# THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS OF SEJUTA PENGUSAHA

Oleh :
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**Abstract**

The growth of business community in Indonesia is very fast, currently there are approximately 25 million business community accounts on Instagram. SejutaPengusaha is one of the business communities in Indonesia that not only provides education, but also provides its own e-commerce platform to support its members. The brand awareness of SejutaPengusaha is currently good enough with the number of followers on Instagram as many as 45.600 people, but this number is still far from the expected target. This study was conducted to determine the effect of social media marketing on brand awareness of Sejutapengusaha. This research is included in the type of quantitive research. The sampling technique used is probability sampling of 400 respondents who are Instagram users and know about SejutaPengusaha as a business community. The method in this research is quantitive with descriptive analysis techniques and uses multiple liniear regression analysis. Based on the results of the study, the variable social media marketing has an effect on brand awareness simultaneously by 50,9%, while 49,1% can be explained by other factors outside of this study. Partially, the effect of online communities (X1) on brand awareness (Y) was 7,1%, interaction (X2) was 11,3%, sharing of content (X3) was 1,8%, accessibility (X4) was 12,5%, and credibility (X5) was 18,2%. The suggestion for SejutaPengusaha is to increase two-way interaction on Instagram by creating a question caption that invites answers from followers and optimizing social media InstagramusingAds to increase the level of brand awareness.

**Keywords :** social media marketing, brand awareness, business community

## 1. INTRODUCTION

Today, no one leaves social media or their cell phones. The emergence of technology and the internet has succeeded in changing consumer behavior. One of the visible changes is in terms of shopping. SejutaPengusaha is a community where entrepreneurs and aspiring entrepreneurs, both offline and online, want to grow and share the same vision, which is to create millions of entrepreneurs who are successful, independent, noble, blessed, abundant, and have character in Indonesia and around the world. The business community plays an important role in self-development and business owners business. Some of the benefits of the business community are exchanging information, learning from experts, strengthening determination, meeting business partners, and meeting investors [1].

Now, consumers can search for information, view product reviews, compare products with one another, etc. via the internet to create a purchase decision [2]. This makes business people have to create a unique strategy in marketing their products or services through the digital world. However, not many business people understand enough about digital marketing or what is commonly referred to as digital marketing. Digital marketing is a digital technology to create traditional communication in order to achieve marketing goals by studying consumer profiles and behavior [3]. Based on the results of pre-survey distributed to 64 respondents regarding brand awareness, it is known that respondents know about SejutaPengusaha through Instagram social media as many as 28 people, Youtube as many as 11 people, and influencer as many as 15 people. Motivation of people to want to know SejutaPengusaha because of interesting Instagram content, good business networks, to want to learn about building a business and business development.

Based on the pre-survey results, as many as 60% of people who do not know SejutaPengusaha business community are because they have never heard of it and other because they are not interested in business. In this case, it can be concluded that the brand awareness of SejutaPengusaha is not as good as expected. For this reason, SejutaPengusaha have made several efforts to increase brand awareness, including holding various kinds of offline and online events, increasing the reach of content on social media, distributing magnetic leads to Instagram visitors and WhatApp group members, as well as collaborating with various communities and educational institutions and increasing digital marketing activities.

Previous research conducted by Agatha Indah about social media marketing YouTube, Instagram and Twitter by collecting datas from 100 respondents who focused only on generarion Z. the research got

the effect of social media marketing as many as 33% to brand awareness. There was a GAP in this study with previous research, that is the respondents was more general so that is got more widespread results and this research using a different analysis technique.

## 2. RESEARCH METHODOLOGY

This research method uses quantitive with a descriptive casual type. The measurement scale used by researchers is the Likert scale with a population of 45.600 SejutaPengusaha's Instagram followers with a sample of 400 respondents. The data analysis technique used by researchers is descriptive analysis, classical assumption test, multiple linear analysis, hypothesis testing and the coefficient of determination.

## 3. RESULT AND DISCUSSION
### 1. Descriptive Analysis

**Tabel. 1 Descriptive Analysis**

| Variable | Score | Category |
|---|---|---|
| Social Media Marketing | 89% | Very Good |
| Brand Awareness | 76,37% | Good |

Descriptive analysis was carried out by dividing the total score by the score obtained by the questionnaire answers. It can be concluded that the social media marketing variable (X1) is included in the very good category with a percentage value of 89% and the brand awareness variable is included in the good category with a percentage value of 76,37%.
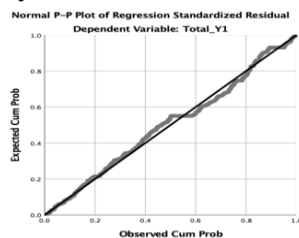
### 2. Normality Test



**Figure 1 Histogram**

Figure 1 shows that the histogram graph has a normal distribution. The normal distribution can be determined by means of a graph that forms a perfect bell pattern, neither tilted to the right nor to the left.
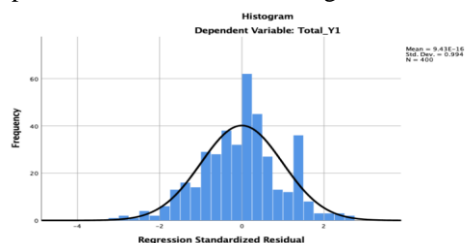


**Figure 2 Normal Graph P=Plot of Regression Standardized Residual**

Based on Figure 2, it provides information that the data from this study dpreads out and follows a diagonal line. This shows that the data is normally distributed.

### 3. Multicollinearity Test
**Table 2 Multicollinearity Test**

| Model | Collinearity Statistics | | Information |
|---|---|---|---|
| | Tolerance | VIF | |
| Social Media Marketing | 1,00 | 1,00 | Multicollinearity does not occur |

Based on Table 2, it is known that the tolerance value for the independent variables is $1,00 > 0,20$ and VIF $1,00 < 4$, which means that the research tested did not occur multicollinearity.

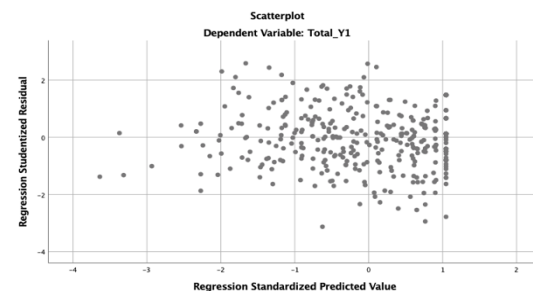### 4. Heteroscedasticity Test



**Figure 3 Scatterplot Diagram**

Figure 3 shows the results of the data processing by the author in the form of a scatterplot graph. The scatterplot graph in this study does not form patterns or depict irregular points. So, the clonclusion is that this research does not occur heteroscedasticity but does occur homocedasticity.

### 5. Multiple Linear Analysis
**Table 3 Multiple Linear Analysis**

| Model | B |
|---|---|
| (Constant) | 5,790 |
| Online Communities | 0,228 |
| Interaction | 0,223 |
| Sharing of Content | 0,124 |
| Accessibility | 0,245 |
| Credibility | 0,486 |

Based on the results of table 3, the following equation can be formulated :

$$Y = 5,790 + 0,228\ X1 + 0,223\ X2 + 0,124\ X3 + 0,245\ X4 + 0,486\ X5$$

In that linear regression equation, it can be concluded as follows :

1) The constant is 5,790, which means that brand awareness has a close relationship with social media marketing.
2) The regression coefficient on the online communities variable shows a value of 0,228 , which means that if there is an increase in the variable by one unit, the value of the brand awareness variable will increase by 0,228.
3) The regression coefficient on the interaction variable shows the number 0,223. It means that if there is an increase in the interaction variable by one unit, the value of the brand awareness variable will increase by 0,223.

4) The regression coefficient on the sharing of content variable shows a value of 0,124. It means that if there is an increase in the sharing of cotent variable by one unit, the value of brand awareness variable will increase by 0,124.

5) The regression coefficient on the Accessibility variable shows a value of 0,245. It means that if there is an increase in the accessibility variable by one unit, the value of brand awareness variable will increase by 0,245.

6) The regression coefficient on the credibility variable shows a value of 0,486. It means that if there is an increase in the credibility variable by one unit, the value of brand awareness variable will increase by 0,486.

**6. Hyphothesis testing**

1) Partial Significance Test Result (t test)

**Table 4 T test Result**

| Model | T value | Sig |
|---|---|---|
| (constant) | 9,959 | 0,000 |
| Online Communities | 2,156 | 0,032 |
| Interaction | 2,975 | 0,003 |
| Sharing of Content | 0,683 | 0,049 |
| Accessibility | 3,096 | 0,002 |
| Credibility | 4,843 | 0,000 |

Based on table 4, from the results of the T test, it can be seen :

a. Sub-variable of online communities (X1) has t value (9,959 > t table (1,649)) and a significance level of 0,032 > 0,05 , then H0 is rejected and Ha is accepted, this shows that partially there is a significant effect of the online communities (X1) on Brand Awareness (Y).

b. The Interaction sub-variable (X2) has t value (2,975 > t table (1,649)) and a significance level of 0,003 > 0,05 , then H0 is rejected and Ha is accepted, this shows that partially there is a significant effect of Interaction (X2) on Brand Awareness (Y).

c. The Sharing of Content sub-variable (X3) has t value (1,683 > t table (1,649)) and a significance level of 0,049 > 0,05 , then H0 is rejected and Ha is accepted, this shows that partially there is a significant effect of Sharing of Content (X3) on Brand Awareness (Y).

d. Sub-variable of Accessibility (X4) has t value (3,096 > t table (1,649)) and a significance level of 0,002 > 0,05 , then H0 is rejected and Ha is accepted, this shows that partially there is a significant effect of Accessibility (X4) on Brand Awareness (Y).

e. Sub-variable of Credibility (X5) has t value (4,843 > t table (1,649)) and a significance level of 0,000 > 0,05 , then H0 is rejected and Ha is accepted, this shows that partially there is a significant effect of Credibility(X5) on Brand Awareness (Y).

2) F test

**Table 5 F Test Result**

| | F Value | Sig |
|---|---|---|
| F | 81,574 | 0,000 |

Table 5 shows that F count is 81,574 with a significance level of 0,00. Therefore, in both calculations, it is then obtained F count > F table (81,574 > 0,418) and a significance level of 0,000 < 0,05. This shows that Ho is rejected and Ha is accepted, meaning that the independent variables consisting of online communities (X1), interaction (X2), sharing of content (X3), accessibility (X4), and credibility (X5) that all have a significant effect on brand awareness of SejutaPengusaha.

**7. Coefficient of Determination**

The coefficient is a value to determine how much variability of a variable can be explained using independent variables. Researchers use the coefficient of determination to explain how much social media marketing can explain brand awareness. The following is the results of the coefficient of determination in this study :

**Table 6 Coefficient Determination**

| R | R Square |
|---|---|
| 0,713 | 0,509 |

Based on the table 6, it is known that the R value is 0,844 and the R squared value is 0,713. So that the calculation of the coefficient of determination is as follows :

$$KD = r^2 \times 100\%$$
$$= 0,509 \times 100\%$$
$$= 50,9\%$$

From the results of these calculations it is known that the coefficient of determination is 50,9% or it can be said that social media marketing can be explained by the brand awareness variable of 50,9%. Meanwhile, the amount of 49,1% can be explained by other factors outside of this study, such as the variable effectiveness of advertising, word of mouth and celebrity endorser.

**4. CONCLUSION**

Based on the results of research and discussion that has been put forward by researchers regarding the influence of social media marketing on brand awareness of SejutaPengusaha, conclusions can be given which are expected to provide answers to the problems formulated by the researcher. The conclusion is as follows :

1) Social media marketing of SejutaPengusaha is included in the very good category with a percentage of 89%.

2) Brand awareness of SejutaPengusaha is included in the good category and has a percentage of 76,37%.

3) Social media marketing Instagram simultaneously has a positive effect on brand awareness of SejutaPengusaha in the amount of 50,9% and the remaining 49,1% is influenced by other variables outside of this study, such as the variable effectiveness of advertising, word of mouth and celebrity endorser.

4) Online communities sub-variables affect brand awareness by 7,1% , interaction 11,3%, sharing of

content 1,8% , accessibility 12,5%, and credibility 18,2% have a positive and significant effect on brand awareness of SejutaPengusaha.

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