PENGARUH *SOCIAL MEDIA MARKETING* INSTAGRAM TERHADAP *BRAND AWARENESS* UWITAN

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Abstrak

Penelitian dilakukan di Uwitan Wooden Craft dengan fokus penelitian pada akun instagram milik perusahaan Uwitan yaitu @uwitan. Tujuan penelitian ini adalah untuk mengetahui pengaruh *social media marketing* instagram terhadap *brand awareness* pada *brand* Uwitan di akun instagram @uwitan. Metode yang digunakan dalam pengumpulan data ialah observasi, wawancara dan kuesioner. Dengan teknik pengumpulan sampel yaitu *purposive sampling,* yang disebarkan kepada 100 responden. Analisis data dilakukan dengan menggunakan program SPSS versi 24, bersama pengujian data yaitu uji validitas, uji reliabilitas, *arithmatic mean,* uji asumsi klasik, analisis regresi linear sederhana, uji t dan uji koefisien determinasi. Berdasarkan hasil analisis *arithmatic mean,* variabel *social media marketing* instagram dipersepsikan dengan baik oleh responden, dengan nilai sebesar 2.78. Sedangkan variabel *brand awareness* secara keseluruhan memiliki nilai rata-rata sebesar 3,04 dipersepsikan baik oleh responden. Dengan rata-rata nilai indikator tertinggi ada pada *brand recognition,* maka dapat disimpulkan bahwa posisi Uwitan berada di tahap pengenalan, dimana responden mengenali atau memperhatikan *brand* Uwitan ditunjukkan dari usaha Uwitan untuk mengenalkan produk dan perusahaannya. Adapun pengaruh dari variabel *social media marketing* instagram terhadap *brand awarenes* Uwitan, menunjukan hasil terdapat pengaruh positif yang diberikan *social media marketing* instagram terhadap *brand awareness,* yang ditunjukkan dari hasil uji t_{hitung} (11,094) $> t_{tabel}$ (1,984). Berdasarkan hasil uji determinasi didapatkan sebesar 0,557, dimana *social media marketing* instagram mempengaruhi *brand awareness* Uwitan sebesar 55,7% sedangkan 44,3% dipengaruhi oleh variabel lainnya.

Kata Kunci: *Brand Awareness, Social Media Marketing Instagram.*

INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING ON UWITAN BRAND AWARENESS

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Abstract

The research was conducted at Uwitan Wooden Craft with a research focus on the Instagram account belonging to the Uwitan company, @uwitan. The purpose of this study was to determine the effect of social media marketing Instagram on brand awareness of the Uwitan brand on the @uwitan Instagram account. The methods used in data collection are observation, interviews and questionnaires. The sampling technique was purposive sampling which was distributed to 100 respondents. Data analysis was carried out using the SPSS version 24 program along with data testing for validity, reliability, arithmetic mean, classical assumption test, simple linear regression analysis, t test and coefficient of determination test. Based on the results of the arithmetic mean analysis, the social media marketing Instagram variable was well perceived by the respondents, with a value of 2.78. While the overall brand awareness variable has an average value of 3.04 which is perceived as good by the respondents. With the highest average indicator value in brand recognition, it can be concluded that Uwitan's position is at the introduction stage, where respondents recognize or pay attention to the Uwitan brand as shown by Uwitan's efforts to introduce its products and company. The influence of the Instagram social media marketing variable on Uwitan's brand awareness shows that there is a positive influence given by Instagram's social media marketing on brand awareness, which is shown from the results of the tcount (11.094) > ttable (1.984). Based on the results of the determination test, it was obtained at 0.557, where social media marketing Instagram influenced Uwitan's brand awareness by 55.7% while 44.3% was influenced by other variables.

Keywords: Brand Awareness, Social Media Marketing Instagram.