

UNVEILING THE EFFICACY OF SOCIAL MEDIA MARKETING TACTICS TO AMPLIFY BRAND AWARENESS: A CASE STUDY OF @SHIPPER.ID ON INSTAGRAM

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Kata Kunci

Social Media Marketing;
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Abstrak

Media sosial telah menjadi alat yang sangat efektif untuk meningkatkan kesadaran merek. Shipper Indonesia, sebuah perusahaan aggregator logistik dan gudang, menggunakan Instagram untuk berhubungan dengan audiens targetnya. Penelitian ini mengeksplorasi pentingnya pemasaran media sosial dan strategi Shipper di Instagram. Media sosial mencakup jaringan virtual dan platform online yang memungkinkan pertukaran dan penyebaran konten yang dibuat oleh pengguna, melampaui batas geografis. Aksesibilitasnya yang luas memungkinkan merek mencapai audiens yang beragam di seluruh dunia. Keuntungan utama pemasaran media sosial terletak pada pengiriman konten yang sangat ditargetkan ke segmen audiens tertentu melalui analisis data. Shipper menciptakan konten yang dipersonalisasi sehingga tepat sasaran dengan audiens targetnya, memperkuat hubungan merek. Beragam format konten di media sosial, seperti gambar, video, dan jajak pendapat interaktif, menarik perhatian pengguna dan meningkatkan berbagi pesan merek. Interaksi secara real-time memungkinkan Shipper untuk dengan cepat menanggapi pertanyaan pelanggan, membangun kepercayaan dan loyalitas. Kolaborasi dengan influencer juga memperluas jangkauan Shipper dan pemasaran dari mulut ke mulut. Strategi Instagram Shipper melibatkan penelitian awal, pembuatan konten di bawah tiga pilar (edukasi, meme, dan layanan), kolaborasi dengan KOL (Key Opinion Leader), dan seminar daring dengan mentor merek. Ini efektif membangun kesadaran merek dan membina rasa komunitas. Fokus pada Generasi Y dan Z, Shipper sesuai dengan karakteristik yang cenderung mahir dalam teknologi dan berorientasi bisnis dari audiens targetnya. Popularitas Instagram di kalangan generasi ini memperkuat kehadiran Shipper. Penelitian ini menyoroti pentingnya pemasaran media sosial untuk kesadaran merek dan menekankan perlunya menggunakan platform digital untuk berhubungan dengan konsumen dan membangun hubungan dengan mereka secara efektif.

Keywords

Social Media Marketing;
ShipperID; Gen-Z;
Influencer Marketing

Abstract

In today's business landscape, social media has become a potent tool for enhancing brand awareness. Shipper Indonesia, an aggregator logistics and warehouse company, utilizes Instagram to connect with its target audience. This research explores the significance of social media marketing and Shipper's strategies on Instagram. Social media encompasses virtual networks and online platforms that allow the exchange and dissemination of user-generated content, transcending geographical barriers. Its widespread accessibility empowers brands to reach diverse audiences worldwide. The key advantage of social media marketing lies in delivering highly targeted content to specific audience segments through data analysis. Shipper creates personalized content that resonates with its target audience, strengthening brand connections. Diverse content formats on social media, such as images, videos, and interactive polls, captivate users' attention and increase brand message sharing. Real-time interaction enables Shipper to promptly address customer queries, building trust and loyalty. Collaborating with influencers further expands Shipper's reach and word-of-mouth marketing. Shipper's Instagram strategy involves initial research, content creation under three pillars (educational, meme, and service), KOL collaborations, and webinars with brand mentors. This effectively builds brand awareness and fosters a sense of community. Focusing on Generation Y and Z, Shipper aligns with the tech-savvy and business-oriented characteristics of its target audience. Instagram's popularity among these generations strengthens Shipper's presence. This research highlights the significance of social media marketing for brand awareness and emphasizes the need to use digital platforms to connect with consumers and establish brand-consumer relationships effectively.

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**INTRODUCTION**

In the contemporary business landscape, where digital interactions have become ubiquitous, social media has emerged as a powerful tool for promoting brand awareness (BİLGİN, 2018). Social media platforms offer unprecedented opportunities for businesses to connect with their target audience, create meaningful engagements, and foster brand loyalty (Fatima, Alqahtani, Naim, & Alma'alwi, 2022). This section delves into the significance of social media as a catalyst for augmenting brand awareness, beginning with a comprehensive definition of social media and gradually unfolding the various reasons why it has become an indispensable channel for brand promotion.

Social media, in its essence, refers to the virtual networks and online platforms that facilitate the creation, exchange, and dissemination of user-generated content (Hanaysha, 2022). These platforms allow users to engage in interactive discussions, share multimedia content, and connect with others, transcending geographical barriers. Social media encompasses a diverse array of platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok, each catering to different demographics and preferences.

Social media platforms have revolutionized communication, bridging the gap between businesses and consumers on a global scale. With billions of active users across the world, these platforms offer an unparalleled reach that traditional advertising channels often struggle to match. This widespread accessibility empowers brands to transcend geographical constraints and connect with potential customers from diverse backgrounds (Putri & Alvin, 2023; Verenia & Alvin, 2022).

One of the most significant advantages of social media marketing lies in its ability to deliver highly targeted content to specific audience segments (Jacobson, Gruzd, & Hernández-García, 2020). Through advanced algorithms and user data analysis, platforms can identify user preferences, behaviors, and demographics. This invaluable insight enables businesses to craft personalized content that resonates with their target audience, thereby strengthening brand connections and fostering a sense of familiarity.

Furthermore, social media platforms provide a plethora of content formats, from images and videos to interactive polls and stories, fostering creativity and enabling brands to experiment with various engagement strategies. The dynamic and visually appealing nature of these content formats captivates users' attention, increasing the likelihood of brand messages being shared and amplified across social networks (Ferdinandus & Alvin, 2023).

Unlike traditional marketing channels, social media facilitates real-time interaction between brands and consumers. This instantaneous feedback loop allows businesses to promptly address customer queries, concerns, and feedback, enhancing customer satisfaction and brand reputation. Moreover, transparent and authentic responses to customer interactions build trust and loyalty among the audience.

In addition, social media has given rise to influencer marketing, where brands collaborate with influential individuals to promote their products or services (Alvin, 2022a; Winata & Alvin, 2022). Leveraging the reach and credibility of these influencers, businesses can tap into new audience segments and benefit from the power of word-of-mouth marketing. Additionally, satisfied customers can become brand advocates, voluntarily sharing positive experiences on social media, further boosting brand awareness.

One of the businesses that utilize social media as a platform to promote its brand is Shipper Indonesia. The Instagram social media platform is currently being used by brand owners to market their products to consumers. Shipper Indonesia, with its Instagram handle @shipper.id, serves as a platform to promote its business in the field of aggregator logistics and warehouse services.

Shipper operates in the aggregator logistics and warehouse sector. According to the company's official blog, businesses in the service industry aim to facilitate consumers, entrepreneurs, and delivery companies, making the workflow of various parties more efficient (Shipper Indonesia, 2021). Therefore, the company hopes that by using the

Shipper application, it will pick up orders directly from buyers and connect them to the expedition side.

The Instagram social media account is used by Shipper to communicate and directly engage with potential customers. Shipper Indonesia is considered active in creating content, promotions, and various events on the platform. As a new company, Shipper often employs various marketing strategies on social media to capture the attention of its followers.

With the continuous development of the aggregator logistics and warehouse business, innovation is essential to incorporate the advancements in technology that can enhance both sectors collaboratively. Utilizing digital technology, especially social media, is crucial for the development of the aggregator logistics and warehouse business, as it offers significant opportunities for brand-consumer relationships.

The focus of this research is on the impact of social media strategies in building brand awareness. Shipper Indonesia's Instagram social media platform is frequently utilized for marketing purposes. Based on the background presented above, this research aims to explore Shipper Indonesia's social media marketing strategies in enhancing brand awareness on Instagram.

Based on the background and research question formulated by the researcher, the established research question is as follows: what are Shipper Indonesia's social media marketing strategies in enhancing brand awareness on the Instagram social media platform?

METHOD

In this study, the researcher adopts a descriptive research approach. Qualitative research with a descriptive nature aims to present factual and accurate data systematically about past or ongoing occurrences without any subjective treatment in the ongoing research.

In this research, the results of the identification will be explained in a comprehensive and in-depth descriptive manner. Descriptive research involves observing and recording an event or experience in a complete and objective manner. Based on the above explanation, this research is descriptive in nature (Leavy, 2017). The researcher will explore Shipper Indonesia's social media marketing strategies in shaping brand awareness through the Instagram social media platform. The research approach employed is qualitative, and the main goal is to discover answers to a phenomenon or question through systematic scientific procedures using a qualitative approach.

Qualitative research involves obtaining data through interviews, photo or video documentation, notes, memos, personal documents, and other official documents. In this study, the researcher adopts a qualitative approach and will formulate several questions to be asked to the informants. The data obtained from the interviews will be managed by the researcher, who will then interpret the data accordingly.

The research with a qualitative approach uses a case study method. When a research topic revolves around "why" and "how" questions, a case study is a strategic method to use, especially when there are limited opportunities to examine the investigated events in focus (Yin, 2018).

According to Yin (2018), a case study is an in-depth exploration of the uniqueness and complexity of an existing case, where a researcher attempts to delve into a particular case within specific time, situation, and context. For this research, informants are selected

based on the consideration of their job description backgrounds related to the topic, which involves employees directly involved in Shipper Indonesia's social media marketing division. The researcher requires informants who meet specific criteria to provide the necessary information for this study.

According to Yin (2018, p. 161), an informant is a person utilized to provide information and data about the situation and conditions of the researched background. The criteria for the interviewees or informants are as follows:

- Responsible for handling and knowing all marketing activities on social media @shipper.id.
- Understand the basics of social media marketing strategy.
- Directly involved in social media and brand awareness @shipper.id.
- Familiar with the content creation process in social media marketing strategy.

Based on these criteria, three individuals have been selected as informants to support this research:

1. Edenise Kristauli Pane (Social Media Associate)

Edenise Kristauli Pane, commonly known as Edenise, is a Social Media Associate at Shipper Indonesia. She is responsible for planning, research, content creation, content publication, and content evaluation on the company's social media platforms.

2. Fatih (Event and Community Officer)

Fatih is an Event and Community Officer at Shipper Indonesia. His responsibilities include running events, approaching the community, and strategizing to acquire audiences to participate in the community through organized events.

3. Harits Rayyhan Akbariza (Copywriter Social Media Finch Agency)

Harits Rayyhan Akbariza, commonly referred to as Ray, is currently a Copywriter at Finch Agency. He has worked with several brands, including cigarettes, banks, food and beverages, FMCG, milk, and various others. Before joining Finch Agency, Ray worked as a content writer and account service at a multi-agency.

RESULTS AND DISCUSSION

The first step Shipper takes before posting content on the company's Instagram account, @shipper.id, is conducting initial research. This research is based on marketplace trends and utilizes the Amati Tiru Modifikasi (ATM) method, aiming to provide content that aligns with the audience's impressions. Shipper evaluates impressions based on the level of engagement from the posted content. This approach is taken to ensure that the content presented on Instagram @shipper.id garners significant interest from users.

The content creation process at Shipper involves dividing it into three pillars: educational, meme, and service content. This ensures that the content created by the social media team at Shipper is well-targeted and delivered according to its goals. In addition to these three content pillars, Shipper also implements promotional content through campaigns and events. These three types of content are organized and planned through an

editorial plan. The research findings align with statements made by Edenise, the Social Media Associate at Shipper, during the interview:

"For educational content, we usually refer to marketplace trends and features that can help the audience improve their businesses. We also provide insights on how business owners can expand their audience. As for meme content, we often use the Amati Tiru Modifikasi (ATM) method, and the challenge lies in creating content that the audience doesn't realize is a replica. We refer to several accounts to ensure that the standard doesn't exceed the audience's capabilities, as our target audience is mainly online sellers, most of whom are Micro, Small, and Medium Enterprises (UMKM). So, the content characteristics at Shipper are continuously tested and changed."

Shipper's content creation process is divided into three categories, namely educational, meme, and service content. Additionally, Shipper implements promotional content through campaigns and events. These three types of content are planned and organized through an editorial plan. The research findings are consistent with Edenise's statements during the interview:

"We have an editorial plan that divides the core content into three categories. The first one is educational, which includes e-commerce trends and business marketplace insights. The second category is meme, and the last one focuses more on our services. Besides these three, we also have campaigns and promotions issued by Shipper, as well as events. Usually, the events are organized for the online seller community or external affairs for B2B."

In implementing Social Media Marketing, Shipper has a content creation strategy to build awareness by collaborating with Key Opinion Leaders (KOLs). KOLs are chosen based on the company's criteria and the interests of Shipper's target audience. Some examples of KOLs chosen by Shipper are Patricia Gouw, Keanuagl, and Jovi Adhiguna. Engaging with several influencers makes it easier for Shipper to gain awareness from the audience. One of the content presented on @shipper.id is the "Flash Sale PAHLAWan Cuan," where online sellers have the opportunity to get promotional funding. In addition to using KOLs, Shipper also creates events, offering brand mentors as trainers for online sellers and business owners. This content is usually promoted through feeds and Instagram stories, as well as through Live Instagram @shipper.id, where speakers fill in the webinar events organized by Shipper. The majority of the topics discussed are educational content aimed at helping online sellers and business owners develop their businesses. This approach enables the target audience to become aware of the existence of Shipper and understand what Shipper is as a company, mainly through the KOLs and brand mentors they frequently encounter (Haenlein et al., 2020; Park, Lee, Xiong, Septianto, & Seo, 2021). This strategy significantly supports brand awareness, as confirmed by Edenise, the Social Media Associate at Shipper, during the interview:

"Currently, influencers are more structured in campaigns. After that, we also use brand mentors, such as online sellers on a certain marketplace, who are also trainers. So, they can relate very well to the target audience. For example, a seller selling on Shopee, and Shipper organizes a webinar with a Shopee seller mentor. Many are interested in attending the webinar, and it's also one of our awareness strategies. From there, brand mentors get to know Shipper better."

Shipper also creates educational content through feeds, Instagram stories, and reels. This educational content provides additional information that addresses the needs of

business owners. The content contains tips and tricks related to business, posted through multiple posts. The first page includes the title, while the following pages provide in-depth explanations of the given tips. These tips cover various topics, such as how to increase sales with marketplace ads, gain customer trust, and get brands or products into top searches. Shipper presents a wide range of educational content on its Instagram account, @shipper.id.

Aside from educational content, Shipper also shares MEME content on its Instagram page, @shipper.id. The process of creating this content also involves researching several accounts with content that meets certain standards to ensure that the created content does not surpass the audience's understanding when viewed. The purpose of this content is also to promote Shipper's services, using a more humorous approach. For example, one of the content mentions "Looking for Packing Boxes." Sometimes, business owners struggle to provide materials for the shipping process. In the next slide, Shipper explains, "No need to look for materials again if you entrust your stock to Shipper." Since Shipper's target audience is online sellers, with a majority of them being UMKM, the meme content is tailored to suit their emotions when reading it.

The research findings reveal the content strategy applied by Shipper in building brand awareness through its Instagram account, @shipper.id. It includes conducting initial research to align the content with the audience's impressions. The company divides the content creation process into three pillars: educational, meme, and service content, ensuring that the content is delivered to the appropriate audience. Shipper collaborates with KOLs through the "Flash Sale Pahlawan Cuan" content, with influencers such as Patricia Gouw, Keanuagl, and Jovi Adhiguna.

Additionally, Shipper conducts webinars with brand mentors, covering topics that are mainly educational to help online sellers and business owners develop their businesses. By implementing these strategies, Shipper successfully raises awareness among its target audience, who become more familiar with the brand through the KOLs and brand mentors they encounter. The content creation process also involves sharing educational content on feeds, Instagram stories, and reels, addressing the needs of business owners with tips and tricks related to business development. Furthermore, Shipper uses MEME content to promote its services, employing a humorous approach that resonates well with the target audience of online sellers and UMKM.

Focusing on Generation Y and Z, Shipper, as a company in the aggregator logistic and warehouse industry, has its criteria for determining the target audience. Consequently, Shipper chooses online sellers, business owners, UMKM, and individuals interested in starting businesses in Generations Y and Z as its target audience. Several reasons support this choice, including the fact that Generation Y and Z have an interest in business and actively seek business-related information. Both generations frequently use social media platforms for communication and interaction.

Moreover, Generation Z and Millennials share similarities, using social media to interact with various groups, especially with peers on platforms like Instagram and Facebook. These generations are highly tech-savvy, which influences their individual personalities. Selecting online sellers, business owners, and UMKM from Generation Z and Millennials as the target audience is appropriate and ideal for Shipper's Social Media Marketing strategy on its Instagram account, @shipper.id. This is because Generation Z is highly active on social media. While Millennials are also tech-savvy, they primarily use platforms like Facebook, Twitter, and LinkedIn, while Generation Z prefers social media

platforms like Youtube, Instagram, and Tiktok (Alvin, 2022b, 2023; Alvin & Dewi, 2022; Robin, Alvin, & Hasugian, 2022).

Instagram is the social media platform chosen by Shipper to build awareness among its target audience. According to a survey, social media is the most popular and favored form of media among Indonesians today. Instagram, in particular, boasts a large user base in Indonesia, with 82,320,000 users of the app recorded in January 2021, accounting for 29.8% of the country's entire population.

Most Instagram users are female (52.6%), and the age group of 18 to 24 is the most active. Instagram offers various features for sharing content, including Feeds, Story, Live, Reels, and IG TV (Belanche, Cenjor, & Pérez-Rueda, 2019; Cipta & Alvin, 2023). Shipper can effectively attract its target audience through active and engaging Instagram Story content, as such content easily captivates and draws the audience to follow the brand's Instagram account. Besides Story, Shipper can use Instagram Live to connect with the target audience in real-time, fostering a closer relationship with the "sobat shipper" community.

Shipper implements a comprehensive Social Media Marketing strategy on its Instagram account, @shipper.id, by conducting initial research, creating content under three pillars (educational, meme, and service), collaborating with KOLs, organizing webinars with brand mentors, and creating interactive and engaging content. The target audience, consisting mainly of online sellers, business owners, and UMKM from Generations Y and Z, is effectively reached through this strategy. By using Instagram as the primary platform, Shipper taps into the popularity and effectiveness of this social media platform among Indonesians, particularly its target audience. With its well-planned and diversified content strategy, Shipper successfully builds brand awareness and strengthens its presence on Instagram, connecting with its target audience and fostering a sense of community among "sobat shipper."

CONCLUSION

In the contemporary business landscape, social media has emerged as a powerful tool for promoting brand awareness. Social media platforms offer unprecedented opportunities for businesses to connect with their target audience, create meaningful engagements, and foster brand loyalty. This research explored the significance of social media as a catalyst for augmenting brand awareness, focusing on Shipper Indonesia's social media marketing strategies on the Instagram platform.

Social media, in its essence, refers to virtual networks and online platforms that facilitate the creation, exchange, and dissemination of user-generated content. It encompasses a diverse array of platforms, each catering to different demographics and preferences. With billions of active users across the world, social media platforms offer an unparalleled reach that traditional advertising channels often struggle to match, empowering brands to transcend geographical constraints and connect with potential customers from diverse backgrounds.

One of the most significant advantages of social media marketing lies in its ability to deliver highly targeted content to specific audience segments. Through advanced algorithms and user data analysis, platforms can identify user preferences, behaviors, and demographics, enabling businesses to craft personalized content that resonates with their target audience and strengthens brand connections.

Furthermore, social media platforms provide a plethora of content formats, fostering creativity and enabling brands to experiment with various engagement strategies. The dynamic and visually appealing nature of these content formats captivates users' attention, increasing the likelihood of brand messages being shared and amplified across social networks.

Unlike traditional marketing channels, social media facilitates real-time interaction between brands and consumers, allowing businesses to promptly address customer queries, concerns, and feedback, enhancing customer satisfaction and brand reputation. Additionally, social media has given rise to influencer marketing, where brands collaborate with influential individuals to promote their products or services, tapping into new audience segments and benefiting from the power of word-of-mouth marketing.

Shipper Indonesia effectively utilizes social media, particularly Instagram, as a platform to promote its brand in the aggregator logistics and warehouse industry. By conducting initial research and creating content under three pillars (educational, meme, and service), collaborating with Key Opinion Leaders (KOLs), organizing webinars with brand mentors, and creating interactive and engaging content, Shipper successfully builds brand awareness and fosters a sense of community among its target audience. By focusing on Generation Y and Z, Shipper taps into the tech-savvy and business-oriented characteristics of these generations, effectively connecting with online sellers, business owners, and UMKM.

This research demonstrates the significance of social media marketing in enhancing brand awareness and emphasizes the importance of utilizing digital technology, particularly social media platforms, to connect with consumers and establish brand-consumer relationships. By adopting a qualitative research approach and employing a case study method, the study provided valuable insights into Shipper Indonesia's social media marketing strategies, shedding light on the power of social media as a tool for brand promotion in the aggregator logistics and warehouse industry.

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