

The Influence of Social Media Marketing on Starlite's Brand Awareness

Teni Mawarni¹

¹Entrepreneurship Study Program, Universitas Pendidikan Indonesia, Bandung, Indonesia

Correspondence: E-mail: tenimawarni@upi.edu

ABSTRACT

This study aims to determine the effect of Facebook Social Media Marketing on Brand Awareness. The object of this study is the Ornamental Fish Lovers Micro, Small, and Medium Enterprises (MSMEs) at Starlite in Tasikmalaya City. This study uses a quantitative approach by collecting data through distributing questionnaires. The population in this study were followers of the Kamfa Louhan Lovers Tasikmalaya group. The sample in this study amounted to 100 respondents. The results of this study are that Facebook social media marketing has a positive and significant effect on brand awareness at Starlite. This is proven by the t-test and one-tailed test which states that the t-value is $20.443 > t\text{-table } 1.66055$ with a significance level of $0.000 < 0.05$. It can also be concluded that if Starlite's social media marketing continues to improve, its brand awareness will also increase, and vice versa. Therefore, if Starlite continues to improve its social media marketing, it will help increase the number of people aware of the Starlite ornamental fish brand.

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1. INTRODUCTION

The trust and close relationship between a company and the public is greatly influenced by brand awareness. According to Hermawan (2014), brand awareness is the ability of a potential buyer to recognize

or recall a brand within a product category. This refers to the extent to which customers are informed about a product's characteristics, convinced to try it, and reminded to repurchase. It has two dimensions: brand awareness and product

knowledge (Kloter and Keller, 2016). Brand awareness is closely related to factors that originate from consumers' perceptions of a company or brand name. These factors include several factors, such as consumers' ability to remember, recognize, and relate to a company's name, logo, or slogan in different situations. In fact, increasing brand awareness for every Indonesian product is one strategy for increasing state revenue (source: bsn.go.id).

One commodity with significant potential for increasing state revenue is ornamental fish. From a business perspective, freshwater ornamental fish cultivation can provide a livelihood for those who pursue it. Since 2010, Indonesia has consistently ranked among the top five countries with the highest ornamental fish exports in the world. In 2018, it even ranked first among countries with the largest ornamental fish trade balance in the world. According to Statistics Indonesia (BPS) data for the past five years (2012-2019), Indonesia's ornamental fish exports have continued to increase. This increase occurred significantly, from USD 21 million to USD 33 million since 2012.

The Deputy for Standards Implementation and Conformity Assessment at the National Standardization Agency (BSN) added that Indonesia is among the top five ornamental fish exporters to various countries, including China, the United States, Russia, Canada, Singapore, and other countries. The Head of the Center for Marine and Fisheries Product Application Testing (BBP3KP) at the Indonesian Ministry of Maritime Affairs and Fisheries, Widya Rusyanto (BSN Public Relations, 2020), urged all economic actors to increase sales value in addition to sales volume through implementing strategies for quality, trade, promotion, species conservation, native fish habitat conservation, data integration, public education, improved standards, technical

regulations, and ornamental fish suitability assessments (BSN Public Relations, 2020).

The aforementioned recommendations are expected to address issues related to weak exploration and research in ornamental fish cultivation (Nicky Kusuma, in BSN Public Relations). Therefore, the aforementioned achievement indicators are expected to increase the intensity of exploration and research in ornamental fish cultivation, which has been lacking to date. Currently, most exported ornamental fish come from ornamental fish breeders in West Java. Of the 27 cities and regencies in West Java, namely: Bandung, Banjar, Bekasi, Bogor, Cimahi, Cirebon, Depok, Sukabumi, and Tasikmalaya; the regencies of Bandung, West Bandung, Bekasi, Bogor, Ciamis, Cianjur, Cirebon, Garut, Indramayu, Karawang, Kuningan, Majalengka, Pangandaran, Purwakarta, Subang, Sukabumi, Sumedang, and Tasikmalaya Regency. Only a few cities—Bandung, Bogor, Cirebon, Bekasi, Sukabumi, Depok, and Cibinong—are active in ornamental fish export production. Based on the export activity information above, Tasikmalaya City is one of the least publicized cities in West Java (Bogor City Ornamental Fish Workshop, 2013).

This is thought to be due to a lack of regional brand awareness, trade, promotion, species conservation, native fish habitats, data/information integration, and public outreach and education (Pradana, 2020). Wianggawati et al.'s (2014) research on the development of freshwater ornamental fish export commodities and their relationship to economic development in Bogor Regency identified significant factors influencing the ratio 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 cultivators, and 3) the export price of

ornamental fish. Meanwhile, a SWOT analysis of freshwater ornamental fish export commodities in Bogor Regency resulted in seven development strategies based on the Total Attractiveness Score (TAS) of the QSPM, with the following priority: (I) Institutional Strengthening; (II) Education and Training for Freshwater Ornamental Fish Exports; (III) Regional Branding and Promotion; (IV) Mapping the Potential and Marketing Distribution Network for Freshwater Ornamental Fish in Bogor Regency; (V) Facilitating the Development of Ornamental Fish Micro, Small, and Medium Enterprises (MSMEs); (VI) Research and Innovation in Freshwater Ornamental Fish Cultivation; and (VII) Application of Production and Feed Technology, with Top Priority for Superior Ornamental Fish and Fish in Bogor Regency. Of the seven freshwater ornamental fish commodity development strategies mentioned above, regional branding and promotion are thought to have the greatest impact on product brand awareness. In an era of rapid internet access, branding and promotional activities can actually leverage social media. Data shows that Indonesia is one of the countries with the fastest growing number of social media users.

This presents a significant opportunity for Starlite to conduct online sales and increase brand awareness. This aligns with Zou (2018) and Haryanto (2009), who stated that social media can be a means of product promotion and presence in the business world, achieving effective marketing goals and increasing brand awareness among consumers, particularly in the marketing of local products and brands (Tsimonis & Dimitriadis, 2014). Bija and Blas (2014) suggest that the benefits gained through social media marketing can increase brand credibility, sales, and long-term power, as well as strengthen brand recognition. By

maximizing social media marketing, Starlite will gain greater brand awareness among the wider community and increase the number of visitors to social media. Some social media sites include Instagram, Twitter, TikTok, and the earliest social media platform in the world, Facebook. Facebook, founded by Mark Zuckerberg in February 2004, is one of the most widely used social media platforms. According to data obtained from Facebook, in 2015, active Facebook users in Indonesia reached 80 million. The following data breaks down Facebook users in Indonesia by age group.

Based on interviews with owners of Starlite ornamental fish, it was discovered that sales are conducted primarily through social media platforms like Facebook. The interest is primarily focused on ornamental fish enthusiasts aged 20-40 years. This information suggests that social media plays a key role in product branding, which will ultimately build brand awareness among customers, given that the product has not yet reached other regions and purchasing intensity in Tasikmalaya City is not yet optimal, resulting in residents of Tasikmalaya being unaware of the Starlite ornamental fish brand in their area.

2. METHODS

This study employed a quantitative descriptive verification method. The population was 1,902 followers of the Louhan Kamfa Lovers Tasikmalaya Facebook group on February 9, 2022. The sampling technique used was simple random sampling, a technique for obtaining samples directly from the sampling unit so that the entire population has an equal opportunity to be sampled or to represent the population (Neliwati, 2018). The sample size was determined using Slovin's formula.

The population in this study was 1,902 people, and the margin of error was 10%. Therefore, the sample size was 95,004, rounded to 100 respondents. Data collection in this study used primary data obtained from questionnaires distributed to respondents. The analytical tools used included: 1) Classical Assumption Test, 2) Simple Linear Regression Analysis, 3) T-Test, and 4) Determination Test.

3. RESULTS AND DISCUSSION

This study used histograms, probability plots, and the Kolmogorov-Smirnov test. The criteria for normality testing are that a regression is considered good if its residual values are normally distributed. The results of the normality test in this study are as follows:

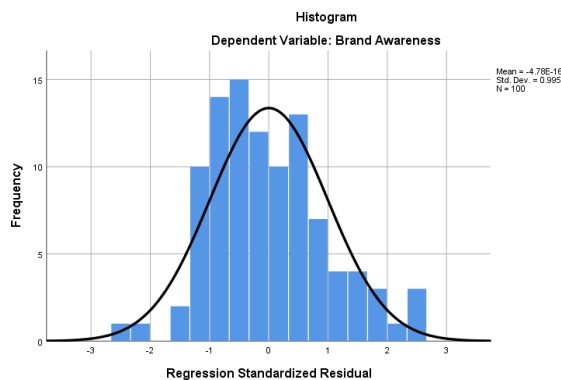


Figure 1. Normality test

Figure 1 shows that the curve forms a normal curve. Therefore, it can be concluded that the data in this study is normally distributed. After testing normality using the histogram method, a Probability Plot (P-Plot) test was performed, with the following results:

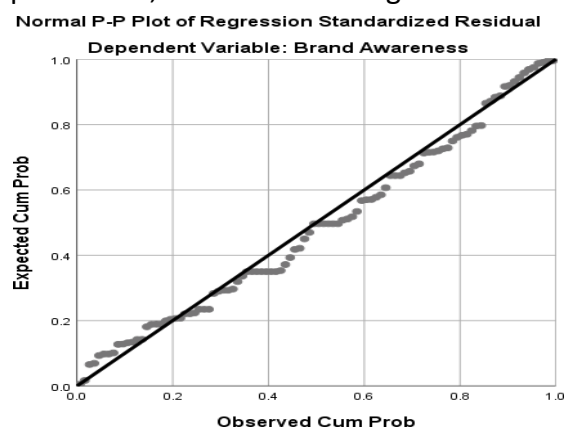


Figure 2. Probality Plot (P-Plot)

Figure 2 shows that the data is normally distributed. The figure above shows that the data (dots) are spread along a diagonal line, thus concluding that the Y (Brand Awareness) data is normally distributed and meets the assumption of normality. However, to ensure that the data in this study is normally distributed, a Kolmogorov-Smirnov test was conducted, as follows:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
	Std. Deviation	6.24349173
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.052
Test Statistic		.078
Asymp. Sig. (2-tailed)		.142 ^a

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

Figure 3. One-Sample Kolmogorov-Smirnov Test

Based on the table above, it is known that the 2-tailed Asymp. Significance value is $0.142 > 0.05$. Therefore, the data in this study is normally distributed because the significance is greater than 0.05.

Coefficients^a

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

a. Dependent Variable: Brand Awareness

Figure 4. Coefficients

Based on the figure 4 above, it can be seen that the tolerance value and VIF value are 0.1,000. In this case, the value of $0.1,000 > 0.10$ means there is no multicollinearity. Furthermore, the VIF value in this study is $0.1,000 < 10.00$, meaning there is no multicollinearity. It can be concluded that in this study there is no multicollinearity, so the regression model in this study is

declared good because there is no correlation between the independent variables.

4. CONCLUSIONS

The overall Facebook social media marketing score is categorized as good, with an average score of 65.79%, with the highest score being in the Electronic Word of Mouth indicator and the lowest being in the Customer Engagement indicator. Furthermore, the overall Brand Awareness score is categorized as good, with an average score of 67.7%, with the highest score being in the Brand Aware indicator and the lowest being in the Brand Recognition indicator. There is a positive relationship between social media marketing and brand awareness. This is confirmed by a t-test and a one-tailed test, which indicate a positive relationship or significant influence between social media marketing (X) and brand awareness (Y) for Starlite.

It can also be concluded that if Starlite's social media marketing continues to improve, then its brand awareness will also increase, and vice versa. Therefore, if Starlite continues to improve its social media marketing, it will help increase the number of people aware of the Starlite brand for ornamental fish. The statement that social media marketing influences brand awareness can be proven because it is supported and also in line with the research of Ayu Widyamati and Rahmat Hidayat (2018), and also supported and also in line with the research of Arsandi et al (2019), supported and also in line with the research of Hansel Bagus Tritama and Riswan Efendi Taringan (2016) where the studies mentioned show the results that social media marketing has an influential and significant relationship with brand awareness.

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