

Impact of Instagram Posts, Instagram Stories, and Instagram Reels on Brand Awareness of Muslim Clothing Brand Zombasic

Junaidi Safitri 

Department of Islamic Economics (Bachelor), Universitas Islam Indonesia, Yogyakarta, Indonesia

Article Info

Article history:

Received: November 15, 2022

Revised: December 29, 2022

Accepted: December 30, 2022

Published: December 31, 2022

JEL Classification Code:

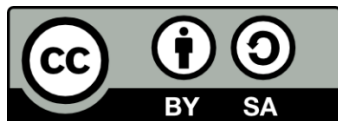
G11, G14, G23

Author's email:

junaidi.safitri@uui.ac.id

DOI:

10.20885/jielariba.vol8.iss2.art9



Abstract

This study analyzes how the use of Instagram posts, Instagram stories, and Instagram reels impact brand awareness of the Muslim clothing brand Zombasic. This study uses quantitative research methods with multiple linear regression data analysis techniques. This research was conducted using data obtained from online questionnaires, with a total population of 236,000 followers and a sample of 100 respondents with the criteria of active Instagram users following the Zomabasic Instagram account. The results partially show that using the Instagram post feature does not have an effective and significant impact on brand awareness, with a variable coefficient value of 0.031. The use of the Instagram Stories feature has an effective and significant impact on brand awareness with a variable coefficient value of 0.710, and the use of the Instagram reels feature has an effective and significant impact on brand awareness with a variable coefficient value of 0.223. The results show a coefficient of determination (R^2) value of 69%, which means that the use of the Instagram Post, Stories, and Reels features have an effective level of 69%.

Keyword: Brand Awareness, Digital Marketing, Instagram Post, Instagram Stories, Instagram Reels, muslim Clothing Brand

INTRODUCTION

One of the social media that is currently popular and in demand by the people of Indonesia is Instagram. Based on data mentioned by Napoleon Cat, there are around 92.53 million Instagram users in Indonesia in the fourth quarter of 2021. This figure increased when compared to the previous quarter which amounted to 88.65 million users. This figure is quite fantastic when compared to the total population of Indonesia itself. (Tedja & Felicia Abednego, 2022).

As a platform that was originally created on the basis of image and video sharing services, now Instagram has increased its function and is used by some of its users as a medium for carrying out marketing activities and buying and selling transactions. In line with this, the platform which initially only provided Instagram Post and Instagram Stories features, now offers a new feature which is a solution for buying and selling activities on the platform, namely Instagram Shopping. (Agustinus & Junaidi, 2020)

The presence of these supporting features makes it an option for businesses to showcase and promote the products they want to offer to their potential customers. The presence of Instagram with the development of its new features has made many brands that were originally focused on conventional marketing now begin to expand by carrying out online marketing activities. Because when compared to promotional activities carried out conventionally, digital marketing or online marketing has special advantages which can help marketers reach a wider audience and market, without being limited by time and place at a lower cost. (Usman & Navari, 2020).

Building brand awareness is of course very important in running any business, including the fashion business. Apart from inviting new consumers to buy a product, brand awareness plays a very important role in getting consumers to repeat orders. Because consumers are certainly more interested in buying something that they truly trust and understand, especially if they remember the advantages or benefits they experience, because it is actually a law of nature if consumers only think about what is best for themselves in buying goods or services. (Femi & Rustandi, 2018).

In addition, if brand awareness has been well formed in the minds of consumers and consumers feel positive benefits, it is very likely that word of mouth marketing will work by itself. This happens because consumers will voluntarily share their good experiences with a product to others (Ansari et al., 2015). Thus, based on the explanation above, researchers want to analyze in depth how to influence the use of Instagram features in increasing brand awareness.

THEORETICAL FRAMEWORK

Digital Marketing

Digital marketing is a general term in the targeted, measurable and interactive marketing of goods or services using digital technology (Liu & Suh, 2017). The aim is to introduce brands, form preferences and increase sales traffic through several digital marketing techniques. (Adrian & Mulyandi, 2020). Digital marketing has its own advantages and benefits so it was chosen as a way to market a product (Ahmadinejad & Asli, 2017), including the following:

- a. Very fast deployment process

- b. Easy evaluation process
- c. Extensive marketing scope

According to Kotler in Pradiani (Pradiani, 2018) The main components in forming a digital marketing strategy include:

a. *Know your business*

Business people must know the core competence of the business of their business. This is done so that business people can thoroughly know the business processes that are being carried out, the products produced, and understand the value of the benefits that will be received by the customer in consuming or using these products.

b. *Know the competition*

Business people must know who the main competitors (competitors) are from similar businesses. This is very important considering that competition in the digital world can come from anywhere, because technology makes it possible to reach a very wide market. Therefore, it is necessary to increase research on competitor analysis and carry out the right strategy to penetrate the market.

c. *Know your customers*

Business people must know and recognize who the customers are who will use the products of the business they are running. It is very important to understand what customers want and how the resulting products can reach these customers.

d. *Know what you want to achieve.*

Business people must understand and know what the company wants to achieve. If you don't know where the company is going, then the company you are running will not develop. By knowing what the company wants, the direction and goals of the company can be measured clearly so that the company will try to improve its capabilities to achieve common goals.

e. *Know how you're doing*

The advantage of using digital marketing is that the results obtained are more measurable. Companies can track and compare the progress that has been obtained, is it on target? Does it match the key performance indicators? If it's not appropriate, then business people can measure, change and improve their digital marketing strategy for a better process.

Effective Use of Instagram Features

Instagram is a social media platform that is used to share photos and videos, this platform is much loved by people all over the world. Instagram itself has been widely used by world companies as a media to support promotions, even though if you look at the early days of its appearance, Instagram was only used as a social network with limited features. (Alfian & Nilowardono, 2019).

At the beginning of 2021, Instagram introduced a new feature on its platform, namely Instagram reels. Instagram has been quite successful in providing these new features that can display visual objects, as a stage for entrepreneurs and companies in presenting marketing content to attract the attention of other Instagram users who will become target market. (Adrian & Mulyandi, 2020).

The focus of this research is on three features on Instagram that are often used by Zomabasic in conveying the product information they offer as a step to build brand awareness, the three features commonly used for Zomabasic promotional activities include:

a. Instagram Post

Instagram Post or Insta Post is the main feature found on Instagram, where users can use it to share photos and videos accompanied by captions as supporting information for photos or videos to be uploaded (Renwarin, 2021).

b. *Instagram Stories*

Instagram Stories or Insta Story is the main feature most frequently used by Instagram users, almost the same as Insta Post, it's just that there is a difference in the duration of time the videos are uploaded, and the length of time the photos and videos are displayed. On Insta Story, the duration of photos and videos per upload is 15 seconds with a deadline of 24 hours after the content is uploaded. (Agustinus & Junaidi, 2020).

c. *Instagram Reels*

Launched by Instagram in June 2021, Reels is Instagram's most updated feature. Before uploading content on Reels, users can edit, install audio, effects and various filters on the video content to be uploaded (Rochmatin Lailatis Sholawati & Tiarawati, 2022).

Basically Instagram is just a tool for ZomaBasic to convey promotional messages so that consumers are aware of the products and values they offer.

Consumer Behavior

Consumer behavior is a study to understand how certain individuals or groups choose, buy, use, and spend a product, both goods and services to meet their needs and desires. (Dhanesh et al., 2022).

Consumer behavior is one way of understanding consumer behavior, namely the study of understanding all activities, choices, tastes, actions and psychological processes that consumers go through before buying a product, after the product is purchased, how consumers use, or spend these products, so that marketers can understand clearly. what consumers really need and want. (BİLGİN, 2018).

For the public and consumers, the market has offered a wide variety of products with various choices. It is clear, of course, that consumers have the freedom to choose what kind of products and brands to buy to meet their needs, based on the tastes and purchasing power of the consumers themselves (Tedja & Felicia Abednego, 2022).

The main target and focus of marketers is consumers, because it is the consumers themselves who will later determine purchasing decisions, so it is important for marketers to

study and understand consumer behavior (consumer behavior). Such as knowing what consumers need, what consumer tastes are, and how consumers determine purchases. (Fathoni, 2018).

Brand Awareness

Brand awareness is the ability of consumers to recognize and identify a trademark or brand in their minds (Kim et al., 2018). Kotler explained that in the process of forming brand awareness there are various spaces, stages or dimensions used to measure brand awareness, according to him there are four stages of brand awareness (Adrian & Mulyandi, 2020). The four stages are as follows:

- a. *Top of Mind*, this stage is the peak stage of brand awareness, where the brand is the first brand that is remembered and appears in the minds of consumers when they think of a particular product category.
- b. *Brand Recall*, this stage is a lower stage than Top of Mind, where the existence of a brand has been known and recognized by the wider community.
- c. *Brand Recognition*, at this stage the existence of a brand is already known to the public, but still requires a touch to recall the brand (aided recall).
- d. *Unaware Of Brand*, is the lowest stage and can be defined as the stage where consumers are not at all aware and aware of the existence of a brand.

Figure 1

Brand awareness pyramid



According to Coaker's presentation, the factors that shape the perception of brand awareness or image (Nicol & Anak, 2017) are:

- a. Recognition, can be defined as the consumer's process of recognizing a brand based on a logo, design, packaging, tagline, as well as things that become the identity or characteristics of a brand.
- b. Reputation, can be defined as the good or bad status of a brand's track record in terms of value, aesthetics, product quality, service, excellence, and benefits of a product.
- c. Affinity, can be defined as the emotional relationship of customers and consumers that arise towards a brand because of the positive returns that make consumers like the brand, this is related to the model, specifications, and price of a product offered by a brand.

- d. Domain, can be defined as product differentiation, which concerns how much product coverage a brand has.
- e. Based on the theories described above, if it is related to the research conducted, Zomabasic brand awareness is the ability of the public to recognize and remember Zomabasic as the main choice or destination for buying products in the Moslem apparel fashion category. And how effective is the process of creating brand awareness by Zomabasic by using the features available on Instagram is the main point of this research.

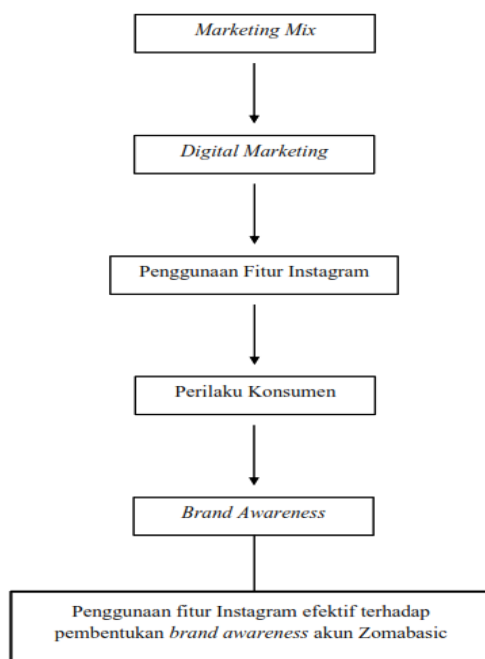
RESEARCH METHODS

Researchers chose to use a survey research method with a quantitative approach. This research makes the questionnaire as a tool to obtain the required data. According to Sugiyono, the survey research method is research conducted using data in the form of opinions, behaviors, beliefs, tastes, which will later be tested with sociological and psychological variable hypotheses from samples obtained from certain populations (Fadhila, 2020).

Zomabasic's Instagram account as an object, this research was conducted online, with the stages of the researcher creating a questionnaire using a Google form which was then distributed to the respondents who were sampled. After conducting a review of related object Instagram accounts, Zomabasic has followers with a total number of 240,000 accounts (June 26, 2022). So it can be concluded that the total population in this study was 240 thousand people. Samples will be taken from a known population of 240 thousand people, then researchers will take 100 samples by rounding off 99.95% of the results of operating the existing formula. The researcher will choose a sample with the characteristics of respondents who are known to be active Instagram users and have followed the Zomabasic Instagram account.

Figure 2

Researcher's Thinking Framework



RESULTS AND DISCUSSION

Overview of Zomabasic as a Muslim Clothing Brand

Zomabasic is an Indonesian Muslim clothing brand that is associated with several other local clothing brands such as Heymale.id, Heylocal.id, and Preppstudio. In facing market competition in the Indonesian fashion world, Zomabasic carries and campaigns for the tagline "Simply basic Moslem Wear", which provides a clear identity that Zomabasic is a Muslim clothing brand with minimalist and simple (basic) product designs and themes.

In converting sales while Zomabasic was founded, they only carried out marketing and selling activities online. They use the Instagram platform as the spearhead of marketing, then buying and selling activities are directed from Instagram to their main website, zomabasic.com. Instagram is like a mini-web for Zomabasic, they use Instagram in a very optimal and detailed way, all information about Zomabasic is contained on their Instagram account, starting from product-related information to the buying procedures or patterns they have created. That's why, even though in the era of many online shop sellers who depended on the marketplace, Zomabasic actually avoided it and created its own buying and selling culture through an independent website.

Because it focuses on online sales, Zomabasic makes certain innovations in preparing campaigns or content to be uploaded, there are several unique things that need to be underlined about how Zomabasic carries out its promotional activities on Instagram:

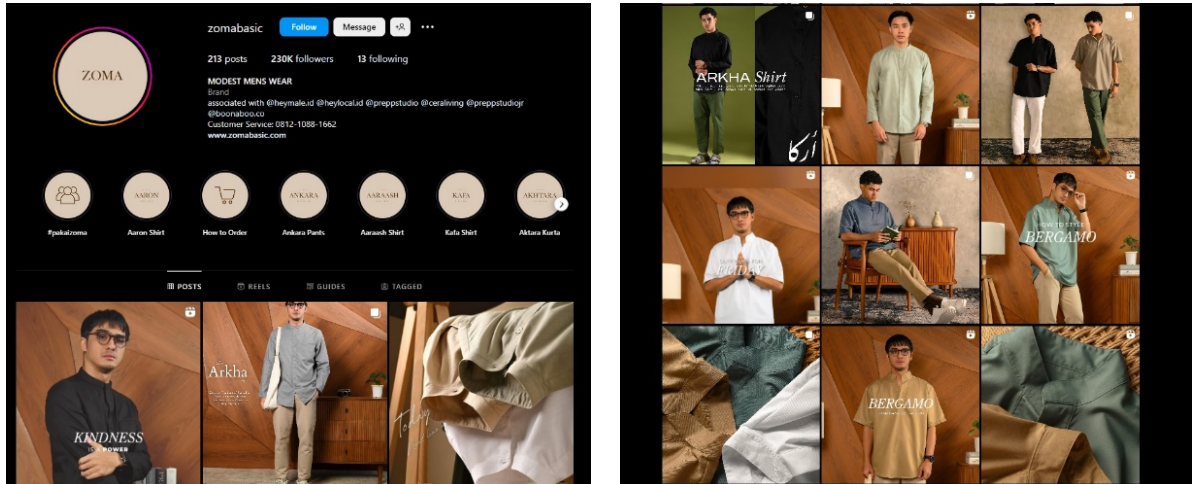
- d. The quality of the content images is very good, thus giving a premium impression, so even though the prices offered for each product are pocket-friendly, the product images don't look cheap.
- e. Informative content that makes it easier for consumers to understand the intent of the content.
- f. The content created attracts followers to have two-way communication with the @zomabasic account, so Zomabasic gets pretty good customer insight.
- g. Soft selling promotional techniques that make customers feel uncomfortable "sold".
- h. Uploads that contain Islamic education so that indirectly the @zomabasic account carries out Islamic da'wah in its buying and selling activities.
- i. Marketing activities carried out by the @zomabasic account are in accordance with the principles of trade in Syari'ah Islamiyyah, namely Shiddiq (honest), Amanah (trustworthy), Tabligh (good presentation), Fathonah (making opportunities without harming other parties).
- j. Campaigning for Islamic da'wah in a unique way so that the audience does not feel patronized. This is as explained in the hadith narrated by Imam Bukhori, which reads "Convey from me (the Prophet Muhammad SAW) even if it is only one verse." This hadith is quite clear and explains how Rasulullah SAW advised his people to always convey the good things he has conveyed .

Now Zomabasic itself is quite popular among Instagram users. This is none other than the result of planning the theme and maximizing the use of existing features on the Instagram

platform, so that apart from focusing on buying and selling transactions, the @zomabasic account also carries out activities that make it possible to build relationships with its consumers.

Figure 3

Zomabasic Instagram account



Multiple Regression Analysis

To determine the influence of Instagram Post (X1), Instagram Stories (X2), and Instagram Reels variables as independent variables (free) on Brand Awareness (Y) as the dependent variable, researchers used multiple regression analysis, because in this study there were three variables free. The results of the regression analysis obtained using the SPSS application are as follows:

Table 1

Results Multiple linear regression analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	4,819	2,474	-	1,948	0,054
Ig Post	0,031	0,129	0,027	0,239	0,812
Ig Stories	0,710	0,117	0,634	6,077	0,000
Ig Reels	0,223	0,107	0,215	2,077	0,040

a. Variabel dependen: *Brand Awareness*

Source: Data processed by researchers, 2022

Based on the multiple regression output table above, the regression equation is obtained as follows:

$$Y = 4,819 + 0,031 + 0,710 + 0,223 + e$$

From the description of the regression equation above, it can be concluded that:

- a. The constant value is 4.819. This means that if there is no change in the variable effectiveness of using Instagram Stories (X1), Instagram Post (X2), and Instagram Reels (X3), then the increase in brand awareness is 4.819%.
- b. The magnitude of the Instagram Post variable coefficient value (X1) is 0.031. This means that if the Instagram Post variable increases by 1%, the level of brand awareness will increase by 0.031%. This shows that the Instagram Post variable has a positive effect on consumer brand awareness, so that the higher the effectiveness of using Instagram Post, the higher the level of brand awareness.
- c. The coefficient value of the Instagram Stories variable (X2) is 0.710. This means that if the Instagram Stories variable increases by 1%, the level of brand awareness will increase by 0.710%. This shows that the Instagram Stories variable has a positive effect on brand awareness, so that the higher the effectiveness of using Instagram Stories, the higher the level of brand awareness.
- d. The magnitude of the Instagram Reels variable coefficient value (X1) is 0.223. This means that if the Instagram Reels variable increases by 1%, the level of brand awareness will increase by 0.223%. This shows that the Instagram Reels variable has a positive effect on the level of brand awareness, so that the higher the effectiveness of using Instagram Reels, the higher the level of brand awareness.

Hypothesis Testing Results

T Test

T test is one of the analytical tests used to determine the significance level of the effect of the independent variables partially on the dependent variable. The basis for testing in this case is, if the significance value is less than 0.05 then the independent variable has an effect on the dependent variable, and vice versa, if the significance value is more than 0.05 then the independent variable partially has no effect on the dependent variable.

Table 2

T test results Coefficients^a

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
Constant	4,819	2,474	-	1,948	0,054
Ig Post	0,031	0,129	0,027	0,239	0,812
Ig Stories	0,710	0,117	0,634	6,077	0,000
Ig Reels	0,223	0,107	0,215	2,077	0,040

Source: Data processed by researchers 2022

Based on the table of the results of the t test output in the Sig. column, the researchers can draw the following conclusions:

- 1) The Instagram Post variable has a significance value of 0.812 which means more than 0.05. So, it can be concluded that these variables have no significant influence in increasing brand awareness.
- 2) The Instagram Stories variable has a significance value of 0.000 which means less than 0.05. So, it can be concluded that these variables have a significant influence in increasing brand awareness.
- 3) The Instagram Reels variable has a significance value of 0.040 which means less than 0.05. thus, this variable does not have a significant influence in increasing brand awareness.

F test

The F test is one of the analytical tests used to determine the significance level of the effect of all the independent variables constantly on the dependent variable. In this test the researchers used the basic conclusions as follows:

- 1) If the calculated F value > from F Table or the significance value is less than 0.05, it can be concluded that the independent variables have a simultaneous influence on the brand awareness variable (Y).
- 2) If the calculated F value < F Table or the significance value is greater than 0.05, it can be concluded that the independent variables have no simultaneous influence on the brand awareness variable (Y).

The F table value is 2.70. Calculated based on the following formula:

$$\mathbf{F\ table = F (k ; n - k) = F (3 ; 97) = 2,70}$$

The following are the results of the F test using the SPSS application:

Table 3

Test Results F ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	1894,754	3	631,585	74,428	0,000
Residual	814,636	96	8,486		
Total	2709,390	99			

a. Dependent Variabel: Brand Awareness

b. Predictors : (Constant) lg Post, lg Stories, lg Reels

Source: Data processed by researchers 2022

Based on the output table of the F test results, it can be seen that the value of F of 74.428 so that F count is greater than F table (74.428 > 2.70). The significance value is 0.00 so that the value is less than 0.05 so it can be concluded that the independent variable has a significant influence in the process of increasing Y variable or brand awareness.

Coefficient of Determination (R²)

The coefficient of determination shows the level of influence between the independent variables (X1, X2, X3) on the dependent variable (Y). the magnitude of the coefficient of determination is between 0 < R < 1. A value of 0 means that there is no relationship between

variable X and variable Y. Meanwhile, a value of 1 means that the relationship between the independent variable and the dependent variable is fairly perfect. Following are the results of the analysis of the coefficient of determination processed with the help of SPSS:

Table 4

The results of the analysis of the coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,836 ^a	0,699	0,690	2,913

Source: Data processed by researchers 2022

Based on the output table from the analysis of the coefficient of determination above, it can be seen that the value of the coefficient of determination is 0.690 (Adjusted R Square value). This shows that the magnitude of the influence of the independent variable (X) on the dependent variable (Y) is 69%, and the other 31% is influenced by other factors outside of this study.

DISCUSSION

The effectiveness of using Instagram Post in increasing brand awareness of the Muslim clothing brand Zomabasic

Based on the results of testing the Instagram Post variable (X1) on the brand awareness variable (Y), it is known that the coefficient of the dependent variable (X1) is 0.031 with a significance value of 0.812. This means that the Instagram Post variable does not have a significant influence on the effectiveness of creating Zomabasic brand awareness, because its significance value is greater than 0.05.

From the explanation above, of course, it can be concluded that not all marketing activities using social media have a positive influence on the formation of brand awareness, this refers to the findings of this study, where the use of Instagram Post (X1) is less effective in forming brand awareness. on a Zomabasic account. This can also be a complement to the findings of previous research such as the findings of research by Dennis Adrian and Rachman Mulyadi in 2021. The results of this study stated that social media marketing plays an important role in forming brand awareness of a product, but the customer engagement factor needs to be considered. more attention, because the lack of consumer relations and involvement has a crucial effect on the formation of brand awareness itself.

Likewise, when juxtaposed and used as a complement to the results of research conducted by Yusuf Bilgin in 2018. In this study, it was stated that promotion using social media had a positive influence on the formation of brand awareness, brand image, and brand loyalty, but social media promotion had an influence quite obvious in shaping brand awareness. This research was conducted by distributing online questionnaires and focusing on social media marketing in general, while the research that has been conducted by the author focuses on the Instagram platform and its features as social media.

And when observed, actually Zomabasic itself has been working on forming customer engagement in using the Instagram Post feature, such as creating communicative content,

preaching, education and so on, but the results of this research show there are deficiencies in Zomabasic's side in maximizing the use of the Instagram Post feature, so that Instagram Posts are less effective in building brand awareness on Zomabasic accounts, this is due to one or another reason that is not discussed in this study.

The effectiveness of using Instagram Stories in increasing brand awareness for the Muslim clothing brand Zomabasic

Based on the results of testing the Instagram Stories variable (X2) on the brand awareness variable (Y), it is known that the coefficient of the dependent variable (X2) is 0.710 with a significance value of 0.000. This means that the Instagram Stories variable has a significant influence in shaping Zomabasic brand awareness, because its significance value is less than 0.05.

From the results of the research and presentation above, it can be concluded that the use of the Instagram Stories feature in building brand awareness on the @zomabasic account is quite effective. This also supports the previous findings that were carried out by Dennis Adrian and M. Rachman Mulyadi in 2021, where the results of this research state how important the role of marketing with social media is in this digital era. The results of this study also explained that as marketers or brand owners, they must pay more attention to customer engagement.

In its efforts to deal with competition for Muslim wear which has entered the Red Ocean Market category, Zomabasic has always used Instagram Stories as mediation for its consumers by using language that is flexible and flexible, so that customers feel they are communicating like communication between friends, and then go along with it. a customer's emotional connection to the Zomabasic brand emerges. Zomabasic also uses Instagram Stories as a medium of appreciation and thanks to consumers, for example Zomabasic often reposts consumers who take pictures using their products, then the content is made a highlight on the feed page, with a greeting or caption showing gratitude for the support. that has been given.

The effectiveness of using Instagram Reels in increasing brand awareness for the Muslim clothing brand Zomabasic

Based on the results of testing the Instagram Reels variable (X3) on the brand awareness variable (Y), it is known that the coefficient of the dependent variable (X3) is 0.223 with a significance value of 0.040. This means that the Instagram Post variable has a significant influence in shaping awareness (brand awareness) of the Zomabasic brand, because its significance value is less than 0.05.

From the research findings above, it can be concluded that Instagram Reels has a positive influence on the formation of brand awareness, based on the significance value obtained by variable X3. Which means that the use of Instagram Reels on the Zomabasic account is quite effective. These findings can be used as a complement and support for previous research, such as research conducted by Yusuf Bilgin in 2018 which stated that social media promotion has a positive influence on brand awareness because research conducted by Yusuf Bilgin (2018) focuses on social media in general, while this research focuses on the Instagram platform, especially in the use of the features on that platform.

There are several unique findings made by Zomabasic in using the Instagram Reels feature, resulting in strong engagement on the @zomabasic account. And maybe, that's what makes it different and gets its own place in the minds of consumers. First, none of the videos uploaded to Reels use music (music only sounds of nature, chimes, ticking clocks, etc.). This is certainly a positive value from Muslim circles who believe that music is something that is not allowed in Islam. Second, Zomabasic always intersperses its Reels video uploads with videos with verses from the Koran in the background accompanied by the sound of reading these verses. In their captions, they often explain the hadiths related to the uploaded verses, this is of course very positive, especially for Muslims who are devout to their religion. The three contents uploaded on the Reels feature provide a very clear picture of the product, starting from the material used, color and size availability, showtimes, and usage references. So this really helps customers in imagining how the reality of the product they are going to buy is.

REFERENCES

- Adrian, D., & Mulyandi, M. R. (2020). Manfaat Pemasaran Media Sosial Instagram Pada Pembentukan Brand Awareness Toko Online. *Jurnal Indonesia Sosial Sains*, 2(2), 215–222. <https://doi.org/10.36418/jiss.v2i2.195>
- Agustinus, A., & Junaidi, A. (2020). Pengaruh Sosial Media (Instagram) dalam Meningkatkan Brand Awareness Kopi Kenangan. *Prologia*, 4(2), 339. <https://doi.org/10.24912/pr.v4i2.6605>
- Ahmadinejad, B., & Asli, H. N. (2017). E-business through Social Media: a Quantitative Survey (Case Study: Instagram). *International Journal of Management, Accounting and Economics*, 4(1), 80–99. www.ijmae.com
- Alfian, N., & Nilowardono, S. (2019). The Influence of Social Media Marketing Instagram, Word of Mouth and Brand Awareness of Purchase Decisions on Arthenis Tour and Travel. *IJEBD (International Journal Of Entrepreneurship And Business Development)*, 2(2), 218–226. <https://doi.org/10.29138/ijebd.v2i2.770>
- Ansari, S., Ansari, G., Ghorri, M., & Kazi, A. (2015). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights (JPVAI)*, 2(2), 259–264. https://doi.org/10.1007/978-3-319-11779-9_98
- BİLGİN, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Dhanesh, G., Duthler, G., & Li, K. (2022). Social media engagement with organization-generated content: Role of visuals in enhancing public engagement with organizations on Facebook and Instagram. *Public Relations Review*, 48(2), 102174. <https://doi.org/10.1016/j.pubrev.2022.102174>
- Fadhila, A. (2020). Pengaruh Promosi Social Media Instagram Terhadap Brand Awareness (Case Study: Pt Rapid Teknologi Indonesia Pada Tahun 2020). *e-Proceeding of Applied Science*, 6(2), 1–23.

- Fathoni, M. A. (2018). Konsep Pemasaran Dalam Perspektif Hukum Islam. *Jurisdictie*, 9(1), 128. <https://doi.org/10.18860/j.v9i1.5135>
- Femi, O., & Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. *PROfesi humas : jurnal ilmiah ilmu hubungan masyarakat*, 3(1), 18.
- Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, 9(November 2016), 320–329. <https://doi.org/10.1016/j.jdmm.2018.03.006>
- Liu, R., & Suh, A. (2017). Self-Branding on Social Media: An Analysis of Style Bloggers on Instagram. *Procedia Computer Science*, 124, 12–20. <https://doi.org/10.1016/j.procs.2017.12.124>
- Nicol, D., & Anak, L. (2017). Followers Ratio on Instagram Affects the Product ' s Brand Awareness. *Australian Journal of Accounting, Economics and Finance (AJAEF)*, 3(2), 85–89.
- Pradiani, T. (2018). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 11(2), 46–53. <https://doi.org/10.32812/jibeka.v11i2.45>
- Renwarin, J. M. J. (2021). The Increasing of Brand Awareness Toward Social Media Instagram ; A Customer Market Survey of Cafe in Indonesia. *Journal of Industrial Engineering & Management Research*, 2(3), 1–5.
- Rochmatin Lailatis Sholawati, & Tiarawati, M. (2022). Pengaruh Social Media Marketing Dan Brand Awareness Terhadap Niat Beli Produk Di Restoran Fast Food. *Ilmu Manajemen*, 10(4), 1098–1108.
- Tedja, G., & Felicia Abednego. (2022). Pengaruh Sosial Media Terhadap Pembentukan Brand Awareness dan Purchase Intention Merek Sepatu Olahraga. *JRB-Jurnal Riset Bisnis*, 5(2), 168–189. <https://doi.org/10.35814/jrb.v5i2.3123>
- Usman, O., & Navari, R. (2020). Influence of Promotion Through Social Media Instagram, Brand Awareness, Brand Equity, Brand Loyalty to Purchasing Decisions. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3511865>