SOCIAL MEDIA MARKETING ON BRAND AWARENESS LOCAL INDONESIAN COSMETIC SOMETHINC

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Abstract

Somethinc is a local beauty product company that, despite only having been established for less than 3 years, is among the 50 most popular local brands according to the survey published by Katadata.co.id in 2020. Social media marketing is used as a variable within this research, due to a significant rise of awareness towards beauty products due to social media platforms. This research aims to measure the impact of social media marketing on Somethinc's brand awareness. Quantitative research methods were used in this study, using questionnaires as a means to gather data from 101 respondents who fulfilled the research criteria and the Cochran formula. Multiple regression analysis is used to determine the impacts of every indicator towards brand awareness, with F-test and t-test as methods for hypothesis testing. This study has found that social media marketing indeed has an impact on the brand awareness of Somethinc. However, when each indicator was tested individually, content creation and connection dimensions were shown to have a significant impact on Somethinc's brand awareness, while the dimension of content sharing scored the lowest.

Keywords : brand awareness; social media marketing; Somethinc

Introduction

The Covid-19 pandemic that hit Indonesia in early 2020, precisely in March, resulted in a decline in the economy in Indonesia in the second quarter, which was minus 5.32% based on data from the Central Statistics Agency (BPS). This decline in economic growth has had a huge impact on the business sectors in Indonesia, both MSMEs and corporations(Deny, 2020).

At a time when the Indonesian economy was declining, there was an increase in the chemical, pharmaceutical, and traditional medicine industries which contained cosmetics with a percentage of 9.32%. According to the Association of Companies and Associations in 2020, the growth of the cosmetics industry recorded sales of US$ 6.95 million in two categories of cosmetics, namely makeup base and decorative and home care treatments consisting of personal care and skincare. The home care category is increasing rapidly compared to makeup products(Ayu, 2021). A number of local beauty product brands from Indonesia, among them Somethinc, Make Over, Emina, and many more.

Somethinc is a local beauty company founded by Irene Ursula in May 2019. Somethinc products have international quality and are halal-certified at affordable prices(Yoga, 2020). Based on a survey conducted by Katadata.co.id, Somethinc is included in the 50 most popular, remembered, and preferred local brands in Indonesia in 2020 because of the natural ingredients in the product, good selling service, and easy access to it(Katadata.co.id, 2020). Initially, Somethinc was known for its various serum skincare products, then this local brand continued to innovate in cosmetic products.

Social media marketing is an interdisciplinary and cross-functional concept to achieve organizational goals with a focus on using social media to create value for stakeholders(Hermawan, 2021). While brand awareness is a marketing term about the description of the name of a product that is described by the level of consumer recognition(Hermawan, 2019). Brand awareness is the biggest business asset to survive and thrive because business competition in this era is getting higher(Hermawan, 2020). Brand awareness includes quality related to product specifications that are unique compared to competitors(Kusuma, et al., 2020).

Social media marketing is part of digital marketing which has an understanding of marketing activities that use an interactive online system that connects sellers and consumers(Putri & Hermawan, 2021). As for social media itself, it is a media created with Web 2.0 technology and allows the creation and exchange of internet-based user-generated content(Arianto, 2020). Social media marketing aims to increase brand value and expand customer reach through content uploaded on social media platforms.

There are 3 elements in social media marketing to create success in social media marketing, namely(Maulani & Sanawiri, 2019). First, Content creation: The mediation part of the hypermedia computer is the mediation's environmental interaction(Huotari, Ulkuniemi, Saraniemi, & Malaska, 2015). Considerations of media sites for content creation in viral media studies(Heggde & Shainesh, 2018). Emotional connection: Social media sites are an embodiment of almost all media sites, but because social media is a virtual thing sometimes some individuals miss direct contact. Video: Almost all content on social media in the community is video content. Unique/Unusual: In the creation of media, perspective related to opinion with unique/unusual is the key to success. Content sharing: It is a video, presentation, document, audio, image, and other media that is shared by social media users(Kurniawan & Hermawan, 2022). The last is Connecting: connecting the user's identity directly and creating one's credibility through the use of social media to build communication(Zafarani & Li, 2013).

Brand awareness is part of brand management which aims to make the brand an intangible company asset. Brand awareness is a way for a person/consumer to recognize a brand including the name, image, logo, and also the slogan of a company(Halim & Hermawan, 2022).

This research aimed to identify the effect of social media marketing on the creation of brand awareness of Somethinc, which is still under 3 years old but has been able to compete with other competing local brands, both theoretically and practically. Somethinc was chosen as a case study in this research considering Somethinc's success in utilizing social media marketing and various digital platforms to be able to interact with consumers.

Research Methods

In this study, to find out how the influence of social media marketing on Somethinc's brand awareness, quantitative research method was used with data collection techniques by distributing questionnaires.

The variable in this study was the social media marketing variable as the X variable/independent variable consisting of content creation, content sharing, and connecting, which affects brand awareness by consumers as the Y variable/dependent variable.
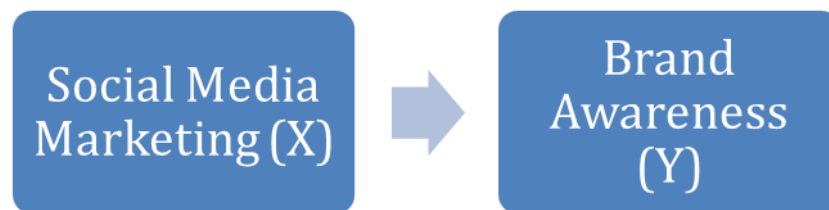

Figure 1. Research Method

Figure 1 illustrates a simple relationship related to two variables that will be examined by the author, namely the influence of social media marketing on brand awareness. In this study, the author will ask for an assessment from consumers related to the social media marketing activities carried out by Somethinc. After that, the author will ask consumers' opinions related to brand awareness in their minds. From the results of the study, the writer will then carry out analytical activities to see the effect of social media marketing on Somethinc's brand awareness.

The scale that will be applied by the author is the Likert scale which is used by the author to measure attitudes, opinions, and perceptions related to a social phenomenon that has been specifically defined by the author. In the context of this activity, the authors will divide the criteria scores for quantitative data obtained by the authors as follows.

Table 1. Operational Variable

Variable	Dimension	Indicator	Statement
Social Media Marketing (X)	Content Creation (X_1)	X1.1 Emotional Connection	– Somethinc regularly replies to messages on social media – Somethinc's social media admins answer when there are questions related to products on social media
		X1.2 Video	– When launching Somethinc products, they always publish videos on their social media – Videos made by Somethinc both during product launch and videos that become daily content are very interesting and make me want to watch them
		X1.3 Unique/Unusual	– When launching Somethinc products, they always give surprises in the form of content, influencers, or events that will be held – The content presented by Somethinc is very different from the content released by other skincare products
	Content Sharing (X_2)	X2.1 Content Share	– Somethinc related content made me find out more about Somethinc products and even buy the products – Content shared by artists and celebrities let me know Somethinc products and even buy them
	Connecting (X_3)	X3.1 Review Product	– The outstanding product reviews influenced me to find out and buy Somethinc products
Brand Awareness (Y)	Brand Awareness (Y)	Y1. Level of Confidence	– I use and repurchase Somethinc products because the claims and the results I get are appropriate – I feel that the ingredients used by Somethinc products are of high quality
		Y2.Product Quality Assessment	– Somethinc products always have high product quality because of the ingredients they use

Y3. Product Characteristics	− When I think of the Somethinc brand, the niacinamide product is the first thing that comes to my mind − I feel Somethinc has an image of youth skincare
Y4.Design Product	− I see that Somethinc skincare products are designed to be easy to use. − The design for Somethinc's skincare packaging is different from other skincare packaging designs

This study used 101 samples taken from social media users with a span of 5 hours a day, such as TikTok, Instagram, WhatsApp, and Line who use Somethinc skincare products. The data was obtained using data collection techniques through the distribution of questionnaires in the form of Google Forms distributed on various social media platforms and filled out by 135 respondents, but 34 respondents did not meet the research requirements and 101 respondents met the requirements to be the sample that the researchers took for this study. From the questions presented by the researcher, the researcher got an overview related to social media marketing and brand awareness of the Somethinc skincare brand from the respondents' point of view.

To analyze the data, this study used a validity test, reliability test, descriptive analysis, classical assumption test, multiple linear regression analysis test, hypothesis testing, and coefficient of determination test. Before analyzing the data, respondents were grouped based on gender, age, occupation, time first time using skincare, monthly income, monthly expenses, product use groups, groups of types of products used, and frequency of repeat purchases.

Results and Discussions

Respondent Profile
Based on the results of data collection, the following results were obtained in Table 2.

Table 2. Respondent Profile Results

Demographic	Majority	Percentage
Gender	Female	92,1%
Age	21 years – 25 years	56,4%
Profession	College student	90%
First time use skincare	When school	42,6%
Salary	< Rp 1.000.000	43,56%
Expenditure	< Rp 1.000.000	55,45%
Group product use	1 group product	65,35%
Details product use	Serum	73,3%
Re-purchase frequency	2-3 times	36,63%

Regression Analysis

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.660	2.369		1.967	.052
X1	.560	.128	.430	4.388	.000
X2	.339	.276	.119	1.228	.223
X3	1.700	.546	.282	3.112	.002

a. Dependent Variable: Y

$Y = 4,660 + 0,560 + 0,339 + 1,700 + e$

   The regression equation above shows the relationship between the independent and dependent variables partially, from the equation it can be concluded:

1. The value of a constant value (a) of 4.660 indicates that when social media marketing has a value of 0 and there is no change, then brand awareness for the Somethinc brand will be worth 4.660.
2. In this study, all regression coefficients (content creation, content sharing, connecting) have positive values which indicate that if these variables increase by one unit, then brand awareness will also increase.

Hypothesis Testing

   This study aims to prove whether social media marketing has a significant effect on Somethinc's brand awareness. In this study, the hypothesis is formulated as follows:
H0: There is no effect of social media marketing on Somethinc's brand awareness
H1: There is an influence of social media marketing on Somethinc's brand awareness

   To see the relationship between social media marketing and brand awareness with the hypothesis, two tests were carried out, namely, the f-test and t-test :
- F test

<table>
<tr><th colspan="6">ANOVA^a</th></tr>
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Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	851.115	3	283.705	35.988	.000^b
Residual	764.687	97	7.883		
Total	1.615.802	100			

a. Dendent Variable : Y
b. Predictors : (Constant), X3, X2, X1

To see the basis for decision-making in the F test is as follows:
1. If the value of F-count > F table and the value of sig < 0.05, then H0 is rejected and H1 is accepted.
2. If the value of F-count < F table and sig value > 0.05, then H0 is rejected and H1.

   For this study, it was found that the F table value was 2.697 and the significance value for this study was 0.000 and the calculated F value for this study was 35.998. From this data, the following conclusions can be drawn:
- The significance value for this study is 0.00 < 0.05

- The calculated F value for this study is 35.998 > 2.697

So it can be concluded in this study that H1 is accepted which means that in this study there is an influence of social media marketing on Somethinc's brand awareness.

- T-test

To see the basis for decision-making in the T-test is as follows:

1. If the value of t arithmetic > t table and significance test < 0.05, then the independent variable partially has a significant effect on the dependent variable.
2. If the value of t count < t table and significance test > 0.05, then the independent variable has no significant effect on the dependent variable.

For this study, it was found that the t table has a value of 1.98447, and the t count and its significance are described as follows:

- For variable X1 (Content Creation)
  - The value of the t-count and t-table is 4.388 > 1.98447, meaning that the value of the t-count is greater than the t-table.
  - The significance test value is 0.000 <0.05, meaning that the significance value is less than 0.05.

From the description of the values above, it can be concluded that the X1 variable (content creation) has a significant influence on brand awareness.

- For variable X2 (Content Sharing):
  - The value of the t-count and t-table is 1.228 < 1.98447, meaning that the value of the t-count is smaller than the t-table.
  - The significance test value is 0.223 > 0.05, meaning that the significance value is greater than 0.05.

From the description of the values above, it can be concluded that the X2 variable (content sharing) does not have a significant effect on brand awareness.

- For variable X3 (Connecting):
  - The value of the t-count and t-table is 3.122 > 1.98447, meaning that the value of the t-count is smaller than the t-table.
  - The significance test value is 0.002 < 0.05, meaning that the significance value is less than 0.05.

From the translation of the values above, it can be concluded that the X3 variable (connecting) has a significant influence on brand awareness.

Conclusions and Recommendation

Dimensions of content creation and connecting partially have a significant influence on the effect of Somethinc's brand awareness compared to the dimensions of content sharing. This is because the content created by Somethinc on social media is quite interesting and very consistent in its publication activities, while the connecting customer review dimension is one of the significant indicators to influence brand awareness.

These findings are in line with Maulani & Sanawiri (2019) that social media marketing using Instagram and Facebook was very effective and efficient for promotional activities and had an impact on the consideration of purchasing decisions. In addition, from this study, it was also found that there was an influence related to social media marketing on purchase decisions through brand awareness, which social media marketing through Instagram and Facebook greatly helped the development of brand awareness which had an impact on purchase decisions.

The dimension of content sharing has a less significant effect on brand awareness. Therefore, it is better if Somethinc coordinates with beauty influencers regarding the content they will create and share. In addition, Somethinc can also conduct competitions or events with prizes related to the creation of content with a predetermined theme for their followers on their social media, so it is hoped that from this activity the content circulating on social media will be more interesting. That way Somethinc can be remembered by people who may not know Somethinc.

Suggestions for further research, it is hoped that further researchers can develop this research in more detail, such as conducting research for social media marketing that affects brand awareness with methods, namely quantitative or interviews with consumers. Especially for the connecting dimension, different events occur in previous studies where the connecting variable has a significant influence on brand awareness.

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