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Instagram Account @haus.indonesia and Its Effect on Increasing Brand Equity 'Haus' Original Indonesian Beverage Products

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Abstract:

The use of Instagram in promoting products is increasingly massive in society. Business people realize that there is a change in popular culture in society, so that the selection of social media as a means of promotion is an option. This study aims to determine the effect of the @haus.indonesia Instagram account on increasing the brand equity of 'Haus' original Indonesian beverage products. The research method used is a quantitative method with a positivistic paradigm. The results of the study show that the Instagram account @haus.indonesia affects the increase in brand equity of 'haus' as an original Indonesian beverage product. This Instagram account media has great power in influencing the human view of the world through the content it presents. The attractive appearance of Instagram @haus.indonesia starting from the theme, username and profile photo, to the Instagram bio @haus.indonesia affects the level of brand equity for the community, especially students who become followers.

Keywords: Influence, Instagram account, increase, brand equity, beverage products

1. Introduction

The development of information and communication technology changes people's habits and culture. This development is getting faster with the presence of the internet. The internet makes it easy for people to get information quickly as a source of knowledge. The Internet is also a messaging platform to connect people around the world. They use social media to connect and share things with their friends through conversation. The development of the internet as a forum for exchanging information with individuals in Indonesia itself has proven to be growing rapidly.

Based on a survey conducted by We Are Social, in 2021 it was stated that there were 274.9 million internet users in Indonesia. Compared to 2020, there is an increase of 99 million internet users in the country. With the development of digital technology, market competition has become increasingly competitive in the business world, one of which is the food and beverage sector which still dominates the market. Currently, there are many shops that have sprung up, offering various types of contemporary drinks.

Thirsty! currently has 113 stores spread across the Jabodetabek and Bandung areas. All Drinks Thirsty! priced at an affordable price. This is one of the creative capitals to introduce the brand owned by Haus! With an attractive appearance at a very affordable price, so it is much favored by millennials. No business is successful without promotion, and so are Thirsty Products! who use Instagram as a promotional medium to introduce the latest products and flavors. An Instagram account @haus.indonesia is designed to optimize the marketing communication activities undertaken. The @haus.indonesia account has 212 thousand followers and has posted 977 content as of October 8, 2021.

In research conducted by Ratana (2018), namely the Effect of Social Media Marketing on Brand Equity, it is stated that there is an influence of social media marketing on brand equity. This is because the media has great power in influencing the human view of the world through the content it presents. The same effect is also evidenced by research conducted by Erlinih&Malau (2019) in the Effect of Instagram social media on Brand Equity of NasiGorengRempah Mafia which got the value of the influence of Instagram social media on the brand equity of mafia fried rice of 55.5%. Seeing the above phenomenon, the author is interested in conducting research on the Effect of Instagram social media on Brand Equity Haus! Original Indonesian Beverage Products.

In marketing there is a mix or what is commonly referred to as the marketing mix. Marketing mix is a tactical marketing tool that can be controlled, which includes product (product), price (price), place (place), promotion (promotion) or commonly referred to as the 4Ps. The desired response and in accordance with the company's goals (Kotler & Armstrong.

2008: 48). One aspect that supports the marketing mix (marketing mix), there is also a promotion mix (promotion mix), the definition of the promotion mix (promotion mix) according to J. Paul Peter and James H. Donnelly (2007: 111), which is a combination of personal communication or communication. Non-personal activities carried out by the organization during a certain period. According to Kotler and Keller (2009:174), there is a mix of marketing communication that can be done by companies including advertising, sales promotion, events and experiences, public relations, direct marketing and interactive marketing, word of mouth marketing, sales Personal (personal selling), and direct marketing.

Landsverk (2014: 11) explained that the business industry can use the means of selling through Instagram in various ways. Retail businesses, technology companies, big brands, and other organizations use social networks to reach and reach consumers, offer goods or services, or increase customers in the long term. By uploading photos about new products on Instagram, it can increase consumer interest in these brands and products. Instagram has interesting features located at the bottom of the main page (Atmoko, 2012: 28).

Brand equity is a set of brand assets and liabilities associated with a brand, its name and symbol, which increase or decrease the value provided by a product or service to the company and/or its customers. Aaker's definition implies that brand equity can be valuable for companies (company-based brand equity) and for consumers (customer-based brand equity).

2. Literature Review

Media Ecology Theory is a theory coined by McLuhan which states that 'Electronic media has radically changed society. Society is very dependent on technology that uses media and that the social order of a society is based on its ability to deal with that technology. Media form and organize a culture, hereinafter referred to as media ecology theory. This theory focuses on many types of media and views the media as an environment. Media ecology theory also emphasizes that technology affects communication. Through this technology, its impact affects society and changes in society cause further changes in technology, so that if a new technology emerges in society, especially technology in communication, people tend to follow the development of the technology.

3. Methodology

The object of this research is the influence of social media Instagram @haus.indonesia on the brand equity of Haus! Indonesia. Research subjects or respondents are the parties used as samples in a study. The subjects of this research are followers of the Instagram account @haus.indonesia. This study uses primary and secondary data to be processed. a questionnaire aimed at followers of the @haus.indonesia Instagram account, the targets are men and women, aged 15 to 30 years, and actively using social media Instagram. The questionnaire made was measured using a Likert scale and the studies obtained were in the form of literature studies such as books, journals, and articles. And equipped with several reference sources such as previous research. The research population is Instagram followers (followers) @haus.indonesia which is known to number 186,000 as of December 24, 2020.

4. Results and Discussion

4.1. Validity Test

It is stated that there is one statement (X1) which has a positive Pearson Correlation (rcount) value, but the value is not greater than 0.361. So, it can be concluded that the statement item is declared Invalid. Then the other 12 statements that represent the variable X related to social media, have a positive Pearson Correlation (rcount) value greater than 0.361. So, it can be concluded that the 12 statements are declared valid. It is stated that all 16 statements represent Y variables related to Brand Equity, have a positive Pearson Correlation (rcount) value greater than 0.361. So, it can be concluded that all statements are declared valid.

4.2. Reliability Test

Shows that the value of Cronbach's Alpha for the Social Media variable is 0.904. which is included in the correlation interval of 0.800-1,000 so that it is declared to be in the 'Very High / Very Strong' reliability category. The conclusion from the validity test which states that all instruments are valid statements and from the reliability test which states that the instrument is reliable, the questionnaire is feasible to be distributed to research respondents. The data generated from the questionnaire distribution can be used for subsequent analysis. Shows that the value of Cronbach's Alpha for the Brand Equity variable is 0.903. which is included in the correlation interval of 0.800-1,000 so that it is declared to be in the 'Very High / Very Strong' reliability category. The conclusion from the validity test which states that all instruments are valid statements and from the reliability test which states that the instrument is reliable, the questionnaire is feasible to be distributed to research respondents. The data generated from the questionnaire distribution can be used for subsequent analysis.

4.2. Characteristics of Respondents

Respondents who follow (followers) from the @haus.indonesia Instagram account, namely Men and Women. Men as many as 135 people with a percentage of 34%, while women as many as 265 people with a percentage of 66%. Respondents who follow (followers) from the Instagram account @haus.indonesia aged 15-20 years as many as 279 people with a percentage of 70%, aged 21-25 years as many as 118 people with a percentage of 29%, and aged 26-30 years as many as 3 people with a percentage 1%.

4.3. The Influence of Instagram @haus.indonesia Social Media on Haus Product Brand Equity

The hypothesis of the research above is that H0 is rejected, where the R Square value is 0.488 which means that there is an influence of the X to Y variable by 49%, this is influenced by several factors that can be seen from the dimensions in the questionnaire statement, namely: Context, Communication, Collaboration, and Connections. Based on the results of the recapitulation of respondents' responses to Social Media (Variable X), the sub-variable or dimension of social media that most influences Haus product brand equity is Connection with a percentage of 76.3%. This proves that the Instagram @haus.indonesia social media is able to maintain and foster relationships that have been established on an ongoing basis between the giver and recipient of the message well. This value also shows that the Instagram social media @haus.indonesia is one of the factors that support the formation of Haus product brand equity.

The results of this study prove the second assumption of media ecology theory. The second assumption of media ecology theory asserts that humans are directly influenced by the media. McLuhan stated that the media has great power in influencing our view of the world through the content presented in the media (West & Turner, 2010).

This assumption is proven by the existence of a model of the influence of social media on brand equity which can be formulated with the equation value from the results of the Regression Test, namely $Y = 21.984 + 0.834X$. The positive coefficient indicates that every increase in the social media variable will also increase the brand equity variable. This also proves the concept described by Nam, et al (2011) that social media marketing is used by companies to build brand equity, with positive image results that have a good impact on the community to the company.

Then based on the results of the recapitulation of respondents' answers on social media variables, the largest percentage is in the connection dimension of 76.3%. This shows that with the Instagram @haus.indonesia social media, the brand is able to maintain and foster a relationship that has been established on an ongoing basis between the giver and the recipient of the message well. This also proves one of the goals of social media marketing according to Gunelius, namely Relationship Building where it is explained that the use of social media has a purpose in building relationships or relationships with several parties involved in this strategy, for example influencers and followers.

The success of the influence of social media Instagram @haus.indonesia can also be seen from the recapitulation analysis of respondents' answers on the brand equity variable which shows the largest percentage value is in the brand association dimension of 83.7%. This shows that the brand association owned by the product is increasing with the existence of this Instagram @haus.indonesia social media.

The increase in each dimension of brand equity that has been described above also supports the direction of the positive influence of Instagram social media (variable X) on brand equity (variable Y) as found in previous research in the journal Erlinih&Malau (2019).

5. Conclusion

The conclusion from the results of the study 'The Effect of Instagram Social Media @haus.indonesia on Haus Product Brand Equity' is that there is an influence between Instagram @haus.indonesia social media by 49% on thirst product brand equity, and 51% influenced by other factors not examined in the study. This is because the media has great power in influencing the human view of the world through the content it presents.

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