are several definitions regarding to social media. B.K. Lewis, in his work entitled Social Media and Strategic Communication Attitudes and Perceptions among College Students stated that social media is a label that refers to digital technology that has the potential to enable everyone to connect with each other and interact, produce and share messages (Lewis, 2010). Furthermore Brogan (2010) in his book entitled *Social Media 101: Tactics and Tips to Develop Your Business*, stated that social media is a communication tool that contains various possibilities for creating new forms of interaction styles (Brogan, 2010). Meanwhile, Dave Kerpen in his book entitled *Likeable Social Media,* which was published in 2011, stated that social media is defined as a collection of images, videos, writings and interaction relationships in networks, both between individuals and between groups such as organizations (Telg, 2013). Thus, it can be said that social media is a means of communication using digital technology which may contains pictures, video, and texts used to socialize any ideas to other people. In short social media has several functions that you can get from social media (Nandy, n.d).

(1). Communication. The first function of social media is of course communication. Social media initially only focused on building a good communication ecosystem for users. However, along with the development of the internet and technology, social media is more than just communication, social

media has become a second world for people in all parts of the world to gather and interact. Social media has succeeded in building communication without time and geographic limitations.

(2). Branding. After building a gathering place for all people from various parts of the world, social media is always developing and providing various human needs, one of which is branding. Branding itself is a person's way of building an image in the eyes of many people. To carry out branding, users usually have a unique and distinctive way of designing their social media accounts so that they are attractive for other users to see.

(3). Place of business. The third function of social media is as a forum for conducting business. This social media slowly develops so that every user can build a business online or online. As a place that is open 24 hours, social media has proven to make it very easy for users to build a business online. This is predicted to have a lot of potential to reach more people than businesses that only rely on the real world.

(4). Marketing. The fourth function of social media is to carry out marketing. As a platform that is almost always used by humans, now social media has succeeded in creating services that make it easier for business people to introduce and reach more consumers. This method has proven effective in increasing profits and making it easier for users to get their needs. The social medias commonly used especially in Indonesia are Facebook, Instagram, YouTube, Tik Tok, Twitter, and WhatsApp (Sia et al., 2023; Susanto et al., 2023).

Even, social media has been widely used not only in business, but in all human activities such as education, namely learning processes (Ali, 2023; Sia et al, 2023).

II. METHODOLOGY

This research was conducted at the Aveta Hotel. Data types include qualitative data and quantitative data. Qualitative data is data in the form of words, sentences, gestures, facial expressions, charts, images and photos (Sugiyono, 2015). This research uses qualitative data through interviews with hotel marketing staff. Quantitative data is data in the form of numbers or qualitative data that is scored/scored (Sugiyono, 2015). This research uses quantitative data in the form of the number of TripAdvisor reviews, engagement rate, and number of Instagram followers. Data source consists of primary data and secondary data. Primary data sources are data that directly provide data to data collectors (Sugiyono, 2015). The primary data in this research is the results of interviews with hotel marketing staff and also direct observation. While secondary sources are sources that do not directly provide data to data collectors, for example through other people or documents (Sugiyono, 2015). The data is collected using some techniques. They are carried out through (1) interviews. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, and also if the researcher wants to know things from respondents in more depth and the number of respondents is small (Sugiyono, 2016). (2). Observation. Observation as a data collection technique has specific characteristics when compared with other techniques. Observations were carried out by looking directly in the field which were used to determine factors worthy of support through job analysis survey interviews (Sugiyono, 2016). In this research, the author directly observed and participated in or did what the marketing staff did. (3) Documentation. Documentation is a technique for collecting data using documents, both those kept by the researcher himself and other people related to the research focus (Retnawati, 2016). This documentation research can be carried out by reviewing documents or data from marketing staff of the hotel. The collected data was then analysised. Data analysis techniques are the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is important. and what will be studied, and make conclusions so that they are easily understood by oneself and others (Sugiyono, 2016). The data analysis technique used by the author is a qualitative descriptive analysis technique. In the view of Nurmalasari and Erdiantoro (2020) stated that this type of qualitative descriptive research is generally used in social phenomenology. In summary, it can be explained that descriptive qualitative is a research method that operates on a simple qualitative approach with an inductive flow. This inductive flow means that qualitative descriptive research begins

with an explanatory process or event from which finally a generalization can be drawn which is a conclusion from the process or event. Qualitative descriptive is focused on answering research questions related to who, what, where and how an event or experience occurs until finally it is studied in depth to find patterns that emerge from the event (Kim et al., 2016).

III. DISCUSSION AND FINDINGS

Social media is the media of choice that is popular with the public. This is supported by the existence of cell phones which provide internet-connected features, so that anyone can access their social media quickly and easily, wherever they are. To be able to increase brand awareness, you must have assets which are capital. The assets owned by the Sales and Marketing Department are: photos, videos and social media. By having assets, attractive and clear promotional media can be created so that potential consumers feel attracted or interested in the promotions carried out by the company. Promotional media that can be used include online media and offline media. The following are examples of online media and offline media used by marketing staff of the hotel.

Table 1 Types of Promotion Media

Promoting Media	
Online Media	Offline Media
Facebook group post	Radio
Instagram direct message promotion	Baliho
Instagram stories	Majalah Airlinez
Whatsapp stories	Flyer
Social media post	Banner

(Source: Sales and Marketing Department, data processed, 2022)

Based on Table 1, It is known that the promotional media used is not only through digital marketing but still uses conventional media such as radio, flyers and magazines. Conventional or offline media is used as a tool to strengthen online promotions and reach generations untouched by technology. Therefore, promotion still uses media that would still be used by local targets, such as radio and magazines. Apart from that, guest in houses are also the target market for promotions using room drop flyers or flyers placed in the rooms. As an online promotional medium, social media is a medium for conveying information to one another online. One of the social media platforms that marketing staff most often uses to promote the hotel is Instagram. An application that is current or frequently used by the wider community. The presence of social media Instagram currently provides a new colour for its users with unique and good features, making Instagram a social media that can store photos and videos in large quantities. Instagram has more value compared to other social media by providing an attractive visual appearance. Apart from being easy to use to promote the products being sold, companies can see engagement: followers, viewers and reach. Marketing staff maximize their promotions by creating Instagram content action plans to be more neat and clear in conveying messages as a means of online promotion. Based on observations made in the field, the content that is planned and shared influences the interest of consumers and potential consumers in making purchasing decisions. Through the WhatsApp application which is also a medium for making room reservations, several potential consumers get information about special promotions from Instagram by showing screenshots of Instagram posts shared by marketing staff. On the social media platform Instagram, the time a content is uploaded plays an important role in the performance of the post. The following is the activity level of Instagram followers of the hotel based on the most active times in a week.

Table 2 Data on Instagram Visitor Hours

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
12 AM	635	622	624	644	635	684	755
3 AM	274	277	278	282	298	312	307
6 AM	864	885	871	873	861	852	881
9 AM	1.161	1.164	1.163	1.164	1.168	1.181	1.229
12 PM	1.264	1.255	1.259	1.278	1.289	1.264	1.301

3 PM	1.289	1.286	1.290	1.295	1.289	1.311	1.332
6 PM	1.480	1.493	1.480	1.497	1.457	1.485	1.499
9 PM	1.345	1.365	1.366	1.374	1.372	1.403	1.383

(Source: Sales and Marketing Department, data processed, 2022)

Based on the results of the analysis of the implementation of digital marketing via Instagram, of course there are impacts and obstacles from the implementation carried out by the Sales and Marketing Department in building hotel brand awareness. The impacts and obstacles of this implementation include: First, this impact can be seen from the hotel's Instagram engagement rate which increases every month. Engagement rate is the accumulated amount of calculating the number of likes, comments and profile visits on the hotel's Instagram account. The author explains the engagement rate figures for July-December 2021. This engagement rate data comes from the Instagram platform itself which is calculated every month based on the number of followers, reach and likes.

Table 3 Data Instagram

Month	*Followers*	**Rata-rata** *likes*	**Number of visits**
July	5.985	100-150 *likes*	41.500 account
August	6.010	150-200 *likes*	44.000 account
September	6.250	200-400 *likes*	50.000 account
October	6.415	400-600 *likes*	53.000 account
November	6.675	600-750 *likes*	59.000 account
December	6.890	750-900 *likes*	64.000 account
January	7.300	900-1.000 *likes*	71.500 account
February	7.583	1.000-1.200 *likes*	76.000 account

(Source: Sales and Marketing Department, data processed, 2022)

In July 2021, the world has entered a pandemic period on an increasingly large scale. Visits to Instagram accounts have decreased. The Sales and Marketing Department does not give up on promotions. Followers this month were 5,985 with profile visits in July of 41,500 accounts. In August 2021, the content shared by the Sales and Marketing Department has become more active, however visits to Instagram accounts have not increased significantly, but the number of likes continues to increase by 150-200 likes and followers in August were 6,010 followers. In September 2021, Instagram accounts experienced an increase in the number of visits. Followers this month increased by 240 followers. The amount of content created by the Sales and Marketing Department is increasing to attract tourists. The total number of followers in September was 6,250 followers.

In October 2021, the Sales and Marketing Department collaborated with various parties such as influencers and OTAs (Online Travel Agents) to attract visits to the hotel's Instagram account. The interest of potential consumers is also stimulated by giveaways conducted by the Sales and Marketing Department. From this event followers and engagement increased because the content shared on social media was very interesting. In November 2021, visits to the hotel's Instagram account continued to increase. It was said that in November the E-commerce section collaborated with bartering with the media and also endorsed celebrity programs as an application of digital marketing via Instagram in order to more optimally promote the hotel's Instagram presence. Followers this month increased by 260 followers from October 2021 to 6,675 followers.

In December 2021, the number of Instagram account visits increased with the special Christmas promotion and also the hotel's decade celebration. With this event, followers and visits to the Instagram account increased because this hotel always creates interesting events. The events held also included the Marketing Department documenting both photos and videos so they could be uploaded to the hotel's Instagram. In January 2022, the Marketing Department will carry out many evaluations. The more creative the assets displayed on the page or Instagram feed. It can be seen from the number of posts on Instagram accounts that they are large and organized. Collaboration also continues to be carried out with OTA (Online Travel Agent), Facebook, radio and other conventional media.

IV. CONCLUSION

Based on the results of the analysis and discussion regarding the application of social media via Instagram in building brand awareness and its impact on hotels, it can be concluded as follows. The applications used by hotel marketing when building brand awareness are building brand identity as a basis for introducing the hotel, having brand assets as a basis for creating interesting and easy-to-understand content for dissemination on various online and offline media platforms, and having relationships with various parties such as OTA (Online Travel Agent), media and influencers that are in line with the hotel concept.

With these 3 (three) applications, the brand awareness that the hotel hopes for can be built. The implementation that has been carried out to build brand awareness certainly has impacts and obstacles. The impact of this implementation is that the hotel engagement rate increases every month from Instagram accounts. Judging from this, the level of public awareness of the existence of hotels is increasing, which increases the occupancy rate. The number of rooms per month is always increasing. The obstacles encountered were limited content creators and budgeting. The budget given by the hotel to the Sales and Marketing Department for promotions is very low so that the promotions carried out are still not optimal.

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