



# The Influence of Facebook Social Media Marketing on Brand Awareness on Starlite

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## ABSTRACT

This study aims to determine the influence of Facebook social media marketing on brand awareness. The object of this study is micro, small and medium enterprises (MSMEs) Ornamental Fish Lovers at Starlite in Tasikmalaya City. This study used quantitative calculations by collecting data through the dissemination of questionnaires. The population in this study were followers of the Kamfa Louhan Lovers Tasikmalaya group. The sample in this study was 100 respondents. The result of this study is that facebook social media has a positive and significant effect on brand awareness on Starlite. This is evidenced by a t-test and a one-tailed test which states that the calculated t value is  $20.443 > t_{table} 1.66055$  with a signif level of  $0.000 < 0.05$ .

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## 1. INTRODUCTION

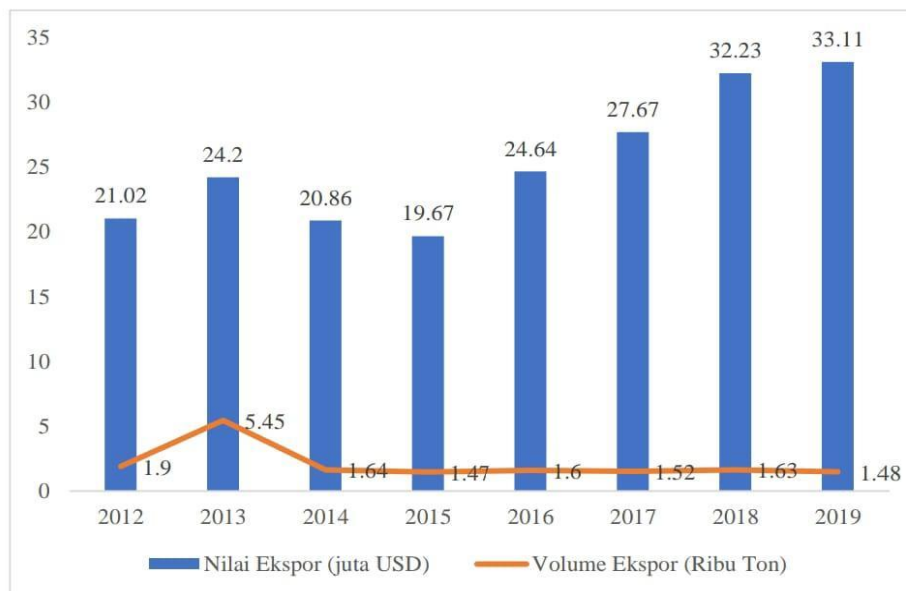
The trust and close relationship between the company and the community is strongly influenced by the company's *brand awareness*. According to Hermawan

(2014) explained that *Brand Awareness* is the ability of a potential buyer to recognize or recall brands that are part of a product category. So that the extent to which the customer is informed of the characteristics of the product, convinced to

try it, and reminded to buy back and have dua dimension is brand awareness and product knowledge (Kloter and Keller, 2016). *Brand Awareness* is closely related to factors that come from consumers' thinking power towards a company or brand name. These factors include several things such as the ability of consumers to remember, know and what is different. In fact, increasing *brand awareness* in every Indonesian product is one of the strategies in increasing state revenue (source of bsn.go.id).

One of the commodities that increases state income that has great potential is ornamental fish commodities. Judging

from the business prospects, freshwater ornamental fish farming is able to provide life for people who pursue it. Since 2010, Indonesia has never been absent from the list of the top five countries with the highest level of ornamental fish exports in the world. In 2018, it even ranked first in the country with the largest ornamental fish trade balance in the world. Based on BPS data for the last 5 years (2012-2019), the number of Indonesian ornamental fish exports continues to increase. The increase occurred significantly from USD 21 million to USD 33 million since 2012. Evidenced through the image below.



Source: Processed from data from the Central Statistics Agency (BPS)

The Whistle was added by the Deputy for The Implementation of Standards and Conformity Assessment of the National Standardization Agency (BSN), Indonesia became the top 5 exporters of ornamental fish to various countries such as China, America, Russia, Canada, Singapore, and various

another negara. Head of the Center for Testing the Application of Marine and Fisheries Products (BBP3KP) of the Ministry of Marine Affairs and Fisheries of the Republic of Indonesia, Widya Rusyanto (BSN Public Relations, 2020) urged all economic actors to increase the selling value In addition to sales volume through

the implementation of quality strategies, trade, promotion, species conservation, conservation of native fish habitat, data integration, public education, improvement of standards, technical regulations, assessment of the feasibility of ornamental fish (BSN Public Relations, 2020).

The above appeal is signaled to alleviate problems related to the weakness of exploration and research on ornamental fish farming which has been lacking so far. So far, the ornamental fish exported mostly come from ornamental fish breeders in West Java. Of the 27 cities and regencies in West Java, namely: Bandung City, Banjar, Bekasi, Bogor, Cimahi, Cirebon, Depok, Sukabumi and Tasikmalaya City; Bandung Regency, West Bandung, Bekasi, Bogor, Ciamis, Cianjur, Cirebon, Garut, Indramayu, Karawang, Kuningan, Majalengka, Pangandaran, Purwakarta, Subang, Sukabumi, Sumedang, and Tasikmalaya Regency. Only a few cities, namely Bandung, Bogor, Cirebon, Bekasi, Sukabumi, Depok, Cibinong Bogor are active areas in the production of ornamental fish

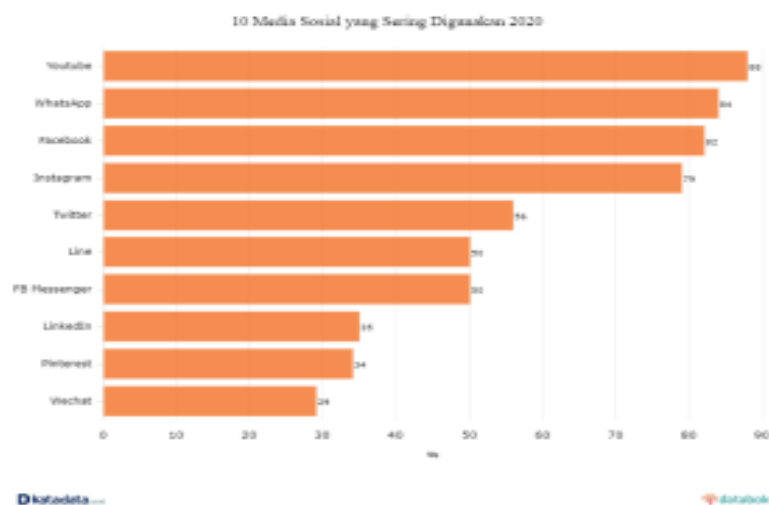
exports. From the export bag activity information above, Tasikmalaya City is one of the cities in West Java that is less publicized. (Fish Workshop Hias Kota Bogor, 2013).

This is thought to be due to the lack of level of regional brand awareness, trade, promotion, species conservation, native fish habitat, data/information integration, as well as socialization and education of the public (Pradana, 2020). The research of Wianggawati et al (2014) on the development of freshwater ornamental fish export commodities and their relation to economic development in Bogor aten district, resulted in significant factors that influencing the comparison between the number of ornamental fish exports and ornamental fish production in Bogor Regency, including: 1) the number of ornamental fish exporters, 2) the number of farmers and 3) export prices hi us fish, meanwhile, significant ornamental factors in Bogor Regency.and SWOT analysis of freshwater ornamental fish export commodities in Bogor Regency produce 7 development

strategies based on the *QSPM Total Attractiveness Score* (TAS) in order of priorities are: (I) Institutional Strengthening; (II) Freshwater Ornamental Fish Export Education and Training; (III) *Regional Branding* and Promotion; (IV) Mapping the Potential and Marketing Distribution Network of Freshwater Ornamental Fish in Bogor Regency; (V) Facilitation of Development of Ornamental Fish MSEs; (VI) Research on Freshwater Ornamental Fish Farming Innovations, and (VII) Application of Production and Feed Technology with the Top Priority of Ornamental Fish that are the

Flagship and Fish of Bogor Regency.

Of the seven strategies for developing freshwater ornamental fish commodities above, which is suspected to have a major influence on product *Brand Awareness*, namely *regional branding* and promotion. In the era of rapid access to internet information, branding and promotional activities can actually take advantage of social media. Supported by data, Indonesia is one of the countries with a very rapid growth of *social media* users.

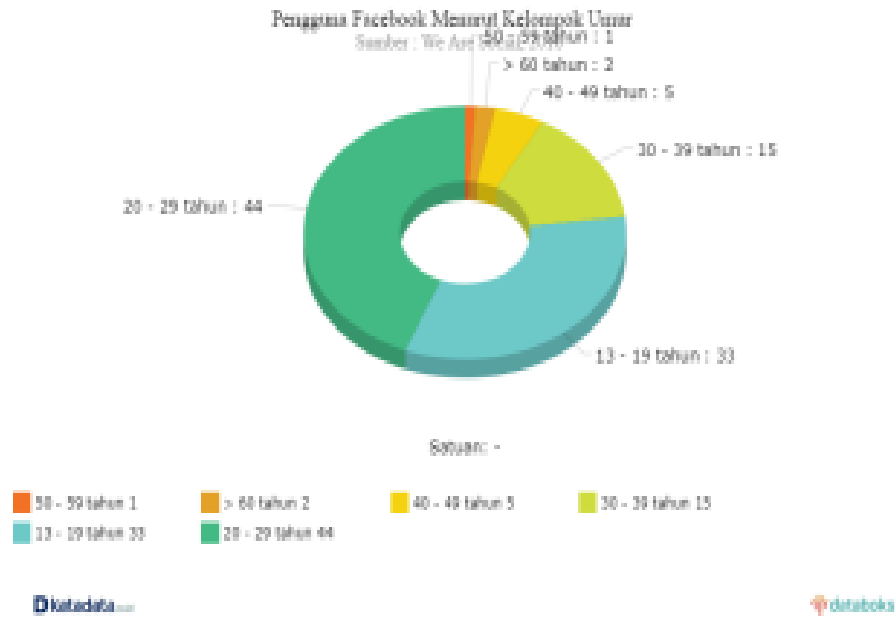


Source: (Kataboks.katadata.co.id)

Looking at the picture above, it is proven that *Facebook* is the third most used social media in Indonesia with a percentage reaching 82%. Looking at the data above, it can certainly be a great opportunity for Starlite to make sales *online* and increase *brand awareness*. This is in line with Zou (2018) and Haryanto (2009) who believe that social media can be a means of promotion and product existence in the business world in order to achieve effective marketing goals and increase brand awareness for consumers, especially product marketing and local brands (Tsimonis & Dimitriadis, 2014). Bija and Blas (2014) suggest that the benefits obtained through social media marketing can increase brand credibility, sales, and long-term power and strengthen the

presence of a brand to be known. By maximizing social media marketing, it will make Starlite more aware of its existence (*brand awareness*) in the wider community and make the number of visitors on social media increase.

Some of the social media sites include *Instagram, twitter, tiktok* and the most important thing in the world regarding social media is *facebook*. *Facebook* is one of the social media founded by Mark Zuckerberg in February 2004. Facebook is one of the social media that is widely used by the public. According To data obtained from *Facebook*, in 2015 *active facebook* users in Indonesia reached 80 million users. The following is data on *Facebook* users in Indonesia by age range.



Source: Databoks.katadata.co.id

From this data , it can be concluded that Facebook users are mostly filled with 20-29 years old. This is due to the ease and variety of info on Facebook and even makes it easy to create groups / forums, invite people to enter the forum and do the marketing itself by posting or *updating* status on that forum. At this time, *facebook* users are not only limited to sharing moments, communicating, and creating groups or forums, but can be used as one of the online marketing and sales media. The types of forums vary, ranging from covering specific regions/places,

based on the categories marketed to forums that allow to sell any item , even as generalize products on existing groups and forums. The expected achievement of marketing activities is to form awareness of a product or brand (*brand awareness*) in the minds of customers and promotional activities through social media It is expected to be the main factor in increasing and maintaining brand *awareness*, where customers are more aware and remember the brand of a product produced. Based on an interview with the owner of the Starlite ornamental

fish commodity, information was obtained about the sale that was carried out, one of which was through social media *facebook*. And the interest in lovers of ornamental fish from the age range of 20-40 years. From this information, it shows that social media in product branding will later form brand awareness in customers considering that the product has not been able to reach other regions and intensity purchases in the Tasikmalaya City area have not been optimal so that the residents of Tasikmalaya City have not realized the Starlite ornamental fish commodity brand in their area.

## 2. METHOD

This research uses descriptive quantitative verification methods. By using a quantitative approach. The population of this study was the followers of the Louhan kamfa Lovers Tasikmalaya Group on facebook social media on February 9, 2022 as many as 1,902 members. The sampling technique uses a simple random sampling technique method which is a technique to get 8 samples that are directly carried out on the sampling

unit so that the entire population gets the same opportunity to sample or to represent the population (Neliwati, 2018). The number of samples in the study was determined using the formula from Slovin.

With the following formula :

$$= \frac{1}{1 + \frac{2}{n}}$$

So, the sample sought is:

$$= \frac{1,902}{1 + \frac{0.1^2}{\frac{1,902}{20,02}}} = 95,004$$

The total population in this study was 1,902 people and the error rate was 10%, then the number of samples was: 95,004 rounded up to 100 respondents. Data collection in this study used primer data obtained based on questionnaires distributed to respondents. Analysis tools used include 1). Test Classical Assumptions 2). Simple Linear Regression Analysis 3). T Test 4). Determination Test.

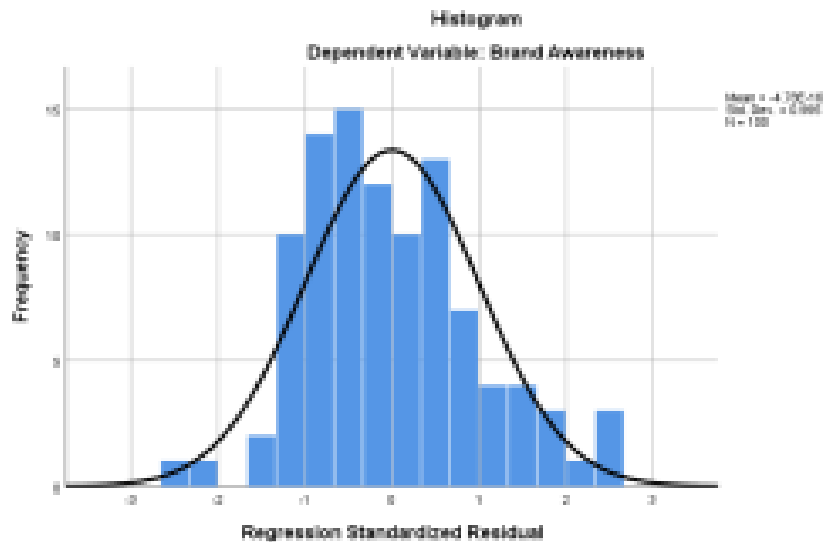
### 3. RESULT AND DISCUSSION

#### 3.1 Test Classical Assumptions

##### Normality

Test In this study, the techniques used were histogram, *Probability Plot* and

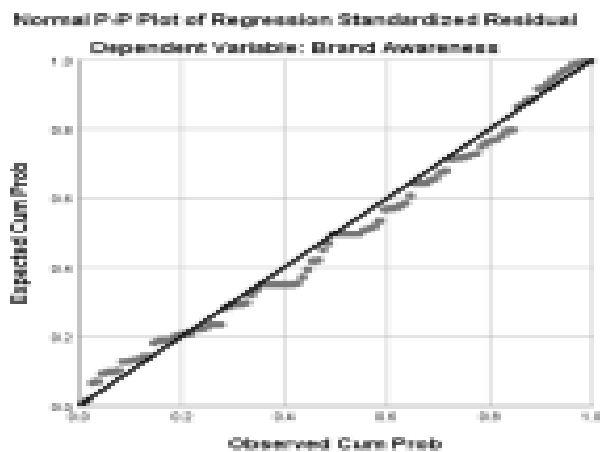
*Kolmogorov-Smirnov*. The test criteria in the normality test, namely regression, are declared good if they have a normally distributed residual indigo. The results of the us normality test in this study are as follows:



Source:processed data,2022

Based on figure 4.1, it shows that the curve forms a normal curve . So it can be concluded that the data in this study are of normal distribution.

After testing with the histogram method against uji normality, the *Probability Plot* (P-Plot) test was then carried out with the following results:



Source:processed data,2022



Based on figure 4.2, it shows that the data is normally distributed. Can be seen from the picture above that the data (dots) spread out following the diagonal line, so it can be concluded that the Y (*Brand Awareness*) data is normally distributed or meets the assumption of normality. However, to ensure that the data in this

study were normally distributed, the *Kolmogorof-Smirnov* test was carried out. Based on the results of the analysis of the value of *Asymp.* The 2-way/2-tailed significance is  $0.142 > 0.05$ . So the data in this study are normally distributed because the significance is greater than 0.05.

**Multicollinearity Test**

Multicollinearity Test Results  
 Sumber: data obtained,2022

**Coefficients<sup>a</sup>**

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIFs
1 (Constant)	9.516	2.914		3.265	.002		
Social Media Marketing	1.176	.058	.900	20.443	.000	1.000	1.000

Based on the table above, it can be seen that the tolerance value and VIF value are 0.1,000, in this case, it means that the value of  $0.1,000 > 0.10$  means that multicollinearity does not occur. Then, the VIF value in this study was  $0.1,000 < 10.00$ , so multicollinearity did not occur. It can be concluded that on the study

this does not occur multicollinearity so the regression model in this study is stated to be good because there is no correlation between free variables.

**Heteroskedasticity test**

Test heteroskedasticity by conducting a gleser test. The results of the heteroskedasticity test in this study are as follows:

Heteroskedasticity Test Results  
Source: Processed data, 2022.

Type	T	Sig
Social Media Marketing	-1.391	0,167

From the heteroskedasticity test using the gleser test has a significant value of  $0.167 > 0.05$  it can be concluded that there are no

symptoms of heteroskedasticity in the regression model so that the regression model is declared good.

Sederhana Linear Regression Test Results

Source: Processed data, 2022.

TYPE		Unstandardize	
		d	
		Coefficients	
		B	Std. Error
1	(Constant)	9.937	2.899
	Content Marketing	1.167	0.057

Based on the table above, the following equation results are obtained:

$$BA = \alpha + \beta SMM + \epsilon \dots \dots (1)$$

$$BA = 9,937 + 1,167 + 0,057(1)$$

The regression coefficient X of 1,167 states that every 1% addition to the value of social media marketing, the participation value

increases by 1,167. the regression coefficient is positive , so it can be said that the direction of influence of variable X on variable Y is positive.

**Partial Significance Test (t-test)**

T-test results

Type		t	Df	Sig
1	(contanta)	3.265		0.002
	Social Media Marketing	20.443		0.000
	Brand Awareness	417.935	98	0.000

The *social media marketing* variable (X) has a positive and significant

effect on brand awareness on Starlite.

### Coefficient of Determination Test ( $R^2$ )

Coefficient of Determination ( $R^2$ )

Source: Processed data, 2022.

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,900	,809	,807	6.242

Based on the table above, it is known that the value of *R Square* is 0.809 this means 81% which indicates that the influence of variable X (Influence of *Social Media Marketing* facebook) can affect *Brand Awareness*. As for the rest, 19% were influenced by other variables not discussed in this study.

#### 4. CONCLUSION

Overview *Social Media Marketing* facebook falls into the good category because it has an average-average value of 65.79% with the highest being on the *Electronic Word Of Mount* indicator and the lowest value being on the *Customer Engagement* indicator.

Then the general gamba ran the *Brand Awareness* variable into the good category because it has an average value of 67.7% with the highest value being on the *Brand Aware* indicator and the lowest value on the indicator *Brand Recognition*.

There is a positive influence between *social media marketing* and *brand awareness*. This is known by conducting a t-test and *one-tailed test* which states that there is a positive relationship or significant influence between *social media marketing* (X) and *brand awareness* (Y) against Starlite. It can also be concluded that if the value of *social media marketing* carried out by starlite increases

well, then the value of *brand awareness* on starlite will also increase well and vice versa. With demikian if starlite continues to improve its social media marketing, it will also help increase the number of people who are aware of the starlite brand towards ornamental fish. The statement that *social media marketing* affects *brand awareness* can be achieved because it is supported and also in line with the research of Ayu Widyamati and Rahmat Hidayat (2018), and is also supported and also in the same direction as the research of Arsandi et al (2019), supported and also in the same direction as the research of Hansel Bagus Tritama and Riswan Efendi Taringan (2016 ) where The studies that have been mentioned show that the results are that *social media marketing* has an influential and significant relationship with *brand awareness*.

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