



The role of instagram in building brand awareness

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ABSTRACT

This study aims to determine the role of Instagram social media in building @iDeviceStoreJogja brand awareness and to find out the advantages and disadvantages of Instagram social media in building @iDeviceStoreJogja brand awareness. This type of research is survey research using a quantitative approach. The subjects in this study were followers of the @iDeviceStoreJogja account. The function of Instagram in building brand awareness is the subject of this research. Researchers also use secondary data to support research results taken from pre-existing sources of information, namely data via websites and YouTube channels. The data analysis technique used is quantitative analysis, where the data obtained is expressed in numbers. Then the calculation or processing is done statistically with the help of the Statistical Package for Social Science or SPSS program. The test results obtained show that the use of Instagram on the @iDeviceStoreJogja account is significantly and positively effective in building brand awareness. This is evidenced by the *valuethitung* obtained is 32.241 and a significance of 0.000, which means that the significance value is $< \alpha = 0.05$. From the test results obtained, it shows that the use of Instagram on the @iDeviceStoreJogja account is significantly and positively effective in building brand awareness.

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INTRODUCTION

The digital era has caused a shift in the company's paradigm in implementing marketing strategies. Traditional media are gradually being abandoned, such as newspapers, magazines and television. Media began to turn to social media, such as Twitter, Facebook, Instagram and YouTube. Social media has grown exponentially and managed to find a central place in people's daily lives (Zafar & Sulaiman, 2021). More than 4.5 billion people in the world use the Internet and more than 3.8 billion use social media (Appel et al., 2020).

Meanwhile in Indonesia, around 202.6 million internet users and 170 million social media users in January 2021 (Mosenia & Jha, 2017). Therefore, social media has become an important part of the new way of interacting in people's daily lives (Yujie et al., 2022). Social media has also changed the way consumers communicate and share information about brands so that consumers can now think, discuss and share their experiences with certain brands (Rachmawati et al., 2022).

One of the major players in the social media space is Instagram. The results of the 2022 We Are Social survey show that Instagram is the most popular social media after WhatsApp for internet users in Indonesia. Instagram is a phenomenal social media in 2015. Launched in 2010, as a communication medium, how Instagram works is in the form of photo or image and video based media. So with Instagram social media, users can share photos with friends and write comments on uploaded photos. In 2014 active Instagram users reached 300 million people, this number beat social media Twitter which first appeared on social media. As of September 2013, Instagram users are only around 150 million. The number of users reached 300 million, Instagram beat Twitter on December 12, 2014 (. et al., 2019; Hikmaretta & Zuliestiana, 2020).

According to a survey conducted by We Are Social as of February 2022, Instagram is the most used social media after WhatsApp. Twitter only gets a percentage of 58.3%. Facebook is in third place with 81.3%. The currently popular TikTok has a percentage of 63.1%. While the three social media that have the lowest percentage for use are Discord 17.6%, Skype 14.9%, and Ukee 14.2%. Instagram, which is an application for various images, has now developed into one of the most effective marketing tools for selling products. Apart from that, Instagram also has an Instagram Ads feature to advertise via Instagram (Hida, 2021)

The development of Instagram social media forces companies to look for new, more interactive ways to reach and engage consumers as well as brand reputation building strategies (Godey et al., 2016). This means brands have new channels to connect more directly to their consumers in a more organic way (Glucksman, 2017). Instagram social media is currently widely used to build strong relationships between consumers and brands (Panigyrikis et al., 2020).

Social media, especially Instagram, has increased brand awareness, strengthened brand loyalty, and changed the consumer decision-making process, where companies are more focused on consumers than products. Brand awareness is defined as the basic level of branding which involves, at the very least, brand name recognition. Brand awareness is the ability of potential consumers to recognize or remember brand names (Hikmaretta & Zuliestiana, 2020; Samuel & Setiawan, 2018). Brand awareness is related to the power of the brand in the minds of consumers, which is revealed in their ability to identify the brand in different situations (Adianto & Sari, 2023).

Previous studies have shown that Instagram social media marketing influences brand awareness (Mustapha & Bostanci, 2019; Rampersad, 2015; Soedarsono et al., 2020). This shows that the mental image of the audience is increasing with the presence of brand visual content on Instagram (Dwivedi et al., 2021; Wijayaningrum et al., 2018) According to Delzio (2015) brand awareness on Instagram can be measured using metrics such as the number of followers and visits or page views.. If these metric numbers show an increase or have a high number, it will have a positive impact on brand awareness. Previous studies have shown that Instagram social media can create brand awareness besides that research conducted also shows that Instagram social media can create brand awareness. Other research shows that the use of Instagram social media with the viral marketing model affects brand awareness (Dwivedi et al., 2021; Ningrat & Yasa, 2019).

Instagram social media is an application to be able to communicate with a wide audience. From year to year, Instagram is increasingly popular among the public, especially after productive people, so that the increase in Instagram's popularity provides an opportunity for users to be able to promote their products, brands or business via Instagram. Instagram is one of the social media that can be used as a medium for direct marketing and interacting with consumers. Lots of companies use Instagram for business purposes to promote their products. One of the fields that utilize Instagram social media is a company in the field of telecommunications equipment trading such as the business of trading cellphones, telephones and their equipment as well as the business of selling credit services, both in the form of vouchers and electronics.

For companies in the field of selling telecommunication equipment and cellphone service services, the @iDeviceStoreJogja account is one of the users of the Instagram account for business purposes. iDeviceStore is a store that sells Macbooks and all kinds of Apple accessories products,

from chargers, earphones, cases, tempered glass and hard disks. iDeviceStore also provides software and hardware services ranging from mild to severe damage, installation of software applications, OS upgrades for MacBook, iPhone, and iWatch, periodic maintenance for Macs, as well as services for your digital life solutions with Apple products. The vision of iDeviceStore is to provide mobile devices specifically for Apple which will be a solution for people's lifestyles in an increasingly developing era and provide service for all types of Apple devices.

iDeviceStore is located at Sumber Arum Building No. 31, Jalan Laksda Adisucipto KM 6.5. Caturtunggal, Depok District, Sleman Regency, Special Region of Yogyakarta 55281. Based on articles on Kompas.com, Apple's sales data contained in the image shows that the graph of Apple's sales is divided into 4 time periods in 1 year, namely: Quarter 1 (October -December), 2nd Quarter (January-March), 3rd Quarter (April-June) and 4th Quarter (July-September) are significant with Apple product launch quarters. Apple's fiscal year begins on October 1 and ends on September 30. The newest iPhone models are usually released in late June (Original iPhone 3GS, iPhone 4) or July (iPhone 3G) every year. When Apple introduced its new product in Q3,

Following the trend of using social media as a marketing tool, on June 13 2020 iDeviceStore Jogja began using Instagram as a promotional medium and to introduce themselves so that they would be known and recognized by the public to grow brand awareness in society. The use of Instagram by iDeviceStore Jogja through the account @iDeviceStoreJogja is also used as a means of promotion to increase sales through e-commerce, such as Shopee, Tokopedia, Bibli, Bukalapak, and Lazada. iDeviceStore Jogja must follow the trend of people who are starting to switch to online shopping to continue to provide the best products and services to the community.

Based on preliminary observations of research conducted by interviewing the owner/owner of iDeviceStore Jogja and based on written data from the iDeviceStore Jogja store, an increase in iDeviceStore Jogja sales occurred in 2020. In 2017 total sales of iDeviceStore Jogja were 58 units, in 2018 total sales were 68 units, in 2019 total sales were 118 units, in 2020 with total sales of 128 units. The increase in sales of the Jogja iDeviceStore starts in 2021 with a total sales of 589 units. This surge occurred as long as iDeviceStore Jogja used social media Instagram as their marketing tool. Sales spikes can also be affected if Apple introduces its newest product, there will be an increase in the number of sales.

In a previous study entitled "The Role of Social Media in Supporting the Marketing of Business Organization Products" by (Romdonny & Rosmandi, 2018) found that the role of social media has a significant influence in marketing soccer ball products with a qualitative descriptive approach method. Another study conducted concluded that social media plays an important role in the development of product marketing communication strategies (Abbas et al., 2018; Dinyah Fitri & Herdiansyah, 2021; Zhang, 2020).

Buyer interest with the Instagram account @iDeviceStoreJogja is based on how much the account owner operates their Instagram account, the more creative and interesting the promotions are, the more the number of customers. This is what makes Instagram the right medium for promoting and building brand awareness in society. This means that business owners must build a good brand on their Instagram account, because by building a good brand people will trust to shop online as opposed to visiting a physical store in person.

Via Instagram, @iDeviceStoreJogja not only provides information on when and what products will be issued when open orders, but is also very active in interacting with its followers such as inviting them to "chat" via Instagram stories, especially before and after an open order is placed. The interaction is carried out by providing feedback on incoming direct messages (DM) regarding matters related to @iDeviceStoreJogja and other things, then sharing via Instagram stories so that other followers can see it. Of course this can be one of the interesting content for followers of @iDeviceStoreJogja itself, by actively interacting through Instagram stories it is possible to form brand awareness and buying interest for @iDeviceStoreJogja followers on Instagram (Janssen et al., 2022; Lauwrensia & Ariestya, 2022; Soedarsono et al., 2020).

Frequently involving followers to interact online through Instagram stories is one of the things that @iDeviceStoreJogja does to provide knowledge and understanding of their products to consumers so that they will later create brand awareness. The knowledge and understanding gained by consumers for a company's products will later be able to form brand awareness or brand awareness for these consumers (Pranata and Pramudana, 2018). Brand awareness or brand awareness is the ability of a potential consumer to be able to recognize or recall a brand that is one of a particular product category

In reality, iDeviceStore has 2 social media platforms as a means of introducing their brand, namely Instagram and Tiktok. The choice of the Instagram platform is because this social media was used first as their promotional media and Instagram has the advantage of being able to optimize content and advertisements. This study aims to examine the role of Instagram social media in building brand awareness at @iDeviceStoreJogja so as to enhance development @iDeviceStoreJogja.

RESEARCH METHOD

This research is a survey research using a quantitative approach. The research method used in this research is a causal quantitative research method. Quantitative research is research where research data is in the form of numbers, while causal research is research that tests whether changes in one variable result in changes in other variables (Now & Bougie, 2016). The subjects in this study were followers of the @iDeviceStoreJogja account. The function of Instagram in building brand awareness is the subject of this research. Sources of data in this study consisted of primary data and secondary data. Primary data is in the form of information or data obtained from respondents directly through a questionnaire. Then the researchers also used secondary data to support research results taken from pre-existing information sources, namely data through websites and YouTube channels. In this study, the data analysis technique used was quantitative analysis, where the data obtained was expressed in numbers. Then the calculation or processing is done statistically with the help of the Statistical Package for Social Science or SPSS program. Valid means that the instrument can be used to measure what should be measured (Yusup, 2018). There are two references to find out whether the instrument is said to be valid or not, namely by comparing r count with r table, where: If r count is greater than r table ($r_h > r_t$) then the instrument can be said to be valid, If r count is more smaller than r table ($r_h < r_t$) then the instrument is said to be invalid. Reliability testing is carried out with the aim of knowing the consistency of the variable measurement results. Reliable measurements will show instruments that are trusted and can produce reliable data as well (Septiawan, 2016: 42). The basis for knowing whether an instrument is reliable or not, it is necessary to look at the Cronbach's Alpha value, if the Cronbach's Alpha is > 0.60 to 0.80 then it is considered reliable, then if it is in the range > 0.80 to 1.00 it is considered very good or very reliable.

RESULTS AND DISCUSSIONS

Based on the answer data that has been obtained from respondents related to this research, the researcher then performs statistical data processing using the SPSS program (Sugiyono, 2017, 2018, 2019). The results of the data processing that has been done will be presented as follows. The validity test was carried out on each statement item on the questionnaire used in this study. Furthermore, to see whether the statement items are valid or not, the researcher compares the scores r_{hitung} with r_{tabel} . If $r_{hitung} > r_{tabel}$, then the statement item can be said to be valid. In this study, the validity test was carried out on all samples, namely 392 samples. Furthermore, the results of the validity test that have been processed using SPSS will be presented as follows:

Table 1. Validity test results for instagram usage variables (X)

	No. Items	r count	r table	Information
Instagram Usage (X)	X1	0.706	0.675	Valid
	X2	0.754	0.675	Valid

X3	0.710	0.675	Valid
X4	0.684	0.675	Valid
X5	0.749	0.675	Valid
X6	0.715	0.675	Valid
X7	0.716	0.675	Valid

Source: Data processed by SPSS, 2023

Based on the results presented in table 1 above, it can be seen that each statement item for the variable use of Instagram stories (X) has a $r_{hitung} > r_{tabel}$. So that the 7 statement items can be said to be valid and feasible to use for data collection.

Table 2. Validity test results for brand awareness (y) variables

	No. Items	r count	r table	Information
Brand Awareness (Y)	Y1	0.699	0.675	Valid
	Y2	0.757	0.675	Valid
	Y3	0.734	0.675	Valid
	Y4	0.675	0.675	Valid
	Y5	0.738	0.675	Valid
	Y6	0.743	0.675	Valid
	Y7	0.723	0.675	Valid

Source: Data processed by SPSS, 2023

Based on the results presented in table 2 above, it can be seen that each statement item for the brand awareness variable (Y) has a $r_{hitung} > r_{tabel}$. So that the 7 statement items can be said to be valid and feasible to use for data collection. The reliability test was carried out on this research questionnaire. Then to see whether the questionnaire used was reliable or not, the researcher looked at the Cronbach's Alpha value obtained. If the Cronbach's Alpha value is > 0.60 to 0.80 then it is considered reliable, then if it is in the range > 0.80 to 1.00 it is considered very good or very reliable (Veronika, 2016: 44). In the following, the results of the reliability test that have been processed using SPSS will be presented.

Table 3. Reliability test results for instagram usage variables (X)

Cronbach's Alpha	N of Items
,843	7

Source: Data processed by SPSS, 2023

Based on the results presented in the table3above, it can be seen that the Cronbach's alpha value for the Instagram stories usage variable is 0.843 and is in the range of 0.80 to 1.00 . So it can be said that the instruments used in this study can be said to be reliable or consistent if used at different times and are appropriate for data collection.

Table 4. Reliability test results for brand awareness (Y) variables

Cronbach's Alpha	N of Items
,844	7

Source: Data processed by SPSS, 2023

Based on the results presented in table 4 above, it can be seen that the Cronbach's alpha value for the Instagram stories usage variable is 0.844 and is in the range of 0.80 to 1.00 . So it can be said that the instruments used in this study can be said to be reliable or consistent if used at different times and are appropriate for data collection. In this study, researchers looked at the significance value of the results of the Kolmogorov-Smirnov Test via SPSS to find out whether the data collected was normally distributed or not. If the significance value is $> \alpha = 0.05$, the data is normally distributed, and vice versa, if the significance value is $< \alpha = 0.05$, the data is not normally distributed.

In this study, it consisted of one variable Y, so that the normality test was carried out once, namely between variables X and Y. Based on the calculation results above, it can be seen that the

value of Asymp.Sig.(2-tailed) = 0.088, where the value is $> \alpha = 0.05$, so this shows that the data is normally distributed.

Table 5.Normality test results for variable use of insagram (X) with brand awareness (Y)
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals	
N		392	
Normal Parameters, b	Means	,0000000	
	std. Deviation	2.15325911	
Most Extreme Differences	absolute	,167	
	Positive	,134	
	Negative	-,167	
Test Statistics		,167	
asymp. Sig. (2-tailed)		,000c	
Monte Carlo Sig. (2-tailed)	Sig.	,000d	
	99% Confidence Intervals	LowerBound	,000
		Upperbound	,088

Source: Data processed by SPSS, 2023

Through the calculation results above, it can be seen that the value of Monte Carlo.Sig.(2-tailed) = 0.088 where the value is $> \alpha = 0.05$, so this shows that the data is normally distributed. The linearity test was carried out with the aim of knowing the relationship between two variables, namely variables X and Y, whether these two variables have a linear relationship or not. The linearity test is carried out by looking at the significance value of the results of the calculations that have been carried out, if the significance value is $> \alpha = 0.05$ then the two variables are linearly related, and vice versa if the significance value obtained is $< \alpha = 0.05$ then the two variables are not linearly related. Based on the data processing that has been done using SPSS, the following will present the results of the linearity test between the independent variables and the dependent variable:

Table 6.Linearity test results for using insagram variables (X) with brand awareness (Y)
ANOVA Table

		Sum of Squares	df	MeanSquare	F	Sig.
Brand Awareness Use of Instagram	*Between Groups	(Combined) 5160,079	15	344,005	87,115	,000
	Linearity	4831,966	1	4831,966	1223,639	,000
		Deviation from Linearity	328,114	14	23,437	5,935
	Within Groups	1484,768	376	3,949		
Total		6644,847	391			

Source: Data processed by SPSS, 2023

Based on the results of the linearity test above, it can be seen that the significance value in the Deviation from Linearity column is 0.110, where the value is $> \alpha = 0.05$. This shows that the Instagram usage variable (X) is linearly related to the brand awareness variable (Y). If the heteroscedasticity assumption is met, then the regression model is declared invalid as a forecasting tool. On the other hand, if the heteroscedasticity assumption is not met, the regression model is declared valid as a forecasting tool. The heteroscedasticity assumption is said to be fulfilled if the significance value is $< \alpha = 0.05$, which means that the regression model is declared invalid as a forecasting tool.

Table 7.Heteroscedasticity test results for variable use of insagram (X) with brand awareness (Y)
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	std. Error	Betas	t	

(Constant)	4,307	,629		6,847	,000
Instagram usage	-.095	,020	-.228	-4,623	,155

a. Dependent Variable: ABRESID

Source: Data processed by SPSS, 2023

Based on the above results, it can be seen that the value of Sig. the use of Instagram stories shows a significant value of 0.155, where the value is $> \alpha = 0.05$. This means that the data does not occur heteroscedasticity on the use of Instagram with brand awareness so this shows that the assumption of homogeneity of the residual range is met or the regression model is declared valid. Correlation test is a test conducted to determine the relationship between two variables. The purpose of this test is also to obtain patterns and closeness or strength of the relationship between the variables studied.

Table 8. Correlation test results for insagram usage variables (X) with brand awareness (Y)
correlations

		Instagram usage	Brand Awareness
Instagram usage	Pearson Correlation	1	,853**
	Sig. (2-tailed)		,000
	N	392	392
Brand Awareness	Pearson Correlation	,853**	1
	Sig. (2-tailed)	,000	
	N	392	392

** Correlation is significant at the 0.01 level (2-tailed).

Source: Data prepared by SPSS, 2023

From the results of the correlation test above, it can be seen that the relationship between the variables using Instagram (X) and brand awareness (Y) shows *valuerhitung* of 0.853 and has a significance level value of 0.392 which means $> \alpha = 0.05$, meaning that the Instagram usage variable is strongly and significantly correlated with brand awareness variable. Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y).

Table 9. Simple linear regression analysis of insagram usage variables (X) with brand awareness (Y)
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	std. Error	Betas	t	
(Constant)	2,743	,861		3,184	,002
Instagram usage	,904	,028	,853	32,241	,000

a. Dependent Variable: Brand Awareness

Source: Data processed by SPSS, 2023

With a constant of 2.743, this shows that if Instagram usage is ignored, brand awareness is 2.743 units. Then if the use of Instagram stories increases by 1 it will cause an increase (because the sign indicates a positive) of 0.904 in brand awareness.

Table 10. Simple linear regression analysis of variables using insagram (X) with brand awareness (Y)
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4831,966	1	4831,966	1039,487	,000b
	residual	1812,881	390	4,648		
	Total	6644,847	391			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Instagram Usage

Source: Data processed by SPSS, 2023

From the output it is known that the calculated F value = 1039.487 with a significance level of $0.000 < 0.05$, so the regression model can be used to predict the Instagram usage variable or in other words there is an effect of the Instagram usage variable (X) on the Brand Awareness variable. The coefficient of determination is used to measure the ability of the independent variable to explain the dependent variable (Imam, 2016). The results of the analysis of the coefficient of determination in this study will be presented as follows:

Table 11. Test the determination coefficient of insagram use variable (X) with brand awareness (Y)
Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,853a	,727	,726	2.156

a. Predictors: (Constant), Instagram Usage

b. Dependent Variable: Brand Awareness

Source: Data processed by SPSS, 2023

From the results above, it can be seen that the R Square value of the Instagram usage variable (X) and brand awareness (Y) is 0.727 or 72.7%. The R Square value obtained can be interpreted that the Instagram usage variable is only able to explain or influence the brand awareness variable value of 72.7%, while the remaining 27.3% is influenced by other factors that have not been included in this study.

The F test was carried out aiming to find out whether all the independent variables contained in the model have a joint effect on the dependent variable (Ghozali, 2013: 98). F test is used to test whether the regression model created is good/significant/fit for use or not good/nonsignificant/not worth using. If the significance value obtained is $< \alpha = 0.05$, then the regression model is feasible/significant. The results of the simultaneous significance test in this study are presented in the following table:

Table 12. F Test variable use of insagram (X) with brand awareness (Y)
ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
Regression	4831,966	1	4831,966	1039,487	,000b
residual	1812,881	390	4,648		
Total	6644,847	391			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Instagram Usage

Source: Data processed by SPSS, 2023

Based on the table above, the calculated F value is 1039.487 with a significance value of 0.000 and less than 0.05 ($\text{sig} < 0.05$), which means that the regression equation model in this study is significant or feasible to use. The independent variable included in the regression model, namely the use of Instagram, has a simultaneous effect on the dependent variable, namely Brand Awareness. So it can be used to influence Brand Awareness.

The individual parameter significance test (t statistical test) aims to determine how far the independent variable is partially affected, namely the use of Instagram in explaining the dependent variable, namely Brand Awareness. The results of the individual parameter significance test are presented in the following table:

Table 13. Variable t test Insagram Usage (X) with brand awareness (Y)
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	std. Error	Betas	t	
(Constant)	2,743	,861		3,184	,002
Instagram usage	,904	,028	,853	32,241	,000

a. Dependent Variable: Brand Awareness

Source: Data processed by SPSS, 2023

Based on the results above, it can be seen that the individual or partial use of Instagram has a *valuethitung* of 32.241 and a significance of 0.000. This shows that the significance value obtained is $< \alpha = 0.05$, thus there is a significant influence between Instagram users on brand awareness.

CONCLUSION

From the test results obtained, it shows that the use of Instagram on the @iDeviceStoreJogja account is significantly and positively effective in building brand awareness. This is evidenced by the *valuethitung* obtained is 32.241 and a significance of 0.000, which means that the significance value is $< \alpha = 0.05$. Then the results of the analysis of the coefficient of determination obtained a value of 0.727, meaning that the Instagram use variable is able to explain or influence the brand awareness variable by 72.7%, while the remaining 27.3% is influenced by other factors that have not been included in this study. Referring to the test results also shows that the use of Instagram is positively effective in building brand awareness. This means that the more active the Instagram account @iDeviceStoreJogja uses Instagram as a medium for product promotion and to involve followers in interacting online, the better the formation of brand awareness will be. Being active on Instagram is one of the things that @iDeviceStoreJogja does in interacting with followers, as well as carrying out promotions to provide knowledge or understanding of the @iDeviceStoreJogja brand itself and the products offered, so that later it is able to form brand awareness (brand awareness) among consumers. This is in accordance with the theory which states that the knowledge and understanding gained by consumers on a company's products will later be able to form brand awareness or brand awareness among these consumers. Thus, through the overall results obtained, it can be concluded that the use of Instagram stories (X) on the @iDeviceStoreJogja account with the formation of brand awareness (Y) has a positive and significant effect. Future research is expected to be able to conduct research on the factors that influence the use of Instagram for marketing.

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