
THE IMPACT OF INSTAGRAM SOCIAL MEDIA MARKETING ON MSME PRODUCT BRAND AWARENESS CALL FOR COFFEE

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ABSTRACT

This study aims to determine and analyze the effect of social media marketing Instagram on brand awareness of UMKM serum coffee products. The method in this research is descriptive and causal. The population in this study were Seruan Coffee Instagram social media followers. Determination of the research sample using the slovin formula, so that 233 people were obtained. The results showed that entertainment, with a value of 4.28 and a regression coefficient of 0.360, had a positive and significant effect on brand awareness. Interaction, with a value of 4.18 and a regression coefficient of 0.491, also shows a positive and significant influence. Similarly, informativeness, with a value of 4.1 and a regression coefficient of 0.670; advertisement, with a value of 4.15 and a regression coefficient of 0.488; and e-word of mouth, with a value of 4.07 and a regression coefficient of 0.818, all have a significant influence on brand awareness. Overall, marketing on Instagram social media, which includes entertainment, interaction, informativeness, advertising, and e-word of mouth, is rated very well by respondents. The results of the analysis show that the variables of Social Media Marketing and Brand Awareness are rated very well and have a partial and simultaneous effect on brand awareness of MSME products, with a significant t-count ($5.799 > 1.649$) and f-count ($178.243 > 2.21$). This study implies that to increase brand awareness, Kopi Seruan MSMEs must continue to optimize their social media marketing strategies, especially in entertainment, interaction, informativeness, advertising, and e-word of mouth.

Keywords: Social Media, Marketing, Instagram, Brand Awareness, Coffee.

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INTRODUCTION

Competition in the business world has recently become tighter, forcing companies to improve the quality of their products continuously and compete in various aspects to achieve optimal results. This requires implementing business strategies and innovations to face competition in the business environment, especially in Micro, Small, and Medium Enterprises (MSMEs) (Rosyada & Wigiawati, 2020). For example, the creative economy sector, which MSMEs heavily populate, is experiencing rapid growth in West Java province. According to data from West Java Province in 2021, there are 1,539 MSMEs, especially cafes in West Java, spread across various regions. The West Java government has also prioritized the development of the creative economy sector as part of economic development in the area (Hatammimi & Afanassieva, 2022). The number of MSMEs in West Java shows positive growth (Putri & Madhani, 2023).

The coffee industry in Indonesia is currently a large market. It has promising potential, which can be seen from the increasing consumption of coffee from various social circles (Ihsanuddin, 2023). According to (Budaraga and Maidija, 2021), Coffee is one of the plantation commodities in Indonesia that is in demand by foreigners and certainly local people. Indonesia is a large coffee producing country in the world. Indonesia is also the country with the third largest coffee producer. Coffee

production in Indonesia has become increasingly developed over the past five years (Vicol et al., 2018). Based on the Indonesian statistical report 2023, which can be called the Central Bureau of Statistics 2023, coffee production in Indonesia in 2022 increased by 1.1% compared to the previous Coffee production in Indonesiayear, namely to 794.8 thousand tons.

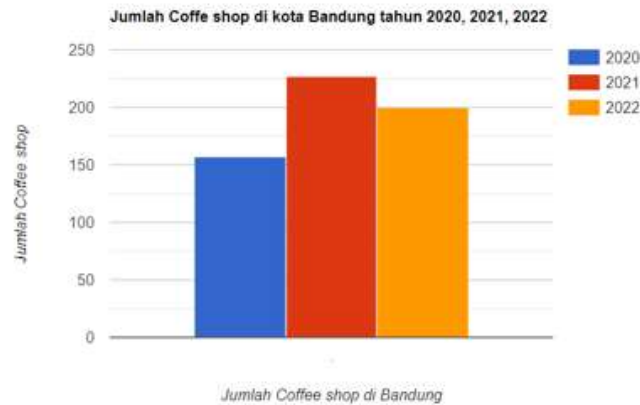


Figure 1. Number of cafes in Bekasi City

Source : www.jabarprov.go.id, 2023

The development of the information technology revolution has significantly impacted various aspects of life, including in the business world. This influence can be seen in people's business behavior, increasing sales and revenue. One of the tangible results of this information technology revolution is the emergence of marketing through social media, where people are starting to switch from conventional to digital marketing methods using the internet. With marketing through social media, communication, and transactions can be done online and internationally (Reza, 2022). Communication media is a tool used to disseminate information to the general public (Ambarsari, 2021). The use of social media is increasingly popular in this modern era. According to (Mahmudah & Rahayu, 2020), Social media is a platform consumers use to share information in the form of text, images, sounds, and videos with other people or companies. One example of social media that is popular around the world is Instagram.

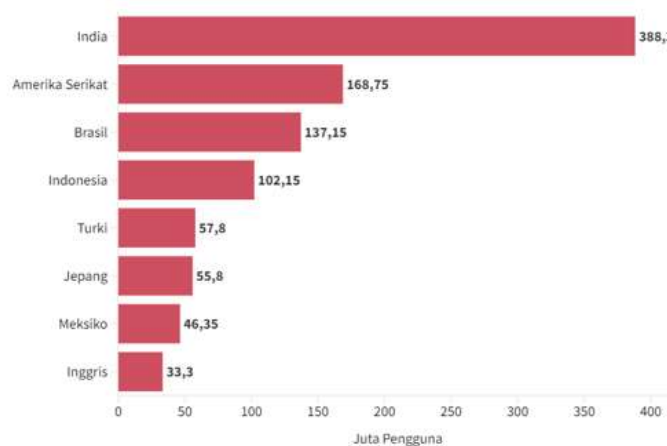


Figure 2. Countries with the most Instagram users in 2024

Source : www.dataindonesia.id, 2024

The object of this research is Seruan Coffee, a micro, small, and medium enterprise (MSME) active on Instagram social media and engaged in food sales. Social media has enormous benefits for MSMEs, including facilitating communication between MSME managers and consumers, increasing

sales, developing markets, helping to increase the insight of MSME managers, and supporting the sale of business fields (Priambada, 2017). The results of the researcher's interview with the owner of Seruan Coffee show that the competition for coffee shops in Bandung is quite tight due to the number of shops offering menus that are quite widely spread in Bandung.

Seruan Coffee faces various problems related to social media usage, such as a lack of active presence, ineffective marketing strategies, negative responses or criticism, and a lack of content innovation. These issues can negatively impact consumer purchasing decisions by decreasing interest, sales, and brand image. To minimize negative impacts and increase consumer purchasing decisions, Seruan Coffee must improve content quality, design more effective marketing strategies, and respond well to user interactions on social media.

Based on the information previously submitted, the growth of the Coffee Shop industry in Bandung City has experienced a significant surge with many MSMEs that have sprung up, especially in the Cafe or Coffee Shop sector. Coffee Shops in Bandung City have attracted public interest with promotions and interesting themes. Hence, the number of Coffee Shops continues to grow from 157 in 2020 to 227 in 2021. This creates intense competition among Coffee Shop business actors, forcing them to continue to innovate to stay competitive and improve business performance. According to research, product innovation has a positive and significant impact on improving business performance in the coffee cooperative sector, demonstrating the importance of continuously developing creative ideas to stay relevant and succeed in this competitive industry.

Based on the description above, this study aims to determine how the results of Instagram's social media activities affect the public's purchasing decisions, which will influence Seruan Coffee's marketing effectiveness. The benefits of this research are manifold. First, it provides valuable insights into how social media engagement can drive consumer behavior, offering actionable strategies for improving Seruan Coffee's marketing approach. Understanding these dynamics can help Seruan Coffee tailor their social media content to better resonate with their target audience, potentially increasing customer engagement and sales. Additionally, the study's findings can contribute to broader marketing strategies within the coffee industry by highlighting effective social media practices. This research not only benefits Seruan Coffee but also offers a framework for other businesses looking to leverage social media to enhance their marketing efforts and influence purchasing decisions.

METHOD

This research uses descriptive and causal research. This study uses an interval scale. The population in this study were Followers of Seruan Coffee's Instagram social media. The number of Seruan Coffee followers until May 8, 2024, was 550. Determination of the number of samples in this study was carried out using the Slovin formula because the sample can be determined based on the number of Instagram followers of Seruan Coffee so 233 people were obtained. The type of data used in this study is primary data obtained from distributing question questionnaires to research samples. The data collection technique used is the questionnaire data collection technique. The data analysis techniques used in this study are validity and reliability tests, classical assumption tests, multiple linear regression analysis, and mediation analysis.

RESULTS AND DISCUSSION

Descriptive Analysis of Research Data

A descriptive analysis of the research data was carried out to explain the location of the variables when viewed based on the average value (mean) of each related question. The respondents' responses to the variables in the study were measured using 19 questions with an interval scale from one to five. A scale of one indicates that the respondent strongly disagrees with the questions asked by the researcher. In contrast, a scale of five indicates that the respondent strongly agrees with the questions. Table 1 is used to categorize respondents' responses to the variables studied.

Table 1. Categories of Respondents' Response Results

Score	Interval	Category
1	1,00 - 1,79	Strongly Disagree
2	1,80 - 2,59	Disagree
3	2,60 - 3,39	Undecided - Undecided
4	3,40 - 4,19	Agree
5	4,20 - 5,00	Strongly Agree

Social Media Marketing Variables

The questions asked for the Social Media Marketing variable totaled 12 questions to get responses from the respondents. The results of data analysis of respondents' responses regarding Instagram social media marketing at Seruan Coffee Micro, Small and Medium Enterprises (MSMEs), which is the object of research, were obtained through questionnaire distribution.

Table 2. Results of Respondents' Responses on Social Marketing

Dimensions	Score Dimensions	Grain	Statement	Mean
<i>Entertainment</i>	4,28	1	The Instagram account of Seruan Coffee fun content	4,15
		2	Social media shared content Coffee's appeal is compelling	4,41
<i>Interaction</i>	4,18	3	Information sharing can be done on Seruan Coffee's Instagram account	4,32
		4	Seruan Coffee's Instagram account allows me to share its content with others	4,04
		5	Seruan Coffee's Instagram account offers accurate information on its products	3,91
		6	Seruan Coffee's Instagram account offers useful information	4,09
		7	The information prepared by Seruan Coffee's social media is very complete	4,28
		8	I like the advertisement published by Seruan Coffee's Instagram account	4,26
		9	Seruan Coffee's Instagram account ads draw my attention positively towards the brand. The	4,04
		10	I will forward information about the brand from Seruan Coffee's Instagram account to my friends	3,95
		11	I would recommend my friends to visit Seruan Coffee's Instagram	4,19
Average Total				4,14

Source: Primary data processed, 2024

Based on the data in Table 2, from the 12 questions asked, it can be concluded that respondent's responses to the Social Media Marketing variable, which consists of five dimensions, namely Entertainment, Interaction, Informative, Advertising, and E-WOM, have a total average of 4.14. When referring to the graph in Figure 3, these results show that respondents assess Social Media Marketing on Instagram Seruan Coffee in the agreed category. The lowest value of the social media marketing variable is in the E-WOM dimension, while the highest value is in the Entertainment dimension.

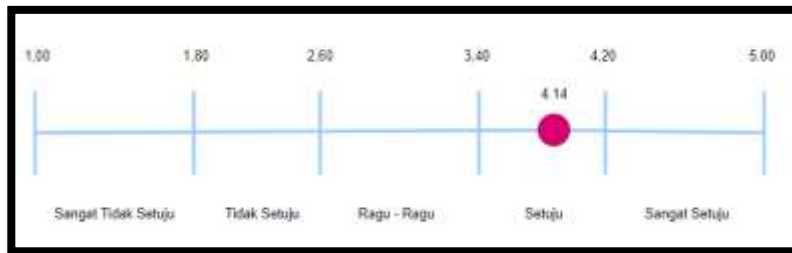


Figure 3. Social Media Marketing Continuum Line

Brand Awareness Variable

In this section, the Brand Awareness variable has eight questions to get responses from respondents. Data analysis of respondents' responses regarding Brand Awareness at Seruan Coffee MSMEs as the research subject obtained from distributing questionnaires shows the following results:

Table 3. Results of Respondents' Responses on Brand Awareness

Dimensions	Score Dimensions	Grain	Statement	Mean
Unaware of Brand	4.42	12	I recognize Seruan Coffee on social media, Instagram	4,34
		13	I am aware of the Seruan Coffee brand	4,5
Brand Recognition	4.12	14	I know Seruan Coffee as one of the coffees in Bandung with a strong flavor that is just right on the tongue	4,11
		15	I recognize Seruan Coffee as one of the coffee with a strong flavor.	4,14
		16	When asked to name a good coffee, I was able to name Seruan Coffee	4,38
Recall	4.4	17	I think the Seruan Coffee brand is easy to name, so it is easy to remember	4,43
		18	Seruan Coffee products have certain characteristics	4,29
Top of Mind	4.3	19	Coffee calls can give a good impression to customers	4,32
Average Total				4.31

From the data in Table 3, the total average obtained for eight questions about brand awareness is 4.6. This shows a very positive assessment from respondents of Seruan Coffee's brand awareness. The lowest value in brand awareness is in the Recall dimension, while the highest is in the top-of-mind dimension.



Figure 4. Brand Awareness Continuum Line

Classical Assumption Test Results

Normality Test Results

The normality test is carried out as a requirement for regression analysis, useful for checking whether the data that has been collected has a normal distribution or not. Based on the Central Limit Theorem, the more data taken from the population, the data tends to approach a normal distribution. It states that "If n random samples are drawn from a very large population with μ and σ^2 , then the mean \bar{x} will be normally distributed with mean μ and standard deviation σ/\sqrt{n} ". Therefore, the theorem became the basis of this study with a value of $n = 385$. The larger the value of n taken from any data, the average value taken can be assumed to be normally distributed according to the Central Limit Theorem above. Figures 5 and 6 show the Histogram and P-P Chart used to identify whether the distribution is normal.

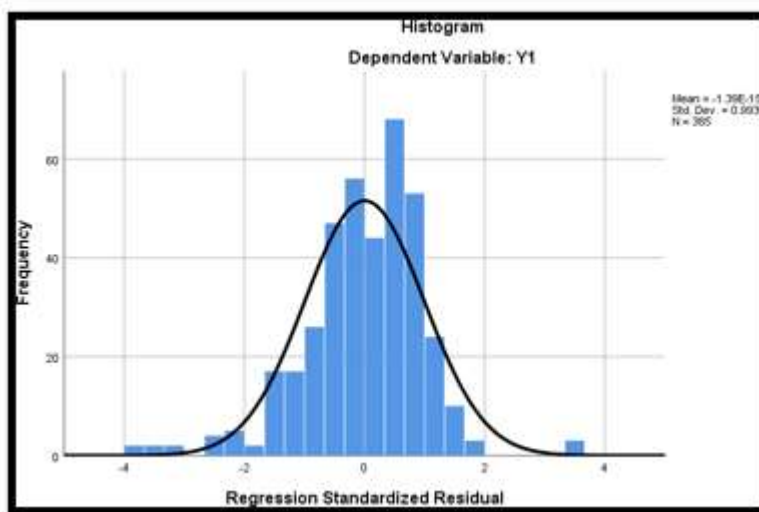


Figure 5. Histogram Graph of Normality Test Results

According to Santoso (2015), the histogram graph is said to be normal if the data distribution forms a bell without leaning to the right or left. From Figure 5, the shape of the regression values on the histogram graph forms a bell without leaning to the right or left, so the graph can be considered normal according to these criteria.

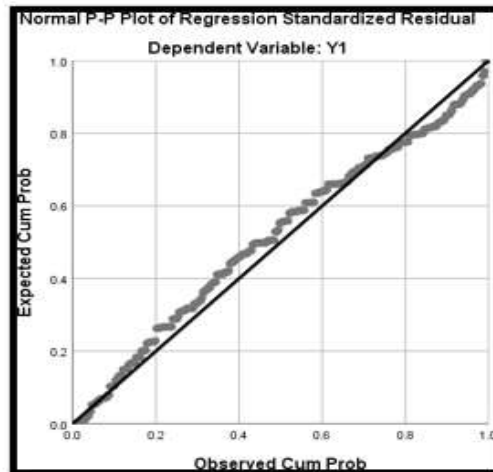


Figure 6. Normality Test Results with P-Plot Graphs

According to Ghozali (2016), the P-P plot graph does not meet the requirements of the normality assumption if the data points are spread far from the diagonal line and do not follow its direction. Figure 6 shows that the residuals spread around the diagonal line and follow its direction, so it can be concluded that the residuals are normally distributed. Therefore, the regression model can fulfill the assumption of normality based on evaluating the P-P Graph.

Multicollinearity Test Results

A multicollinearity test is conducted to evaluate whether there is a significant correlation between the independent variables in the study. The importance of this test lies in the need to ensure that there is no high correlation between the independent variables for the regression to be considered valid. To determine the presence of a significant correlation between independent variables, the VIF (Variance Inflation Factor) value is used. If the VIF value is less than 10, multicollinearity between the independent variables is absent. Conversely, if the VIF value exceeds 10, multicollinearity among the independent variables is considered to occur. Multicollinearity test results are then presented in tabular form to facilitate interpretation.

Table 4. Multicollinearity Test Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std Error.				Tolerance	VIF
(Constant)	7.894	1.026		7.697	.000		
Entertainment	.360	.144	.101	2.500	.013	.482	2.074
Interaction	.491	.141	.139	3.490	.001	.497	2.012
Informativeness	.670	.101	.304	6.630	.000	.375	2.669
Advertisement	.488	.133	.158	3.672	.000	.425	2.354
E-WOM	.818	.141	.281	5.799	.000	.334	2.992

Dependent Variable: Brand Awareness

Based on Table 4, the conclusion that can be drawn is that the VIF (Variance Inflation Factor) value for all research variables shows a value of less than 10 ($VIF < 10$). Thus, there is no significant linear relationship between the independent variables or no multicollinearity in the regression model that has been generated.

Heteroscedasticity Test Results

A heteroscedasticity test is conducted using a scatterplot. The results of this study will show whether there is a heteroscedasticity pattern in the regression data.

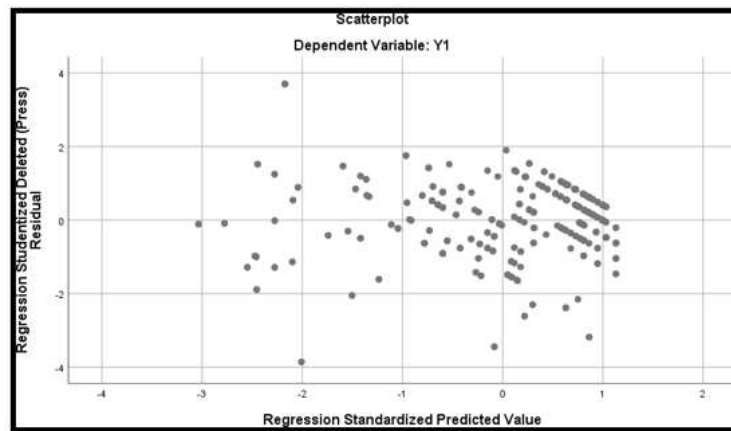


Figure 7. Heteroscedasticity Test Results

Looking at Figure 7 above, it can be concluded that there is no clear pattern, and the dots are scattered above and below the number 0 on the Y-axis. Therefore, there is no heteroscedasticity in the regression data.

Glacier Test Results

According to (Mahendrawan & Indrawati, 2015), the Glacier test has special conditions where all variables are considered free from heteroscedasticity if the significance value (sig) exceeds the alpha value (0.05). The following are the results of the glacier test conducted in this study.

Table 5. Glacier Test Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.246	.635		6.682	.000
Entertainment	.080	.089	.063	.896	.371
Interaction	.070	.087	.056	.809	.419
Informativeness	.019	.063	.024	.302	.763
Advertisement	-.095	.082	-.086	-1.154	.249
E-WOM	-.363	.087	-.348	-4.152	.000

Dependent Variable: Abs_Res

From Table 5, it can be seen that the Social Media Marketing variable has the following significance values:

- a. Entertainment: 0.371 (>0.05) means there is no heteroscedasticity.
- b. Interaction: 0.419 (>0.05) means there is no heteroscedasticity
- c. Informativeness: 0.763 (>0.05) means there is no heteroscedasticity
- d. Advertisement: 0.249 (>0.05) means there is no heteroscedasticity.
- e. E-Word of Mouth: 0.00 (<0.05) means heteroscedasticity occurs

From these data, overall, the results tend towards homoscedasticity, except for the E-Word of Mouth variable, which shows heteroscedasticity.

Linearity Test Results

A linearity test is used to determine whether the model specifications used are correct, as described by (Balaka, 2022). In this linearity test, the results of the function used in the study will be evaluated whether it is linear or not based on the Test For Linearity. The following are the provisions of the linearity test results:

- a. If the Sig. Linearity > 0.05, it can be concluded that there is a linear relationship between the independent and dependent variables.
- b. If the Sig. Linearity < 0.05, it can be concluded that there is no linear relationship between the independent and dependent variables.

Table 6. Linearity Test Results

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	1804.845	135	13.369	8.742	.000
	Linearity	.000	1	.000	.000	1.000
	Deviation from Linearity	1804.845	134	13.469	8.808	.000
Within Groups		380.777	249	1.529		
Total		2185.622	384			

From the table results, it can be concluded that the linearity test shows a significant linearity value of 1.000 (> 0.05). This shows that the independent variables, namely entertainment, interaction, informativeness, advertisement, and e-word of mouth, have a linear relationship with the dependent variable, brand awareness (Y). Thus, the study fulfills the linearity test.

Multiple Regression Analysis Results

Multiple linear regression analysis was applied in this study to evaluate the impact of using Facebook Social Media Marketing as a communication tool on the level of Brand Awareness of MSME products. The findings of the multiple regression analysis are presented in the following table:

Table 7. Multiple Linear Regression Analysis Results

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	7.894	1.026		7.697	.000
Entertainment	.360	.144	.101	2.500	.013
Interaction	.491	.141	.139	3.490	.001
Informativeness	.670	.101	.304	6.630	.000
Advertisement	.488	.133	.158	3.672	.000
E-WOM	.818	.141	.281	5.799	.000

Dependent Variable: Y1

Based on Table 7 above, the multiple linear regression equation models, namely the multiple linear regression equation models from Table 4.7, are:

$$Y = 7.894 + 0.360X_1 + 0.491X_2 + 0.670X_3 + 0.488X_4 + 0.818X_5.$$

The interpretation of the multiple linear regression equation is as follows:

1. The constant 7.894 indicates that Brand Awareness will have a value of 7.894 when all Social Media Marketing variables (Entertainment, Interaction, Informativeness, Advertisement, and E-WOM) have a zero value.
2. The positive regression coefficient for the Entertainment variable (X_1) of 0.360 indicates that Entertainment positively influences Brand Awareness. This means that the higher the Entertainment value, the higher the Brand Awareness.

3. The positive regression coefficient for the Interaction variable (X_2) of 0.491 indicates that Interaction positively influences Brand Awareness. The higher the Interaction value, the higher the Brand Awareness.
4. The positive regression coefficient for the Informativeness variable (X_3) of 0.670 indicates that Informativeness positively influences Brand Awareness. The higher the Informativeness value, the higher the Brand Awareness.
5. The positive regression coefficient for the Advertisement variable (X_4) of 0.488 indicates that Advertisement positively influences Brand Awareness. The higher the value of Advertisement, the higher the Brand Awareness.
6. The positive regression coefficient for the E-WOM variable (X_5) of 0.818 indicates that E-WOM positively influences Brand Awareness. The higher the E-WOM value, the higher the Brand Awareness.

Partial Hypothesis Test Results (T-Test)

The T statistical test (T_{test}) is used to test the hypothesis partially to determine whether there is a partial influence of the independent variable on the dependent variable. The criteria for partial hypothesis test assessment are as follows:

- a. If the $t_{value} > t_{table}$ at the 5% test level and the significance value is less than 0.05, then the null hypothesis (H_0) is rejected. This indicates a significant effect of one independent variable on the dependent variable, so the H_1 hypothesis is accepted.
- b. If the $t_{value} < t_{table}$ at the 5% test level and the significance value > 0.05 , then the null hypothesis (H_0) is accepted, indicating no significant effect of one independent variable on the dependent variable, so H_1 is rejected.

To determine the t table value, the formula for degrees of freedom ($df = (n-k-1)$) is used with an error rate of $\alpha = 5\%$, where:

- a) n = number of samples = 250
- b) k = number of independent variables = 5
- c) Then $df = 250 - 5 - 1 = 244$, so the t-table value can be determined from the t distribution table of $t_{table} = 1.649$.
- c. The test results using SPSS 25 will provide T-test results that can be interpreted based on the assessment criteria above.

Table 8. Partial Hypothesis Test Results (T-Test)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.894	1.026		7.697	.000
Entertainment	.360	.144	.101	2.500	.013
Interaction	.491	.141	.139	3.490	.001
Informativeness	.670	.101	.304	6.630	.000
Advertisement	.488	.133	.158	3.672	.000
E-WOM	.818	.141	.281	5.799	.000

Dependent Variable: Y1

The following is an explanation of the results of the partial hypothesis test or T test based on Table 8:

1. Partial Effect of Entertainment on Brand Awareness:

The t-count value for the Entertainment variable (X_1) is 2.5 with a significance value of 0.013. Because the t-count is greater than the t-table ($2.5 > 1.649$) and the significance value is $0.013 < 0.05$, H_0 is rejected, and H_1 is accepted. This means that Entertainment partially significantly affects Brand Awareness at Seruan Coffee MSMEs.

2. Partial Effect of Interaction on Brand Awareness:

The t-count value for the Interaction (X_2) variable is 3.490 with a significance value of 0.001. Because the t-count is greater than the t-table ($3.490 > 1.649$) and the significance value is $0.001 < 0.05$, H_0 is rejected, and H_2 is accepted. This indicates that Interaction partially significantly affects Brand Awareness at Seruan Coffee MSMEs.

3. Partial Effect of Informativeness on Brand Awareness:

The t-count value for the Informativeness variable (X_3) is 6.630, with a significance value 0.000. With a t-count greater than the t table ($6.630 > 1.649$) and a significance value of $0.000 < 0.05$, H_0 is rejected, and H_3 is accepted. This indicates that Informativeness partially significantly affects Brand Awareness at Seruan Coffee MSMEs.

4. Partial Advertisement Effect on Brand Awareness:

The t-count value for the Advertisement variable (X_4) is 3.672, with a significance value 0.000. With a t-count value greater than the t table ($3.672 > 1.649$) and a significance of $0.000 < 0.05$, H_0 is rejected, and H_4 is accepted. This means that Advertisement partially significantly affects Brand Awareness at Seruan Coffee MSMEs.

5. Partial Effect of E-WOM on Brand Awareness:

The t-count value for the E-WOM variable (X_5) is 5.799, with a significance value of 0.000. Because the t-count is greater than the t-table ($5.799 > 1.649$) and the significance value is $0.000 < 0.05$, H_0 is rejected, and H_5 is accepted. This shows that E-WOM partially significantly affects Brand Awareness at Seruan Coffee MSMEs.

Simultaneous Hypothesis Test Results (F_{Test})

The F statistical test (F_{test}) is used to test the hypothesis simultaneously. This test aims to determine whether the independent variables have a joint or simultaneous influence on the dependent variable. The criteria for acceptance or rejection of H_0 with an error rate of 5% are as follows:

- a. H_0 is rejected, and H_a is accepted if $F_{count} > F_{table}$ indicates variable X's influence on variable Y.
- b. H_0 is accepted, and H_a is rejected if $F_{count} < F_{table}$: indicating no effect of variable X on variable Y.

To determine the F_{table} value, the formula is used with the degrees of freedom of the numerator and denominator:

dk (numerator) = k

dk (denominator) = n - k

n = number of research samples = 250

k = number of independent variables = 5

c. Obtained:

a) Error rate (α) = 5% and degrees of freedom

b) Numerator degrees of freedom = k = 5

c) Denominator degrees of freedom = n - k = 250 - 5 = 245

d) $F_{table} = 2.21$

The Ftable value can be determined from the F distribution table of 2.21. The test results using SPSS 25 will provide F test results that can be interpreted based on the criteria for acceptance or rejection of H0 as mentioned above.

Table 9. Simultaneous Hypothesis Test Results (F Test)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	5139.469	5	1027.894	178.243	.000 ^b
Residuals	2185.622	379	5.767		
Total	7325.091	384			

Predictors : (Constant), X5, X2, X1, X4, X3

Dependent Variable: Y1

Based on Table 9, the F-test results show that the F-count value obtained is 178.243. Because the F-count value is greater than the F-table value ($178.243 > 2.21$), H6 is accepted. This indicates that Social Media Marketing, consisting of entertainment, interaction, informativeness, advertisement, and E-WOM, simultaneously significantly affects the brand awareness of Seruan Coffee MSMEs.

Test Results of the Coefficient of Determination (R2)

The coefficient of determination test (Adjusted R-Square) is an evaluation process to assess how much the independent variable can explain and influence the dependent variable. The results of the determination test have been obtained and are presented below.

Table 10. Test Results of the Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.702	.698	2.40142

Dependent Variable: Y1

Predictors : (Constant), X5, X2, X1, X4, X3

The formula for calculating the coefficient of determination (Kd) is $Kd = \text{Adjusted } R^2 \times 100\%$. In this study, the Adjusted R Square value is 0.698. Then, the calculation of the regression value of the coefficient of determination is as follows:

- a. $Kd = 0.698 \times 100\%$
- b. $Kd = 69.8\%$

Thus, it can be concluded that social media marketing influences Brand Awareness of MSME products. Instagram is a communication medium consisting of entertainment, interaction, informativeness, advertisement, and E-Word of Mouth by 69.8%. Meanwhile, the remaining 30.2% is influenced by other variables not included in this study.

Based on the results of descriptive analysis of respondent data, it was found that the majority of respondents were male, as many as 56.4% or 141 respondents, while the rest were female, as many as 43.6% or 109 respondents. The analysis based on age shows that most respondents are 25-34 years old, with a percentage of 53.6% or 134 respondents. In addition, the age range of 35-44 years was filled by 22.8% or 57 respondents, over 18-24 years by 20.8% or 52 respondents, and under 18 years by 3.2% or eight respondents. The total number of respondents is 250 people.

The results of descriptive analysis of research on Social Media Marketing variables as Communication Media, such as Entertainment, Interaction, Informativeness, Advertisement, and E-Word of Mouth, show that the average of the 11 questions of the Social Media Marketing variable is 4.14. This indicates that respondents rated the Social Media Marketing of Seruan Coffee MSMEs

as good. Meanwhile, for the Brand Awareness variable, which includes Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind, the average of the questions is 4.31. This shows that Brand Awareness of Seruan Coffee MSMEs is in the very good category.

Entertainment to Brand Awareness

Entertainment is an important factor that can drive participant behavior and maintain interest, creating positive feelings towards the brand in followers' minds on social media. (Bilgin, 2018). Based on the research results, it is known that entertainment is rated very well, with a score of 4.28. Entertainment has a positive and significant influence on brand awareness on social media for MSMEs Seruan Coffee. This is evident from the regression coefficient of 0.360 with a partial test, where the t-count value is greater than the t-table ($2.50 > 1.649$) with a significance of $0.013 < 0.05$, showing significance. This finding is consistent with previous research (Bilgin, 2018) entitled "The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image, and Brand Loyalty", which shows that entertainment is a crucial aspect of social media marketing activities.

Based on the descriptive analysis, 87.9% of the respondents found the content shared by Seruan Coffee's social media interesting, which is the highest rating.

Interaction on Brand Awareness

Online interaction between users and businesses has become a common strategy for many companies, where they encourage customers to share their purchasing experiences through social media. (Bilgin, 2018). Based on the results of the study, it is known that interaction is in the very good category, with a value of 4.18. Interaction has a positive and significant impact on brand awareness on social media for Seruan Coffee MSMEs, as seen from the positive regression coefficient of 0.491 with a partial test. The t-count value, greater than the t-table ($3.49 > 1.649$) with a significance of $0.001 < 0.05$, shows significance.

Based on the descriptive analysis, 87.32% of the respondents agreed that MSME Seruan Coffee's social media allows customers to share their content with others, which is the highest assessment of the respondents' responses.

Informativeness on Brand Awareness

According to (Hamid et al., 2016)(Hamid et al., 2016), social media has become a source of up-to-date information for customers because the information is disseminated in real-time on these platforms. Informativeness, which is the ability to provide information about products and alternatives, can satisfy customers when making purchases. (Yunita et al., 2019).

Based on the research results, informativeness is rated well, with a score of 4.1. Informativeness positively and significantly influences Brand Awareness on social media for Seruan Coffee MSMEs. This can be seen from the positive regression coefficient of 0.670 with a partial test, where the t-count value is greater than the t-table ($6.630 > 1.649$) with a significance of $0.000 < 0.05$, showing significance. This finding aligns with research by (Rukuni et al., 2020) in his "Social Media Strategies on Brand Awareness at A Small Business Consultancy Firm in South Africa," which found a statistically significant relationship between informativeness and Brand Awareness.

Based on descriptive analysis, 87.58% of respondents agreed that Seruan Coffee's Instagram account presents useful information, the highest assessment of respondents' responses.

Advertisement to Brand Awareness

Advertising (Advertisement) is any nonpersonal presentation and promotion of ideas, goods, or services paid for through clear sponsorship. (ur Rehman et al., 2019). Advertising on the Internet makes a major contribution to brand competition in the marketplace. (VukasoVukasović, Tinavić,

2022).. Based on the study results, it is known that advertising is in a good category with a value of 4.15. Advertising has a positive and significant influence on brand awareness on social media for MSMEs Seruan Coffee. This can be seen from the positive regression coefficient of 0.488 with a partial test, where the t-count value is greater than the t-table ($3.672 > 1.649$) with a significance of $0.000 < 0.05$, which means significant. This finding aligns with previous research by Duffett and (Nasir et al., 2021), which shows that social media advertising plays a significant role in customer perception and awareness and is an important part of social media marketing activities.

Based on the descriptive analysis, 88.10% of the respondents agreed that the advertisements from the social media of Seruan Coffee MSMEs succeeded in positively attracting customers' attention to the brand, which was the highest assessment of the respondent's responses.

E-Word of Mouth on Brand Awareness

According to (Wicaksono & Seminari, 2016), word-of-mouth (e-word of mouth) is one of the effective methods of marketing distribution. Word Of Mouth can influence other people's perceptions, images, thoughts, and decisions. Based on the research results, e-word of mouth is rated well with a score of 4.07. E-word of Mouth positively and significantly influences Brand Awareness on social media for MSMEs Seruan Coffee. This can be seen from the positive regression coefficient of 0.818 with a partial test, where the t-count value is greater than the t-table ($5.799 > 1.649$) with a significance of $0.000 < 0.05$, which shows significance. This finding is consistent with previous research by (Wicaksono & Seminari, 2016) in his research entitled "The Effect of Advertising and Word of Mouth on Traveloka Brand Awareness," where Word Of Mouth about Traveloka has a positive and significant impact on Traveloka Brand Awareness.

Based on the descriptive analysis, 87.3% of the respondents stated that they would recommend their friends to visit Instagram Seruan Coffee, the highest assessment of their responses.

Social Media Marketing, which consists of Entertainment, Interaction, Informativeness, Advertisement, and E-Word of Mouth on Brand Awareness

Social Media Marketing is a marketing strategy that uses social media platforms to promote certain products, services, brands, or issues by engaging an active audience on social media. The results of this study indicate that the effect of social media marketing as a means of communication on brand awareness of Seruan Coffee MSME products is considered very good. The lowest average value is in the E-WOM aspect, while the highest is in the Entertainment aspect.

According to Aaker et al. in the journal (Bilgin, 2018) Brand Awareness is the ability of consumers to recognize or remember a brand. Brand Awareness can be grouped into four levels: not aware of the brand, brand recognition, memory, and top of mind. This study shows that brand awareness through social media marketing as a communication tool on MSME products is also considered very good. The lowest average value is in the Brand Recognition aspect, while the highest is in the Unaware of Brand aspect.

Furthermore, the results of hypothesis testing simultaneously show that social media marketing elements such as entertainment, interaction, information, advertising, and e-word of mouth together have a significant effect on Brand Awareness of MSME products through social media with a calculated f value of $178.243 > 2.21$ and a significance level of $0.000 < 0.05$. This study also shows that the influence of social media marketing as a means of communication on Brand Awareness of MSME products, which includes entertainment, interaction, information, advertising, and e-word of mouth, contributes 70.2%. In contrast, other variables outside this study influence the rest.

In addition, social media marketing as a communication tool positively influences brand awareness, which means that the more effective social media marketing is, the better consumer brand awareness will be. This shows that the social media marketing efforts of Seruan Coffee MSMEs have been effective. Suppose these MSMEs can improve their social media marketing strategies even better. In that case, consumer brand awareness of Seruan Coffee MSME products will also increase.

The results of this study are consistent with previous research by (Duffett, 2017) (Seo & Park, 2018), (Bilgin, 2018), which shows that social media marketing activities have a positive impact on brand awareness as a means to interact with current and potential future consumers.

CONCLUSION

Based on the research results that have been presented, it can be concluded that marketing components on Instagram social media, such as entertainment, interaction, informativeness, advertisement, and e-word of mouth, have a very good value and are proven to have a positive and significant influence on brand awareness on the social media of Seruan Coffee MSMEs. Entertainment with a value of 4.28 and a regression coefficient of 0.360, interaction with a value of 4.18 and a regression coefficient of 0.491, informativeness with a value of 4.1 and a regression coefficient of 0.670, advertisement with a value of 4.15 and a regression coefficient of 0.488, and e-word of mouth with a value of 4.07 and a regression coefficient of 0.818, all show a significant influence. The Social Media Marketing and Brand Awareness variables are rated very well. The analysis results show that Social Media Marketing on Facebook also has a significant influence on brand awareness of MSME products, with the t_{count} value ($5.799 > 1.649$) and f_{count} ($178.243 > 2.21$), which shows the significance of the influence.

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