

<h2 style="text-align: center;">DOES TIKTOK AND INSTAGRAM AFFECT BRAND AWARENESS? EMPIRICAL STUDY ON ASIACOMMERCE COMPANIES</h2> <p style="text-align: center;">Aji Yudha^{1*}, Rifki Irham Norsiva², Lela Lestari³, Annisa Yasmin⁴</p> <p>¹D3 Management PSDKU K. Rembang, Vocational School, Diponegoro University, Indonesia, ajiyudha@lecturer.undip.ac.id</p> <p>²D3 Management PSDKU K. Rembang, Vocational School, Diponegoro University, Indonesia, rifki.irham10@gmail.com</p> <p>³D3 Management PSDKU K. Rembang, Vocational School, Diponegoro University, Indonesia, lestarilela@lecturer.undip.ac.id</p> <p>⁴D3 Management PSDKU K. Rembang, Vocational School, Diponegoro University, Indonesia, annisayasmin@lecturer.undip.ac.id</p> <p>*Correspondent author</p>	
Abstract	<p>This study is a qualitative descriptive research aimed at describing the use of social media to increase brand awareness for AsiaCommerce on Instagram and TikTok. The data collection methods used in this research include observation, interviews, and documentation. The results indicate that the social media activities on these platforms have significantly increased AsiaCommerce's brand awareness, reaching hundreds of thousands of potential clients. However, the activities have not always met the key performance indicator (KPI) targets due to factors such as content delivery adjustments, limited demographic targeting, difficulty in appealing to the audience, and keeping up with changing trends. To maximize brand awareness, strategic efforts such as giveaways, advertisements, key opinion leader (KOL) strategies, live marketing, and the use of artificial intelligence (AI) for content creation have been implemented. This research has practical implications for social media applications.</p>
Keywords	<i>Brand awareness; social media; tiktok; instagram</i>

INTRODUCTION

Social media has become a crucial tool for businesses and brands to expand their customer base and increase brand awareness in the ever-growing digital era. It has evolved into a human need and has become a part of everyday life, with almost everyone using it to communicate, express themselves, and, most importantly, increase product sales (Fitri and Dwiyantri 2021). Social networks have become a popular tool for the business industry to market and sell their goods and services (Agustinus and Junaidi 2020). According to a databoks article, Indonesia has one of the largest populations of internet users in the world, with 213 million users, up 5.44% from the previous year. Internet use in Indonesia has increased gradually over the last four years, from 2019 to 2023 (Annur 2023). Two well-known social media platforms that significantly influence consumer behavior and retail trends are TikTok and Instagram. Over the past six months, TikTok and Instagram have grown into very popular platforms with millions of active users worldwide (Andhika et al. 2022). Data from upgraded.id states that in April 2023, Indonesia will have 106 million Instagram users, making it the country with the fourth most Instagram users in the world (Julius 2024). Additionally, the increasingly popular hashtag search feature has also made Instagram increasingly popular with the public, as they can search for new things or references that suit their interests.

According to data from Kompas.com, Indonesia ranks second after the United States in terms of TikTok application users, with a total of 113 million users as of April 2023 (Riyanto and Pertiwi 2023). TikTok is a highly effective application for generating organic traffic, as it boasts significantly higher user engagement and growth compared to other social media platforms. Despite being known as a favorite platform for Generation Z, statistics indicate that adults over 25 years old, particularly those aged 25 to 55, constitute the main user demographic in Indonesia. Additionally, they represent the majority of TikTok users across various age groups, including late teens and young adults (18 to 24 years). Both Instagram and TikTok offer innovative and engaging features that allow businesses to directly and authentically interact with their audiences. However, in order to achieve optimal results, it's crucial to understand and leverage the algorithms employed by these platforms. The algorithms used by Instagram and TikTok play a crucial role in determining the content that users see. By thoroughly researching and comprehending these algorithms, businesses can develop relevant and engaging content strategies that increase the chances of users discovering and consuming their content.

When a product's brand is well-known, consumers are more likely to buy it because the brand makes them feel safer and more comfortable. A reputable brand often has experience, stability in the market, and reliable quality (Ali 2019). Brand awareness is a crucial aspect of marketing. It ensures that customers recognize the brand and increases the likelihood of them choosing that product over competitors. Companies must effectively showcase their brands in an increasingly content- and advertising-heavy environment to attract potential customers. After conducting initial observations, researchers in the marketing division found that the digital

marketing team was not meeting its Key Performance Indicator (KPI) targets on a weekly basis. To address this issue, the company decided to leverage the TikTok and Instagram platforms. The main focus of the research is to outline how these platforms can be used to enhance brand awareness for AsiaCommerce companies. The specific research questions are formulated as follows:

1. How does AsiaCommerce's social media activity on the Instagram and TikTok platforms affect brand awareness among users of these two platforms?
2. What are the obstacles experienced when increasing brand awareness through social media Instagram and TikTok AsiaCommerce?
3. What efforts can be made to maximize the increase in AsiaCommerce brand awareness through its social media activities?

This research contributes to the marketing management literature by examining the impact of utilizing Instagram and TikTok platforms on increasing brand awareness.

LITERATURE REVIEW

Brand Awareness

According to Sitorus, Gheta, and Romindo (2022), brand awareness refers to the ability of consumers to recognize or recall brands within specific categories. Keller and Swaminathan (2020) explain that there are two sub-variables that can be utilized to establish brand awareness, namely:

1. Brand Recognition

The ability of individuals to identify a brand by its unique characteristics or attributes is known as brand recognition. Visual recognition of a brand, such as a logo or symbol, can be used to gauge brand awareness.

2. Brand Recall

Brand Recall measures how well customers can remember a brand when given cues such as product category, category needs, and usage scenarios.

Enhancing brand awareness is crucial for a company's success. While it may not have a direct correlation, increasing brand awareness among the public can have a positive impact on product sales. This is because consumers tend to purchase products from brands they are familiar with. According to Sugiarto, Duriyanto, and Sitinjak (2004), there are specific measures that companies can implement to boost brand awareness among consumers:

1. Convey a message that is easy to remember

A business needs to effectively communicate information about its products in an engaging manner so that consumers can easily remember it. It's crucial to convey your message in a unique way, particularly when compared to competing companies. This often involves utilizing strong copywriting skills

2. Using Jingle and Slogans

Customers tend to remember jingles and slogans that strike a chord with them

3. Use a unique symbol or logo

For startups, it's best to use symbols or logos with distinctive characteristics that are related to the brand. Using a distinctive design will make it easier for customers to remember and they won't confuse it with a competitor's logo.

4. Expanding Products

A trademark would be better off producing a variety of products, rather than limiting itself to just one or two.

5. Do Brand Repetition

Businesses must constantly work on enhancing their brands to ensure that consumers will remember them in the future. It's important to note that creating lasting impressions in the minds of customers can be more challenging than introducing a new product. To boost brand recognition among the general public, companies often run commercial advertisements featuring their brand on television.

Social Media

According to Martin (2010), social media marketing is a form of direct or indirect marketing used to increase awareness and encourage action from a company, brand, individual, or other entity.

Instagram

According to Afiah (2020), the Instagram feature allows businesses to quickly and easily convey messages and information using images, videos, and audio. Additionally, businesses can directly interact with Instagram users through actions such as tagging, sharing, and commenting on content, thereby expanding their audience. This makes Instagram a valuable tool for public relations practitioners. Instagram is often used as a platform for businesses to sell their goods and can ultimately be used to market those goods as well (Ramadhani, Jumhur, and Dharmoputro 2019).

TikTok

TikTok is a social media platform where users share short videos. The platform's goal is to encourage creativity and bring joy by allowing users to create fun and inspiring content. User-generated videos can be featured in the "For You" page, which is controlled by TikTok's algorithm and can be seen on other users' homepages. Additionally, users can engage with videos by saving, sharing, liking, and commenting on them (Anderson 2020).

METHODS

This study aims to explore the impact of social media usage, specifically TikTok and Instagram, on brand awareness at AsiaCommerce companies. The research used qualitative

descriptive methods, which are based on the specific time when the research was conducted (Sudjana and Ibrahim 1989). Data was collected using three methods: observation, interviews, and documentation. Observations were carried out in the digital marketing division over a three-month period. Interviews were conducted with two employees, labeled as resource persons 1 and 2, and managers, labeled as source 3, from the digital marketing and partnership division. Documentation was done through photos and audio recordings of the interviews with the resource persons.

RESULT AND DISCUSSION

Analysis of AsiaCommerce Social Media Activities on Instagram and Tiktok Platforms on Brand Awareness Among Users

Based on the answer from interviewee 1, it is known that the influence of the Instagram platform on brand awareness is significant. Then, based on the answers from interviewee 2, it is known that there is an influence of Instagram and Tiktok social media activities on brand awareness. This has been proven to produce leads. Leads themselves are potential potential clients. Then, based on the results of interviews with resource person 3, it was discovered that Instagram and TikTok social media activities influenced AsiaCommerce's brand awareness because within a month AsiaCommerce's social media activities had reached an audience of hundreds of thousands. Based on the results of interviews with three sources, it can be concluded that AsiaCommerce's social media activities on the Instagram and Tiktok platforms have had an impact on the company's brand awareness.

To strengthen the results of the interview, a more in-depth interview was conducted regarding the evaluation of the effectiveness of using the Instagram and TikTok platforms to increase brand awareness. Evaluation is carried out after analyzing the weekly KPI (key performance indicator) reports of social media accounts, namely data on reach, engagement and followers, then making strategic steps to increase account traffic in the following week. Based on interviews conducted by resource person 1, it is known that the evaluation of the effectiveness of AsiaCommerce's social media activities on Instagram and Tiktok was carried out after analyzing data from the account dashboard which included reach, engagement and audience profile. Then, based on the answer from interviewee 2, it shows that the evaluation of the effectiveness of AsiaCommerce's social media activities on Instagram and Tiktok was carried out after analyzing the weekly report data. After seeing the rise and fall of account traffic, which can be influenced in terms of content, target audience, and current trends. Then the evaluation step is to create a strategy to increase account traffic in the following week. Based on the answer from resource person 3, it shows that the evaluation of the effectiveness of AsiaCommerce's social media activities on Instagram and Tiktok was carried out after analyzing the weekly KPI (Key Performance Indicator) report data, then looking at the KPI data and evaluating the account's reach, engagement and followers. Based on the answers from all informants, it can be concluded

that the evaluation of the effectiveness of AsiaCommerce's social media activities on Instagram and Tiktok in increasing brand awareness among users was carried out after analyzing the weekly KPI report data on social media accounts which includes reach, engagement and followers to see social account traffic. media. After analyzing the weekly report data, the next step is to create a strategy to increase account traffic in the following week. The following presents data on social media activity reports for Instagram and Tiktok AsiaCommerce Community in the last week of February.

Table 1. AsiaCommerce Social Media Activity Weekly Report Data

Platform	Reach		Engagement		Followers	
	Plan	Real	Plan	Real	Plan	Real
Instagram	1440	2888	120	132	105	19
Tiktok	1440	5209	120	206	105	35

(AsiaCommerce, 2024)

Based on Table 1, it shows that the weekly report data on AsiaCommerce's Instagram social media activity is known through the KPI indicators of reach achieved with the number 2888 and engagement achieved with the number 132, but followers were not reached with the number 19 of the KPI target of 105. Then, the weekly report data on media activity Tiktok AsiaCommerce's social media is known through the KPI indicators (key performance indicators) of reach achieved with the number 5209 and engagement achieved with the number 206, but followers were not achieved with the number 35 of the KPI target of 105. Based on the KPI achievements on the Instagram and Tiktok platforms, it can be concluded Weekly KPI report from Instagram and Tiktok AsiaCommerce Community social media activity report data in the last week of February was able to achieve brand awareness but was not yet optimal. It can be seen that the KPI results for followers have not reached the predetermined target, while the achievement of reach and engagement was achieved according to the KPI indicators.

Obstacles Faced in Building Strong Brand Awareness on the Instagram and Tiktok Platforms

Based on the interviewee's answer, 1 obstacle or difficulty faced in building a strong brand image on the Instagram and TikTok platforms was because it had only been three months since managing the global AsiaCommerce account so it needed to be adjusted to the target audience which was targeted at America and Europe. There is so much competition in the import-export business that the need for adjustments in creating content is also an obstacle. Then, based on the results of interviews with resource persons, there are 2 obstacles or difficulties faced in building a strong brand image on the Instagram and TikTok platforms because content ideas that lead to company services are limited by the target audience, so it is a little difficult to determine content that is related to the target audience. Then, based on the interviewee's answers, there are 3 obstacles or difficulties faced in building a strong brand image on the Instagram and TikTok

platforms because they build a character that is in accordance with the company's services and is liked by the audience which continues and is interconnected with each other. Maintaining a company's brand awareness, which usually depends on trends and changing audience needs, is also an obstacle in building brand awareness. Based on the answers from all sources, it can be concluded that the obstacles faced in building strong brand awareness on the Instagram and TikTok platforms are looking for content ideas related to company services because of the limited demographic target and determining content that is relatable to the audience.

Efforts that can be planned to further maximize the impact of Asiacommerce's social media activities on Instagram and Tiktok on brand awareness

Based on the answer from interviewee 1, it shows that innovation or creative steps can be planned to further maximize the impact of AsiaCommerce's social media activities on Instagram and TikTok on brand awareness by creating real content that is tailored to the target audience. Giveaways can be a good choice. to maximize the impact of AsiaCommerce's social media activities on Instagram and TikTok on brand awareness because they can attract a large audience. Based on the answer from resource person 2, it shows that innovations or creative steps that can be planned to further maximize the impact of AsiaCommerce's social media activities on Instagram and TikTok on brand awareness are by optimizing organic marketing strategies. If the results from creating organic content are above the minimum threshold for increasing brand awareness, you can use steps to use ads. Based on the answer from resource person 3, it shows that innovations or creative steps that can be planned to further maximize the impact of AsiaCommerce's social media activities on Instagram and TikTok on brand awareness can use the KOL (Key Opinion Leader) strategy. Based on the answers from all sources, it can be concluded that innovation or creative steps that can be planned to further maximize the impact of AsiaCommerce's social media activities on Instagram and TikTok on brand awareness can be carried out with several strategic steps such as creating content that is in accordance with the company's services. and audience tastes, give away strategies, maximizing organic marketing strategies, using ads, using diverse content concepts, using KOL strategies, utilizing AI to help create content.

CONCLUSION

In the previous chapter, we discussed the research findings on the impact of social media activities on increasing brand awareness for Asiacommerce on Instagram and Tiktok. The conclusions drawn are as follows: Asiacommerce's social media activities on these platforms have been effective in boosting brand awareness, reaching a large audience and attracting potential consumers. We evaluated the effectiveness by analyzing weekly KPI reports, including reach, engagement, and followers, to understand social media account traffic. Based on this analysis, we developed a strategy to increase account traffic for the following week. However, we also

identified some challenges in building a strong brand image on Instagram and TikTok, such as the difficulty in establishing a character that resonates with the company's services and the limited marketing segmentation targets. Changing consumer trends and desires also pose obstacles to building the brand image. To further maximize the impact of Asiacommerce's social media activities on brand awareness, we plan to create content tailored to our services and audience preferences, implement giveaway strategies, maximize organic marketing, utilize ads, diversify content concepts, employ KOL strategies, and use AI to help create content. Based on these conclusions, we recommend that companies conduct content research using supporting indicators such as content concept, talent, sound, and appropriate hashtags. It's also beneficial to seek references through similar content created by the target country and improvise to avoid imitation. Finally, understanding trends and issues in the target country is essential to keep social media accounts up-to-date and attract audience attention.

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