The Strategy Of Marketing Communication Mix To Increase Brand Awareness Through Instagram In PT. ICF

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Abstract

PT. ICF is a start-up company in psychological consulting that was established in the midst of a pandemic. In an effort to increase its brand awareness and improve purchase decisions, PT.ICF conducts marketing communication activities (advertising, sales promotion, and public relations and publicity) through social media, especially Instagram. This study aims at determining and analyzing the influence of the marketing communication mix on purchase decisions through the role of brand awareness. In this quantitative descriptive study, 100 respondents were involved through purposive sampling method and 2 key informants comprising CEOs and social media specialists. This study uses tabulation and multiple regression analysis. The result indicates that the comapny's target market has not been well targeted. Advertising is considered as the best strategy and brand awareness of PT.ICF is on the level of brand recall. Finally, effort to increase brand awareness and purchase decisions is addressed steps that can improve the performance of advertising programs to a maximum.

Keywords: digital marketing communication, brand awareness, purchase decision

INTRODUCTION

PT. ICF is a start-up company in psychological consulting services built during the COVID-19 pandemic and focuses on HR and clinical psychology. PT.ICF applies a digital-based system in carrying out the operational processes.

As a newly established company, PT.ICF has to increase its brand awareness for more people know it. Kotler (2016:580) stated that marketing communication mix is a way to increase brand awareness and has an important role in helping a company to market its products

and reach the target market. Through the content created, PT.ICF markets its products through advertising, sales promotion, and public relations and publicity activities.

Based on the business problems currently being experienced by PT.ICF in its effort to strengthen the brand awareness for stimulating purchase decisions, this study aims at implementing marketing communication strategies, especially advertising, sales promotions, public relations, and publicity carried out through Instagram for attaining the company's goals. This study also pays attention on the company profile by examining its service marketing mix (7P) as well as segmentation, targeting, and positioning (STP) to understand how well it can reach the target market. This research produces an evaluation that can be used by PT.ICF to increase the role of brand awareness in the company's marketing communication programs.

LITERATURE REVIEW

Marketing Communication Mix

According to Shimp (2014: 10), the role of marketing communication is to influence the behavior of the target consumers by paying attention to the touch points and also the source of contact that the target consumers have with the brand as a channel for delivering messages and using all relevant communication media for the target consumers. Kotler and Armstrong (2013:135) classify the marketing communication mix into five models, namely advertising, sales promotion, public relations and publicity, personal selling, and direct selling.

Brand Awareness

According to Kotler and Keller (2016: G1), a brand is a name, term, sign, symbol, design, or combination of them that is created for identifying a product or service and distinguishing it from other similar products. Meanwhile, according to Durianto (2004:29),

brand awareness describes the ability of a potential buyer to recognize and recall a brand as a particular product category. Durianto (2004:6) said that there are four levels of brand awareness as follows:

1. Unaware of brand: The lowest level, where consumers are not aware of a particular brand.

2. Brand recognition: The minimum level of brand awareness, where the introduction of a brand will reappear after being reminded through assisted recall.

3. Brand recall: The brand has been remembered by consumers without having to do an unaided recall.

4. Top of mind: The brand is the first that appears in the minds of consumers.

Purchase Decision

According to Kotler and Armstrong (2016:177), purchase decision is consumer behavior that studies how a person or a group or an organization chooses, buys, uses products and how these products can satisfy their needs and desires. Kotler and Keller (2016: 195) state that the purchase decision process consists of five stages as presented in Figure 1.
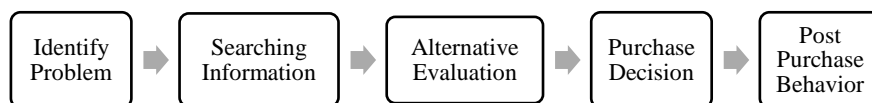
Identify Problem → Searching Information → Alternative Evaluation → Purchase Decision → Post Purchase Behavior

Figure 1. Purchase Decision Process

METHODS

This research applied descriptive quantitative methods with tabulation and multiple linear regression analysis are the techniques for analyzing the data. It used 100 respondents selected based on purposive sampling method under the particular criteria: those that are

Instagram followers and have attended at least one event held by the company. Besides these respondents who fill out the questionnaire, two key informants from the company (CEO and social media specialist) were also interviewed.

The questionnaire was tested for its validity and reliability. Items in the questionnaire are evidently valid since each has sig 0.000 which lower than 0.05 and the correlation (r) > 0.197 at 10 percent level of significant (see Table 1).

Table 1. Validity test

No	Variable	Indicator	r value
1	Advertising	Easy to find the account	0.795
		Design and content	0.813
		Language delivery	0.515
		Information clarity	0.779
		Trustworthy content	0.744
2	Sales Promotion	Big promotion	0.742
		Various promotion	0.652
		Clear terms and conditions	0.738
		Time of promotion	0.843
3	Public Relation and Publicity	Good image	0.786
		Uniqueness	0.827
		Event collaboration	0.799
4	Brand Awareness	Awareness of brand	0.703
		Remembering the name and logo	0.768
		Specialty	0.715
		First choice	0.674
		Always remember the brand	0.771
		Not comparing	0.705
5	Purchase Decision	Self-need	0.374
		Information clarity	0.743
		Service as needed	0.587
		Service range	0.664
		Price match	0.586
		Package options	0.603
		Satisfaction	0.741

The reliability of the questionnaire was tested at 10 percent level of significance with the reliability is between 0.6 – 0.8. Table 2 shows the reliability value of each variable. The questionnaire is reliable as the Cronbach's Alpha is bigger than 0.7.

Table 2. Reliability Test

Variable	Cronbach's Alpa
Advertising	0.848
Sales Promotion	0.731
Public Relation and Publicity	0.723
Brand Awareness	0.817
Purchase Decision	0.731

RESULTS AND DISCUSSION

Demography

It took quite a long time for collecting 100 respondents (about three months) due to technical constraints in Instagram in which only limited number of broadcast messages to people who follow the company's Instagram account. In addition, not everyone has the predetermined criteria in particularly not participated in events or services held by the company. The expected number of respondents were finally met and their characteristics are presented in table 3. In general, majority of respondents are female aged 17-25, student of bachelor degree.

Tabulation is used to present mean value of each item of the marketing communication mix as shown in table 4. It is used to know the preferences of question asked to the respondents to hopefully be easier for dissecting the marketing communication strategies the company has been currently doing. The result indicates that the respondents valued the marketing communication strategies as either good or very good.

In addition, tabulation is also used to determine the level of brand awareness. The result shown in table 5 indicates that in general the level of awareness is brand recall with the mean value is 4.07.

Table 3. Demography

Demography	Characteristic	%
Gender	Male	19
	Female	81
Age	< 17 years old	0
	17 – 25 years old	66
	26 – 34 years old	32
	35 – 43 years old	2
	> 43 years old	0
Job	Student	44
	Unemployed	6
	Private employee	30
	Civil employee	1
	Entrepreneur	5
	Others	14
Education	SHS	37
	Vocation	2
	Bachelor	51
	Master	9
	Others	1

Table 4. Tabulation of Marketing Communication Mix

No	Variable	Indicator	Mean Value	Category
1	Advertising	Easy to find the account	4.17	Very good
		Design and content	4.29	Very good
		Language delivery	4.48	Very good
		Information clarity	4.17	Very good
		Trustworthy content	4.31	Very good
	Total Mean		**4.28**	**Very Good**
2	Sales Promotion	Big promotion	3.85	Good
		Various promotion	4.16	Very good
		Clear terms and conditions	3.92	Good
		Time of promotion	3.90	Good
	Total Mean		**3.96**	**Good**
3	Public Relation and Publicity	Good image	4.37	Very good
		Uniqueness	4.16	Very good
		Event collaboration	4.12	Very good
	Total Mean		**4.22**	**Very Good**

Table 5. Tabulation of Brand Awareness

No	Category	Indicator	Mean Value
1	Recall (Unaware of Brand)	Awareness of brand	4.26
		Remembering the name and logo	4.14
2	Brand Recognition	Specialty	4.13
3	Purchase (Brand Recall)	First choice	3.89
4	Consumption (Top of Mind)	Always remember the brand	3.98
		Not comparing	4.01
Total Mean			**4.07** (Brand Recall)

The result of multiple linear regression conducted using SPSS is presented in table 6 and table 7. Table 6 presents the regression model 1 on marketing communication mix (advertising, sales promotion, and public relation and publicity) as the independent variable and brand awareness as the dependent variable, while table 7 is the regression model 2 regressing brand awareness as the independent variable and purchase decision as the dependent variable.

The results show that the significant value of each variable in model 1 and model 2 is < 0.05. It can thus be stated that marketing communication mix affects brand awareness and brand awareness affects purchase decision.

Table 6. Multiple Linear Regression Model 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.446	2.831		2.277	.025
	Periklanan	.295	.108	.253	2.733	.007
	Promosi Penjualan	.352	.117	.270	3.015	.003
	Humas dan Publikasi	.477	.173	.248	2.750	.007

a. Dependent Variable: Brand Awareness

Table 7. Multiple Linear Regression Model 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.536	2.289		3.292	.001
	Periklanan	.259	.088	.241	2.930	.004
	Promosi Penjualan	.303	.096	.253	3.151	.002
	Humas dan Publikasi	.484	.142	.273	3.411	.001
	Brand Awareness	.217	.080	.236	2.705	.008

a. Dependent Variable: Keputusan Pembelian

As confirmed from the interview about the company's operational activities, the CEO stated that "the market segment is those who are in productive age or 25 years old and above since they usually encounter quite complex problems covering work, life, and relationships. We then adapt our products to their needs such as mental health, relationships, family and parenting, career building and leadership, personal branding and public speaking, and financial health. We offer them at a price of one hundred thousand rupiah minimum and they can be accessed anywhere and anytime because they are available online."

Furthermore, the interview to the social media specialist was also conducted. In relation to the implementation of marketing communication activities carried out by the company, the specialist stated "PT.ICF sells the products online using several social media. Among others, Instagram is most oftenly used since it can reach a broad market. Then it uses Tiktok which is more comfortable and preferred by young people. There is also LinkedIn to connect with professionals and rto each B2B consumers. Additionally, we usually set the content we post on social media for a month through a roadmap even though we sometimes change it or set it different from the roadmap according to the trend or thing that is going viral in that week, so we try to upload and adjust it to the company's concept and that's sufficient for getting the content is seen and liked by more people."

CONCLUSION AND IMPLICATIONS

Conclusion

The conclusion is the suitability of the intended target market with the target market resulted from this study cannot be targeted optimally yet. The target market of PT.ICF is those aged 25 years and over who have considerably a high level of complexity in their life. However, this study results in age of 17-25 years old that is dominant (64%) which is different from the intended market. Those with age 25 years old and above are only 36%. The difference between the intended target and the target obtained from this study is arguably quite wrong because it has not been in accordance with the company's expectations. The level of brand awareness showed that the respondents were quite aware of the existence of PT.ICF's brand even with no reminders. The level with a score of 4.07 is labelled as brand recall. This level of awareness is considerably good and thus it needs to be maintained. If possible, it can be increased to top of mind through activities in marketing communications. The result conveys that advertising is evidently the best strategy (value of 4.28 or very good) for influencing brand awareness. This indicates that in the implementation of marketing communications, advertising is considered by the followers to be more attractive than other variables.

In relation to the implementation of marketing communication strategies, PT. ICF must readjust its target market to those aged 25 years and over by taking into account the target consumers who are currently approaching the target age, that is 17-25 years old. They seem quite enthusiastic on the content of the Instagram of PT.ICF. The existence of market opportunities at the age of 17-25 years seems to be quite influential in the formation of brand awareness on purchase decisions. People aged 17-25 years old is potential for expanding the products of PT.ICF in the future. Nevertheless, the marketing activities should remain focused on products intended to those aged 25 years old and above and be supported with Instagram.

Recommendations

In implementing the marketing communication strategy, PT. ICF that is evidently identified as having strength in the advertising content can post content to remind the existence of PT.ICF's brand. To capture interest of the target market, the company can adjust the advertisement content to the followers preference on character of stories, case studies, and quotes. In addition, PT. ICF should continuously create its advertisement content to remind the target market to the products and to get soft selling products which are elaborated on the theme.

For start-up business owners who want to do similar research, they can adjust their programs in other marketing communications such as personal sales and direct sales. In addition, to get a more accurate brand awareness value, comparisons with other similar companies can also be made.

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