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STRATEGY TO RAISE BRAND AWARENESS USING SOSIAL MEDIA TO THE MILENIALS

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Abstract

Social media as a digital marketing channel is currently utilized as a promotional media for business people especially those who choose the millennial generation segment as their main target market. The growth in the number of social media users today is also seen as an opportunity to build brand awareness through social media. This research sets its objective to determine strategies in raising brand awareness with social media marketing on Instagram for the millennial generation. This research focuses on social media marketing that has been applied to the Il's Project brand which is one of the local footwear brands in the city of Denpasar. Using a qualitative approach, with a descriptive analysis of this study collecting data through interviews, observations and documentation which is further analyzed by SWOT analysis techniques comparing internal and external factors to determine the SWOT Matrix and IE Matrix for strategy determination. The results showed, Il's Project social media marketing was in quadrant 1 in the SWOT Matrix, and cell 5 in the IE Matrix. The right strategy is to support an aggressive strategy and growth strategy, namely, market penetration, increased sales and profits and increased marketing effectiveness on social media.

Keywords: *strategy, social media marketing, brand awareness, SWOT analysis, millennials*

Introduction

Social media was chosen as a marketing channel due to the high number of internet users and current social media account owners, as well as the unlimited spread of information. This phenomenon of increasing number of Instagram users in Indonesia is in accordance with what is written in CNBC Indonesia which says that Instagram can be Indonesia's favorite social media, and Indonesia can become the biggest Instagram user in Asia Pacific because people are fond of visually rich platforms. In the field of fashion itself, according to the Opus Creative Economy Outlook 2019 by the Indonesian Creative Economy Agency (Bekraf), it was written that the importance of the role of fashion is evidenced through its large contribution to the added value of the

economy which makes it one of the leading sub-sectors in the Creative Economy. Data from the Denpasar City Cooperative and UMKM Office shows that the growth of the fashion industry in Denpasar City continues to raise, seen from the increase in the number of the last few years. One study titled "Social Media As A Tool Of Marketing and Creating Brand Awareness" by (Odhiambo, 2012) revealed that although social media is more effective than some traditional advertising channels, social media cannot be implemented separately without adding it to other forms from traditional advertising channels. The implication is that social media alone cannot create brand awareness or even grow a business.

Il's Project is one of the small medium enterprise in women's fashion sector in Denpasar which focuses on fashion footwear. They were established since 2013. From the brief interview with Il's Project, it is found that in the midst of this increasingly fierce competition, since the beginning of its operation, this fashion store has not made much use of the existing types of social media platforms. Il's Project only uses one social media platform to market its products, namely Instagram. However, despite only using one platform to market its products, Il's Project to date has more than 96 thousand active followers.

Seeing the growing number of internet users and internet access, it also encourages the increasing number of social media users, most of whom are millennials. This puts social media into one of the channels for a marketing strategy. Thus, it requires a capable strategy to raise brand awareness for social media users, especially millennials. Besides that, seeing the phenomenon above, the author is interested in examining more deeply how the Instagram as part of marketing strategy can be applied today for a business, to raise the brand awareness. This research sets its objective to determine strategies in raising brand awareness with social media marketing on Instagram for the millennial generation.

Literature Review

Strategy

Strategy is a means of achieving long-term goals. Strategy is a potential action that requires decisions at the top management level and the company's enormous resources. The strategy influences the long-term sustainability of a company, usually at least five years, thus the strategy is oriented towards the future (David, 2011). The understanding of strategy stated by (Rangkuti, 2017), 'strategy is a tool to achieve the goal'. (Rangkuti, 2017) also explains that the SWOT Analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. The strategy decision making process is always related to the development of the company's mission, goals, strategies and policies. From the above definition it can be concluded that the Strategy is a means used to achieve company goals by considering current internal and external environmental factors.

Social Media Marketing

In (Claesson & Jonsson, 2015) explained that the modern channel on digital marketing today refers to social media, which is a virtual community where each person can interact with each other using his personal profile. Regarding consumers who are also social media users, (Petrescu, 2018) stated overall, the results of the study show that consumers are more likely to use a social network and place a higher importance on activity within it if they find stronger social bonds with its members. According to (Wong, Angel & Yazdanifard, 2015) content marketing is about giving information and influencing

an audience with good content to build awareness or change their perception of a brand. According to (Claesson & Jonsson, 2015) content marketing is the creation of interesting, entertaining and useful information without a sales perspective, by sharing editorial content based on the needs and voice of the target audience. So it can be predicted that social media marketing is a product marketing activity on Instagram social media in sharing information in the form of content to users of social media with the aim of raising awareness.

Brand Awareness

According to (Hoffman & Fodor, 2010) traditionally brand awareness is measured through tracking studies and surveys. Online, however, marketers have a number of ways to track brand awareness, in a social media environment, whenever someone is an application designed by or about a company, the company gets increased exposure to its brand often in a highly relevant context. Furthermore, according to (Shojaee & bin Azman, 2013), brand exposure, customer engagement and electronic word of mouth are factors that help to evaluate the impact of social media on brand awareness. In (Oktaviani & Rustandi, 2018) it is said that brand awareness becomes a marketing strategy being the most important factor in raising consumer awareness to buy a product. Through consumer awareness of a brand, potential customers can remember and know the brand and decide to make a purchase, allowing consumers to only make purchases to one particular brand category. (Hoffman & Fodor, 2010) also explains, in the world of social media, every time someone uses an application that is made or about a particular company, then the company will get brand exposure. By getting brand exposure there will be more people or application users who see about the brand. (Kotler, Kartajaya, & Setiawan, 2017) also explains, Marketing Funnel is the ideal process that your customers go through when they move from someone who has the potential to become a real customer, which illustrates the idea that each sale starts with a large number of potential customers, and ends with a small number of people who actually made a purchase. Based on the literature, it can be concluded that Brand awareness is the ability or ability of a potential buyer to recognize or recall the Il's Project brand.

Millennial Generation

The concept of millennial generation according to (Budiati et al., 2018) the book of Millennial Generation Indonesia, millennial is an Indonesian population born between 1980 and 2000. Compared to previous generations, the millennials are more techno-friendly. Not only that, millennial generation is also identified with massive internet usage, for example, is the online shopping. This generation is the generation that involves technology in all aspects of life. According to (Sebastian, 2016) in his book entitled Generations of Indonesian Langgas Millennials, there are several advantages of millennial generation, namely wanting to be fast-paced, easily move jobs in a short time, creative, dynamic, technology literate, close to social media, and so on. (Ali & Purwandi, 2016), stated that one of the characteristics of millennial generation is "connected" which can be interpreted that millennial generation is the generation that actively uses the internet and social media. So, it can be said that millennial generation is a generation of people born in 1980-2000, especially women who are also familiar and active as media users.

Research Methods

In this research, the determination of strategies in raising brand awareness is carried out using a qualitative approach. Researchers can examine marketing strategies in raising millennial generation brand awareness without manipulation of the interview results, data analysis is inductive based on facts found in the field. In-depth interviews were conducted with business actors as well as millennial consumers who are active as users of social media as well as followers of Il's Project on Instagram who are willing to provide all forms of information needed for this research.

This research selected informants which were determined by purposive sampling method. The criteria determined by researchers include: the business owner and administration staff of Il's Project to find out how the implementation and strategy of social media marketing implemented, consumers of female millennial generation (referred to literature review) of Denpasar with other following criteria: 20-35 years old, not yet married, active as social media users, and follow Il's Project Instagram account. All informants should have willingness to provide complete and accurate information for this research.

As mentioned in (Rangkuti, 2017) which explains that SWOT Analysis has its strength to identify systematically various factors to formulate a company's strategy. SWOT analysis can also be applied in a simple, collaborative, flexible, and integrative form. SWOT analysis is easy for each stakeholder to understand, participatory, and can be conducted for organizational size at various scales.

The process of data analysis in this study are:

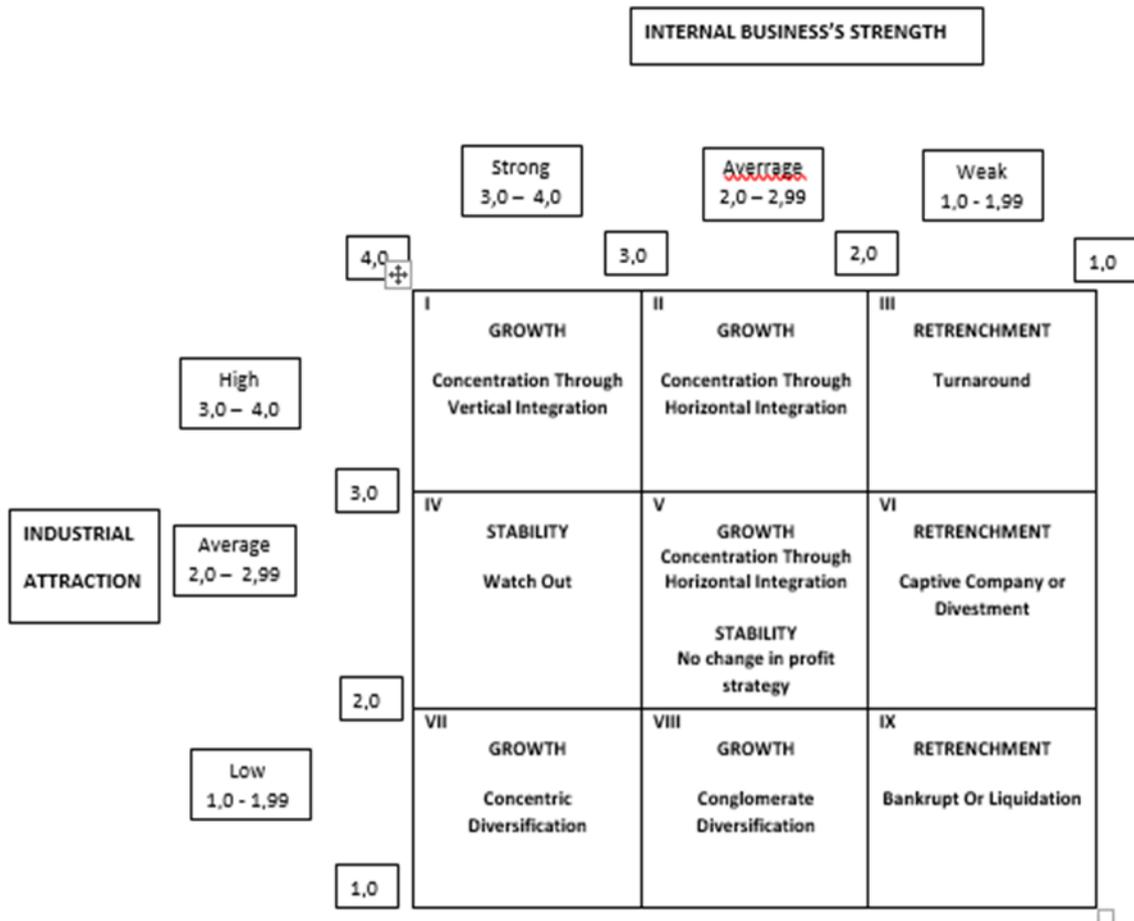
1. Data Collection Stage (Evaluation of external and internal factors)
2. SWOT Analysis Phase
3. IFAS and EFAS Strategy Matrix
4. External Internal Matrix (IE)

All internal and external factors of the company are evaluated to be able to determine the right strategy for the company with the Internal External Matrix (IE) shown in Figure 1. The use of this model is to obtain a more detailed business strategy. The horizontal axis on the IE matrix shows the total score of IFAS, while the vertical axis shows the score of the EFAS. On the horizontal axis scores between 1.00 and 1.99 indicate a weak internal position. A score of 2.00 to 2.99 indicates an average. A score of 3.00 to 4.00 indicates a strong internal position. Likewise on the vertical axis which shows external influences (Rangkuti, 2017).

According to (David, 2011) the concept of the IE matrix can be divided into three main areas that have different strategic implications.

1. First, the divisions included in cells I, II, and IV can be described as grow and build. Intensive strategies (market penetration, market development, and product development) or integrative strategies (backward integration, forward integration, and horizontal integration) can be the most appropriate strategy for divisions in this cell.

- Secondly, the divisions included in cells III, V, or VII can be managed in the best way using a strategy of keeping and maintaining. The right strategy for this type is market penetration and product development.
- Third, the general recommendation given for divisions included in cells VI, VIII, and IX is harvest or divestiture. Commonly used strategies are



divestment strategy, conjugate diversification strategy and liquidation strategy.

Source: (Rangkuti, 2017)

Testing the validity of the data in this study uses the method of triangulation, which is the method of checking the validity of data that utilizes something else in comparing the results of interviews with research objects. Triangulation used in this study includes source triangulation and technique triangulation.

Results and Discussion

Based on data collection through interviews, observations and documentation, which are then analyzed using SWOT analysis techniques to determine internal and external factors related to the preparation of strategies,

the strengths, weaknesses, opportunities and threats in Il's Project social media marketing at this time are :

SWOT	<p>Strength(S)</p> <ol style="list-style-type: none"> 1. The age of the business is quite long 2. Number of followers > competitors 3. Good product quality 4. Affordable price 5. Creating Endorsement & testimony content for promotion 6. The existence of consumer trust 1. 7. Controlled Financial Conditions 	<p>Weakness(W)</p> <ol style="list-style-type: none"> 1. Testimonial content only lasts for 24 hours 2. No schedule for specific content 3. No special management team for Social Media
<p>Opportunity (O)</p> <ol style="list-style-type: none"> 1. Developed various Instagram features 2. The existence of consumer interest in the field of fashion 3. A large number of Instagram users 4. The development of technology facilitates the marketing proces 	<p>S-O Strategy</p> <ol style="list-style-type: none"> 1. Keeping up the content consistency & intensity on Instagram (s2, s4, s5, o2, o1) 2. Maintaining good cooperation with influencers for endorsement content (s5, s7o2, o3,04) 3. Maintaining good relations with consumers (s1, s2, s3,03) 4. Expansion of marketing to the marketplace (s4, s6,04) 	<p>W-O Strategy</p> <ol style="list-style-type: none"> 1. Content management for effective operating time (w1, w2, w3, o1.04) 2. Maximize the use of Instagram features (w2, w3, o2.01)

Threat (T)	S-T Strategy	W-T Strategy
1. Price competition 2. Many similar products on the market 3. Corona virus pandemic	1. Determining competitive market prices (t2, s3, s4, s6) 1. Ensuring the maintenance of product & service quality (s3, s6, t2, t3)	1. Keep competitiveness and variations of product collection up-to-date (w3, w4, t1, t2) 2. Variation of content types & scheduling on Instagram (, t2, w2)

Figure 2 SWOT Matrix
 Source: processed by researchers, 2020

Then the position determination is based on the IE (Internal External) matrix by using the IFE (Internal Factors Evaluation) and EFE (External Factors Evaluation) matrix. Internal factors can be seen as follows :

FACTOR	WEIGHT	RATING	SCORE
Strength			
The age of the business is quite long	0,11	3	0,44
Number of followers > competitors	0,11	4	0,44
Good product quality	0,1	3	0,3
Affordable price	0,1	3	0,3
Creating Endorsement & testimony content for promotion	0,11	4	0,33
The existence of customer's trust	0,1	3	0,3
Controlled financial condition	0,09	2	0,18
Total Strength Score	0,72		2,29
Kelemahan			
Testimonial content only last for 24 hours	0.1	3	0,3
No schedule for specific content	0.09	2	0,18
No special management team for social media	0,09	2	0,18
Total Weakness Score	0,28		0,66
Total (Strength + Weakness)	1		2,95

Table 1 IFE (Internal Factors Evaluation) Matrix
 Source: Data processed by researchers, 2020

FACTOR	WEIGHT	RATING	SCORE
Opportunity			
Developed various Instagram features	0,14	3	0,42
The existence of consumer interest in the field of fashion	0,14	3	0,42
A large number of Instagram users	0,15	4	0,6
The development of technology facilitates the marketing proces	0,15	4	0,6
Total Opportunity Score	0,58		2.04
Threat			
Price Competition	0.14	2	0,28
Many similar product on the market	0.14	2	0,28
Corona virus pandemi	0,14	4	0,56
Total Threat Score	0,42		1,12
Total (Opportunity + Threat)	1		3,16

Table 1 EFE (External Factors Evaluation) Matrix
Source: Data processed by researchers, 2020

Furthermore, the determination of the strategy is based on the SWOT analysis, namely by comparing the values in the IFE and EFE matrices, which results show that the strength value is greater than the weaknesses and the opportunities are greater when compared to threats, then the company is in quadrant I that supports aggressive strategies such as picture below:

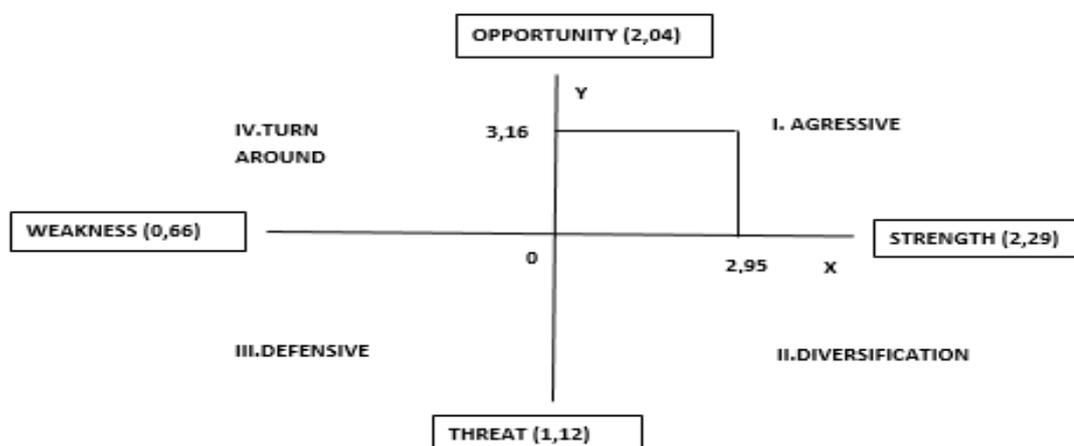


Figure 3 SWOT Analysis Matrix
Source: processed by researchers, 2020

In quadrant 1 that supports an aggressive strategy that is the strategy derived from the adjustment of the strength factor (strength) and the opportunity factor (opportunity) company or S-O strategy are as follows:

1. Maintain consistency & intensity of content on Instagram
2. Maintain good cooperation with influencers for endorsement content
3. Maintaining good relations with consumers
4. Expansion of marketing to the marketplace

Based on the calculation results in the IFE and EFE tables, the IFE score is 2.95 and the EFE score is 3.16. When converted into an External Internal Matrix (IE) image, it is located in cell II. According to (David, 2011) the strategy for companies in cell 2 is by implementing a growth and development strategy. (Rangkuti, 2017) states that if a company is in a very attractive industry (cell 2), the aim is to increase sales and profits, by utilizing the economic benefits of scale both in production and marketing. The right strategy for marketing II's Project brand today is also supported by a strategy from the SWOT analysis, which is Market Penetration Strategy, Increasing Sales and Profit, and Increasing Marketing Effectiveness in Social Media.

The high use of social media Instagram by millennials makes choosing Instagram as a medium for marketing products and brands very appropriate. But the diversity of products offered by the II's Project brand also does not rule out the possibility for non-millennial interest, this is what can be a consideration for expanding market penetration. If marketing on social media is more focused on millennials, segment expansion can be done by entering the market place to reach a wider market. (Harini & Yulianeu, 2018) also added that market penetration is known as the growth method that has the lowest risk, but has a positive side to build core competencies in a market so that it can enhance brand reputation or can act as a brand leadership strategy. This is certainly appropriate when applied by II's Project for business growth.

Increasing sales and profits is one alternative strategy for II's Project to support its sustainable growth. Expansion to the marketplace as explained in the previous point can also be an alternative that can directly increase sales and profits because of the wider opening of opportunities for product sales in the market. In line with that, (Yustiani & Yunanto, 2017) also concluded that the benefits obtained from the existence of a marketplace are able to reduce operational costs, broader product marketing, raise profits from business. Transactions that are not limited by time with the ease of the system in a marketplace that has been automatically integrated can also facilitate sales transactions.

Various content such as endorsement content and testimonial content are the most considered when marketing through social media. As well as this II's Project brand, which often collaborates with influencers for endorsement content. The importance of the influencer's social media role is recognized by businesses as being very influential in the introduction of products and brands and raising brand awareness. (Ginting, 2018) describes endorsements, namely people or characters that appear in advertisements to communicate corporate products, be they celebrities, public figures, public figures or even ordinary people who can influence consumers' minds as preferences in making purchasing decisions. In line with that, (Ranga & Sharma, 2014) states that the social influence on online media from people who are "respected" can increase brand awareness.

Business actors are well aware that not only build brand awareness, testimonial content is also very capable of raising potential consumer trust. (Glucksman, 2017) states that there is a literature review that explains electronic word of mouth as a strategy, which refers to statements made by

potential consumers, real consumers, and previous consumers about a product via the internet. The results of the (Spillinger & Parush, 2012) study also explained in general, when there are customer testimonials, the readiness to make a purchase will be higher if compared to sites without testimonials. However, the appearance of testimonial content on the Il's Project brand is still limited. Maximizing the use of various Instagram features can be done by the Il's Project brand in relation to increasing the effectiveness of testimonial content that previously could only be seen within a limited period (only for 24 hours) by its followers. Utilization of the "highlight" feature on Instagram can be used to summarize and display longer Stories and be displayed on the profile page, which means the testimonial content shared on stories can be summarized into 1 album on the profile page so that it can be accessed anytime by Il's Project followers and prospective followers . All forms of content both in the form of product reviews, stock updates, endorsements and testimonials that are often shared on Instagram should be shared consistently as mentioned in (Claesson & Jonsson, 2015) which explains the importance of content to be delivered on a consistent basis, and if the company fails to deliver the content regularly, then there is a risk that consumers will forget the company and the brand.

Conclusion

Based on the internal and external potentials of the subjects in this study which have also been elaborated in the discussion using the SWOT analysis technique, this research produces the following conclusions:

1. Internal factors that become weaknesses in marketing on Instagram Il's Project social media, namely, testimonial content that is displayed within a certain time and is limited (only 24 hours), content has not been scheduled and from the internal point of view the company does not have special management to handle social media. Meanwhile, internal factors that become the strength of Il's Project are, the business age is quite long, the social media has more followers than its competitors, good product quality and affordable prices, and who have done marketing with testimonial content and endorsement in collaboration with influencer.
 2. External factors that influence marketing on Instagram social media for Il's Project are threatening that include price competition, many similar products on the market, and the presence of a corona virus pandemic. While, the external factors that become opportunities are the development of various features on social media, especially Instagram, the existence of consumer interest in fashion, the large number of Instagram users, and the continued development of technology that can facilitate the marketing process.
 3. Based on the SWOT analysis carried out on internal and external factors of Il's Project's social media marketing and the mapping process in the SWOT matrix, Il's Project's marketing is in a position to support an aggressive strategy that is utilizing all internal strengths it has to take advantage of existing opportunities. According to the mapping in the IE matrix, the company's current position is in the position of a growth strategy with alternative strategies that can be done, namely by penetrating the market, increasing sales and profits and increasing marketing effectiveness on social media.
 4. There is an ongoing interest and demand in the field of fashion, technological advancements, and the high growth in the number of social media users which are currently used as the main opportunity in brand development. The presence of influencers social media is also a supporter in the event of a wider brand and product introduction of the company and reaches more users of social media.
- Suggestion

In order to raise brand awareness in the eyes of potential customers, consistency of content on social media is needed. It is very important to note that prospective consumers' memories of the brand will remain, and avoid the possibility of consumers forgetting the Il's Project brand. To do this, more regular social media management are required, such as scheduling content regularly with setting specific times for each type of content. This can make it easier to manage content and time management in handling corporate social media. In addition, the rearrangement of social media pages by utilizing social media features such as the use of the "highlight" feature so that important content can be re-viewed at any time by the audience / potential customers. Overall, company growth can be further boosted by sales and professional business growth efforts that can be done by penetrating markets to reach a wider market and at the same time opening up greater sales opportunities

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