

THE ROLE OF SOCIAL MEDIA CONTENT IN AN EFFORT TO INCREASE *BRAND AWARENESS* OF KOPI TOKTOK INDONESIA

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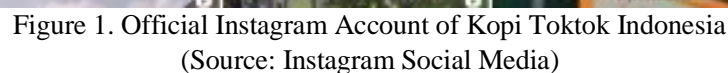
ABSTRACT

In the digital era, social media has become a strategic tool for small and medium enterprises to build brand awareness. Kopi Toktok Indonesia leverages platforms such as Instagram and TikTok as the primary media in its digital marketing strategy. This study aims to examine the role of social media content in enhancing the brand awareness of this brand. The research employs a qualitative descriptive method with a triangulation data approach, including semi-structured interviews, observations of social media activities, and documentation analysis. The findings reveal that social media content based on storytelling and collaborations with influencers significantly enhances audience engagement, as reflected in the substantial number of likes, comments, and viewers. However, challenges such as limited human resources in social media management and insufficient audience research remain obstacles. In conclusion, social media content plays a crucial role in boosting the brand awareness of Kopi Toktok Indonesia. Optimising the competencies of the social media management team and innovating content are key recommendations to strengthen the sustainability of the digital marketing strategy amidst business competition.

Keyword: Socia Media, Digital Content, Brand Awareness, Marketing Strategy, Digital Marketing.

INTRODUCTION

In this digital era, Micro, Small, and Medium Enterprises (MSMEs) face many challenges and opportunities. Social media and *Search Engine Optimization* (SEO) is a promising solution to increase brand awareness and sales conversion. *Brand awareness* is one of the important keys in creating customer loyalty and expanding market share. The role of digital content, especially through social media such as Instagram and TikTok, is vital to highlight the uniqueness of the brand and convey a message to the target audience. (Ari Pratiwi & Acep Samsudin Dreams, 2024).



In the digital era, there is a paradigm shift in the company's marketing strategy. Traditional media such as newspapers, magazines, and television are increasingly abandoned, while social media such as Facebook, Instagram, TikTok, and YouTube are the main focus. One of the social media platforms that is often used in marketing is Instagram. Instagram, known as an image and location sharing platform, provides intimate visual access to a wide range of experiences and situations through mobile devices. Instagram is very popular among influencers to promote brands and is considered effective in reaching a wide audience. (Marie et al., 2023).

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et al., 2023) In this rapidly evolving digital era, TikTok has become the main spotlight of the marketing media used in the world of social media. Optimizing TikTok's social media as a means of promotion is an important effort in increasing sales. (Neni Sumarni et al., 2023)

The main problem in this study is the use of social media which is a promotional medium to offer products and play the role of social media in an effort to increase *brand awareness* to consumers in the digital world, including:

- a) How is the Media for Promoting Indonesian Toktok Coffee?
- b) What is the Role of Kopi Toktok Indonesia's Social Media Content?
- c) Are there any obstacles in social media content at Kopi Toktok Indonesia? The rapid development of social media is with many companies using social media to market their products. To attract the interest of the audience, it is necessary to have interesting content and follow current trends. (Inspired by Wine, 2023).

The study also aims to describe effective social media content strategies in building relationships and interactions with target audiences, identifying the types of content that have the most impact on attracting attention and increasing brand competitiveness, and explaining how the use of engaging, consistent, and relevant content can increase customer loyalty while expanding market reach amid MSME business competition. Content is the main key that needs to be considered on social media which can be in the form of images or videos to disseminate information Good quality of content will make it easier to convey the information that is loaded to the expected audience. (Khalil et al., 2023).

LITERATURE REVIEW

Marketing management is a series of activities and communication processes that are systematically arranged to convey information about goods and services to others and create value to help achieve organizational goals. These marketing activities include a series of planning, organizing, directing, price control, distribution mapping, and activities. (Ariant, 2023). Marketing is one of the important parts of running a business. There needs to be good management so that the business can grow and develop better and be able to compete with its competitors. One of the most important elements in marketing is marketing strategy and marketing mix (*marketing mix*). (Puji Isyanto et al., 2023).

Marketing Mix is an effort that is required to be more creative in promoting its products in order to be able to compete with competitors. The purpose of a business is none other than to obtain a large profit. So in this case, business actors are required to understand what is called a marketing mix. (Fernos & Ayadi, 2023). In order for a business or business to be run can succeed well, it would be good to have an appropriate competitive strategy (Mohamad et al.,

2021). Marketing strategies commonly used for companies usually use a marketing mix strategy (*marketing mix*). The marketing mix strategy is a solution as a tool to be able to attract potential consumers so that these potential consumers are interested in using the products offered, (Neni Sumarni et al., 2023)

Social media has become one of the key elements in an effective business communication strategy. Business organizations must understand and harness the potential of social media to expand reach, increase engagement, and build strong relationships with consumers. (Suhairi et al., 2023). Marketing aims to increase product awareness among consumers so that financing is more efficient and on target. Marketers are expected to be involved in the use of media that is being favored by the target market, such as Instagram, Facebook or TikTok. (Saqufah Nabila Ani, 2024). Social media is one of the means of connection and information that is real-time and has a good enough impact on society, social media is more efficient, cheap and accurate. Information facilities as a marketing medium such as social media do present opportunities for business actors to do business. (Puji Isyanto et al., 2024).

Brand Awareness Or brand awareness is a concept where customers can know how far they can go about the name, brand, and concept of what is marketed or sold. Content presented in *content advertising* more informative or entertaining than just direct advertising. (Aldy Surya Saputra., 2023). *Brand awareness* is the ability of a potential buyer to recognize, recall a brand as part of a certain product category. (Neni Sumarni et al., 2024).

FRAME MIND

The Role of Instagram &
Tiktok Social Media

Promotional Content
Educational Content Konten
Storytelling

Increasing *Brand Awareness* of Indonesian Toktok Coffee

Data source: Data Processed by Researchers (2024).

Proposition This research will answer the problems that occur on the social media of Kopi Toktok Indonesia which is the main basis for exploring Kopi Toktok Indonesia, including: a) Toktok Indonesia's Coffee Promotional Media uses social media as the main marketing tool

to reach the audience.

- b) The Role of Social Media Content in Increasing Brand Awareness of Kopi Toktok Indonesia Shows Significant Impact
- c) There are obstacles in the management of social media content that affect Kopi Toktok Indonesia's ability to increase brand awareness.

In the perspective of business and social innovation that is closely related to individual relationships and interactions, storytelling plays a central role. Like ideas and emotions, memory can encourage individuals to make decisions. Through the perspective of decision making, stories act as touchpoints. This will be able to increase the level of familiarity with an organization. (Aripradono, 2020).

RESEARCH METHODOLOGY

Qualitative descriptive research is one of the types of research that is included in the type of qualitative research. Descriptive research is a research strategy in which the researcher investigates events, phenomena in the lives of individuals and asks a person or group of individuals to tell their lives. This information is then retold by the researcher in a descriptive chronology. (And Rustaman., et.al 2023). Because the main purpose in qualitative research is to make facts/phenomena easy to understand (understandable) and possible according to the model can produce new hypotheses (Muhammad Rijal Fadli., 2021). This study uses a descriptive qualitative approach to observe the role of social media content in increasing brand awareness of Kopi Toktok Indonesia. The design of this study was chosen to describe and interpret phenomena related to the use of social media content in depth through interviews, observations and documentation of digital activities in Kopi Toktok Indonesia obtained through Triangulation Data.

Data Source

Observation Interview Documentation

Figure 3. Data Triangulation
Source: Data Processed by Researchers

The application of triangulation in qualitative research aims to obtain a broader and comprehensive perspective on the phenomenon being studied. By integrating various data sources, methods, or analysis, triangulation allows researchers to understand issues in more depth. In the context of research, diverse perspectives are the main aspects to explore the complexity of social, cultural, and psychological phenomena. Each individual or group can have different experiences, views, and interpretations regarding a situation. When researchers collect data from multiple sources, they can not only enrich their understanding but can also highlight differences that might be overlooked if they rely on only one source or method. (Bambang Arianto., 2024).

The participants of this study involved two main groups, namely the Internal Party of Kopi Toktok Indonesia, namely Dewi Ratna Suminar (Manager of Kopi Toktok Indonesia), Alif Alfarisi (Marketing Manager of Kopi Toktok Indonesia), and Muhammad Fadli Sugianto (Marketing of Kopi Toktok Indonesia). Then there is the External Party of Kopi Toktok Indonesia is Consumers or an audience consisting of 3-5 people who provide their views and experiences while being active customers about the role of social media in Kopi Toktok Indonesia.

The data collection technique uses a triangulation approach to ensure the validity and accuracy of the research results. The data was obtained through semi-structured interviews with internal parties and consumers, which were designed to explore the experiences, challenges, and effectiveness of the social media strategies implemented. Non-participant observations were made on the digital activities of Kopi Toktok Indonesia's official accounts on Instagram and TikTok, including analysis of content types, interaction patterns with audiences, and engagement rates. In addition, documentation in the form of reports from social media to provide a more comprehensive picture of the use of social media in building brand awareness. This approach allows the research to explore the various dimensions of the phenomenon being studied, provide comprehensive results, and support the process of drawing accurate conclusions.

RESEARCH RESULTS AND DISCUSSION

Research Results

Proposition 1: Promotional Media Kopi Toktok Indonesia uses social media as the main marketing tool to reach the audience.

Based on the results of interviews with key informants, Kopi Toktok uses social media such as Instagram and TikTok as promotional media to reach the audience. Social media managed by kopi toktok has its own role, namely Instagram is prioritized because it has users who match

the target audience of kopi toktok, while TikTok is chosen to reach a wider or general audience. The strategy used by kopi toktok is content such as storytelling, and collaboration with influencers. However, most consumers know about Kopi Toktok through Instagram and they find the promotions carried out quite interesting, with informative content and attractive visuals.

Proposition 2: The Role of Social Media Content in Increasing Brand Awareness of Kopi Toktok Indonesia Shows a Significant Impact.

Based on the results of interviews with key informants, storytelling content and weekly promos have an important role in their promotional media on social media. The role of content on social media carried out by Kopi Tok is able to significantly increase *brand* awareness and increase audience interaction such as likes, comments, and viewers. Consumers feel that the uploaded content helps them get to know Toktok Coffee products better. Through types of content such as weekly promos and storytelling, it can also help consumers get to know more about their brand. Consumers also noted an improvement in the quality of content since the first time they joined Kopi Toktok social media.

Proposition 3: There are obstacles in the management of social media content that affect Kopi Toktok Indonesia's ability to increase brand awareness.

Based on the results of interviews with key informants. The main obstacle is the limitation of competent human resources in social media management. Small teams hinder the frequency and quality of uploads. The lack of audience research is also a challenge, so there is content that is less relevant to the needs of the audience. Consumers noted obstacles in promotion, such as lack of information about location, operating hours, and product availability. Slow responses to comments are also a problem.

DISCUSSION

Proposition 1: Promotional Media Kopi Toktok Indonesia uses social media as the main marketing tool to reach the audience.

Social media, especially Instagram and TikTok, has become the main marketing tool for Kopi Toktok to reach its target audience, the majority of whom are young people. The promotional strategies implemented include storytelling content, collaboration with influencers, and consistency in uploading attractive promo content.



Figure 4.1 Instagram Social Media of Kopi Toktok Indonesia
Source: Instagram

This approach has proven to be effective in increasing audience reach, with high engagement rates, such as likes, comments, and shares. Storytelling content and collaborating with influencers are considered to have a significant impact because they are able to create an emotional connection between the brand and the audience.

Based on the results of an interview with (Mrs. Citra Savitri – Academician), "She stated that social media such as Instagram and TikTok are very effective in reaching audiences". There are also the results of an interview with (Raymond Kristanto – Practitioner), "Social media provides great advantages in digital marketing, especially in reaching a wide target audience. The experience of using Instagram and TikTok shows positive results not only to reach the audience but to increase brand visibility."

In the business world, the more people know about your business, the faster your business will get transactions. Digital marketing has an important role in reaching a wider market through methods that are more practical than traditional marketing methods. (Ovi Hamidah Sari., et al 2023). In the world of social media, it is very important to connect with users and engage in the community. To build strong and sustainable relationships on social media platforms, it's important to understand the importance of responses and build relationships with followers. (Erwin., et al 2023).

Proposition 2: The Role of Social Media Content in Increasing *Brand Awareness* of Kopi Toktok Indonesia Shows a Significant Impact.

Storytelling content plays a key role in increasing *brand awareness*. Consistency of uploads creates brand familiarity, while content variations, such as videos and interactive promos,

reinforce audience engagement. These results show that a creative approach to content creation is able to create a positive impact on brand awareness. This approach creates an emotional connection with the audience, thereby significantly increasing *brand awareness* .

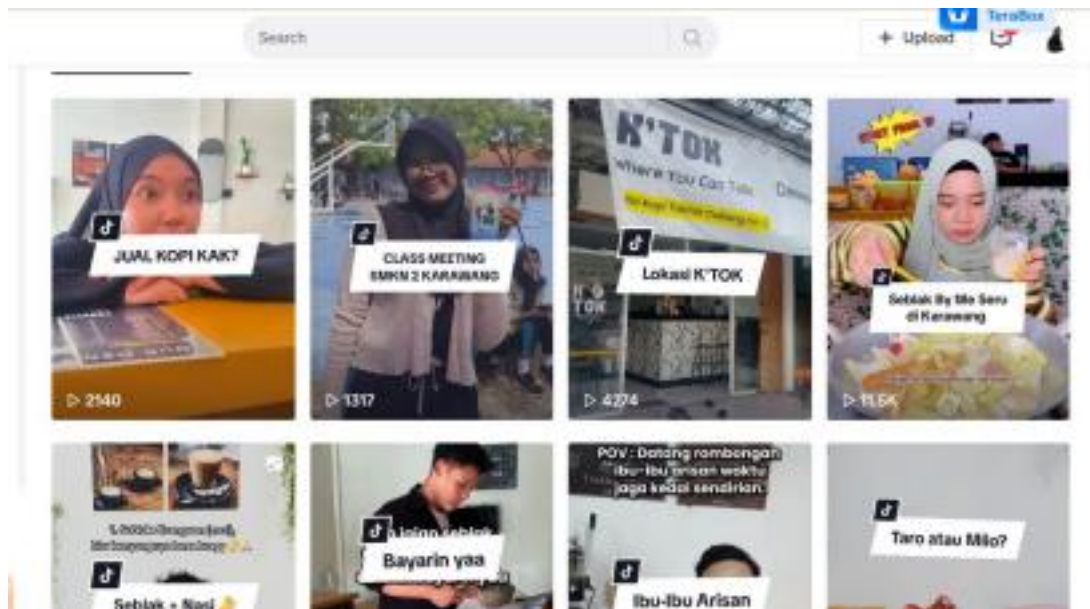


Figure 4.2 Tiktok Kopi Toktok Indonesia Social Media
Source: Tiktok

The high level of audience engagement through likes, comments, and shares demonstrates the effectiveness of this promotion, in line with digital marketing theory that emphasizes the importance of content interaction and relevance. Additionally, content variations such as videos and interactive promos play a crucial role in strengthening audience engagement. Storytelling content is considered very effective because it not only provides in-depth information but also builds an emotional connection between brands and consumers. Collaborations with relevant influencers further expand the reach of the audience and strengthen the brand image in content management which has helped Kopi Toktok strengthen its brand position in the market and attract the attention of the audience on an ongoing basis. And one of the local brands stated, namely, that is, local fashion brands such as "Erigo" have succeeded in increasing their awareness to the global level through social media campaigns on creative content. Additionally, the relatively low cost makes social media a great option for small businesses to compete in the market.

Based on an interview with (Mrs. Citra Savitri – Academician), she stated "Storytelling content is very effective in increasing brand awareness because it is able to create an emotional connection with the audience". The variety of content types such as videos and photos has a significant impact on *brand awareness*, he said. The results of the joint interview (Raymond Kristanto – Practitioner) stated "Storytelling content is able to lead audience opinion to increase

brand awareness of the brand at large on social media". The type of content that involves entertainment attracts more attention to consumers than content that only focuses on direct promotion.

Digital marketing is a business promotion strategy that has begun to be carried out by many business actors. Starting from MSME businesses to large companies implement digital curiosity strategies that are considered significant in attracting the attention of the wider community to buy the products or services offered. (Erwin Erwin., et al - 2024). Content Marketing is a marketing strategy that focuses on creating, and promoting relevant and useful content to attract and retain the attention of the target audience. The main goal of content marketing is to build strong relationships with audiences, increase brand awareness, and drive engagement and conversions. (Syah Abadi Mendrofa., et al - 2024).

Proposition 3: There are obstacles in the management of social media content that affect Kopi Toktok Indonesia's ability to increase brand awareness.

The management of Kopi Toktok's social media faces the main challenge in the form of limited human resources. Based on interviews with key informants, there is only one person responsible for social media management, so the frequency and quality of uploads are sometimes less than optimal. The lack of audience research is also an obstacle, which causes some content to not be fully relevant to the needs of the audience. This obstacle is reinforced by findings from informants, who cited a slow response to comments, as well as a lack of detailed information about product availability, location, and operating hours.

The opinions of academics and practitioners support that the limitations of human resources, both in number and competence, are often an obstacle for MSMEs in social media management. Inadequate competence can affect the effectiveness of digital marketing strategies, including upload frequency and content variety. However, with the optimization of existing resources and creative approaches, these challenges can be overcome to maintain the sustainability of Kopi Toktok's digital marketing strategy.

Based on the results of an interview with (Mrs. Citra Savitri – Academician). According to him, "The limitation of human resources in terms of number and competence is a common obstacle in the management of social media. This has an impact on the effectiveness of digital marketing." The results of the interview with (Raymond Kristanto – Practitioner). According to him, "Limited human resources cause social media content management to be not optimal, such as lack of content variety and limited upload frequency. These barriers affect the overall effectiveness of digital marketing."

According to "Gordon Enns, Founder and CEO of GreatDay HR", said that along with the

development of digital technology today, it is important for companies to continue to innovate and transform digitally, including in terms of human resource management. Continuous training programs have also proven to be a solution in improving employees' technical and managerial skills, as well as having a direct impact on organizational productivity.

CONCLUSIONS AND IMPLICATIONS

Conclusion

Kopi Toktok has successfully used social media, especially on Instagram and TikTok, as the main tool to increase *brand awareness*. Storytelling-based promotional strategies and collaborations with influencers have proven to be effective in attracting the attention of the target audience, especially young people. Content variations such as video content, weekly promos, and interactive content play a crucial role in creating high audience engagement. However, social media management faces a major obstacle in the form of limited human resources, which has an impact on the frequency of uploads and the relevance of content. This obstacle shows the need to strengthen competencies and resources to support the sustainability of digital marketing strategies.

Implication

Kopi Toktok needed to integrate a more varied and interactive content strategy to maintain audience loyalty. Approaches such as internal training to improve the competence of social media teams can be a long-term solution to overcome human resource constraints. Thus, Kopi Toktok's digital promotion strategy can be more optimal and sustainable.

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