

Increasing the Brand Awareness of Heyboba Drinks to Its Target Market through Instagram

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ABSTRACT

Heyboba is an SME that sells boba drinks that experienced a decline of about 50% in its sales. The writer conducted a survey using Google Forms on customers and non-customers. The results show that the problem that caused the decline in sales is the lack of brand awareness from the target market, such as many people do not know Heyboba and its USP. It happened because Heyboba was less active in informing its USP on social media. Therefore, the writer decided to create USPs content as a solution where the content highlights the USPs of Heyboba like the low product price, delicious and different taste of boba, having delivery services, and having a point card on Instagram according to the branding theory by Mira Shabrina (2015). By displaying the USPs of Heyboba, the writer believes that it can increase the brand awareness of the target market and increase Heyboba's sales.

Keywords: brand awareness; branding; USP; content; Instagram; target market

INTRODUCTION

Heyboba is a small business that is engaged in the beverage sector. Heyboba was founded and started operating in November 2019. After almost two years of Heyboba's existence, problems arose, such as a decrease in the number of buyers by about 50% from the usual sales figure. There are several possible factors that affect the reduced number of Heyboba sales. The first possibility is because of the Covid-19, which has quite large and periodic cases in Tarakan. The second possibility is due to the lack of promotion by Heyboba. The third possibility is because there are more and more sellers of drinks, including boba drinks, in Tarakan, so the target market prefers to try these new drinks.

It seems there are two problems related to brand awareness issues from this main problem. The first problem is that many people do not know about Heyboba. It can be known from the mini-survey that the writer has conducted on about sixteen people; approximately five people answered they did not know or recognize Heyboba, and the possibility of their ignorance about Heyboba was due to a lack of product promotion and being less active in creating Instagram content. The second problem is that many people do not really know about Heyboba, including the USPs and products. From the mini-survey, eleven people responded that they knew Heyboba, but there were still those who did not know all the strengths or uniqueness of Heyboba and other products except the main products. The possible cause of this problem is that Heyboba still lacks branding its brand to the public.

After observing and researching Heyboba, the writer found that Heyboba needed help to solve the problems they were experiencing. The writer wants to create Instagram content as a medium where Heyboba can channel information about its strength or uniqueness (USP) to its target market. This project aims to help increase the brand awareness of Heyboba to its target market by informing about the USP of Heyboba through Instagram content. Hence, with the project results, namely Instagram content, it can be a way to inform and spread Heyboba's strengths or USPs. It can also increase the knowledge of Heyboba's brand and product to its target market

through social media. In this project, the writer will explain some theories used to support her idea in this project to help Heyboba.

Branding

According to Mira Shabrina (2015), branding is an activity to build a brand. It can be said that branding is an activity in which a company tries to establish its identity and can be distinguished from its competitors by planning, designing, and informing its target market or customers. Branding is not only focused on the company's identity, but branding is about creating something that people will buy, follow, fall in love with, appreciate, and enthuse about other people. In short, branding is one of the essential processes for a brand to develop and be recognized by its target market by using various things that make it different and not based on company identity.

Brand Awareness

According to Upadana and Pramudana (2020), brand awareness is one of the results of branding. Brand awareness is a person's ability to remember or recognize a particular brand or product spontaneously or with specific keywords. Companies need to carry out attractive branding and marketing activities to increase the brand awareness of their brands or products. Brand awareness plays an essential role in a brand. High brand awareness of a brand will be one of the first steps to increasing sales. This is influenced by consumers' purchasing decisions and interests who tend to buy products that are already known or known to them compared to the products from new or foreign brands (Upadana & Pramudana, 2020).

Level of Brand Awareness

The levels of brand awareness can be categorized into four different levels (Permadi, 2016). First, "unaware of brand" is the lowest level of brand awareness. At this level, many people do not know about the brand yet. Second, "brand recognition" is the second level of brand awareness. At this level, people begin to recognize and differentiate a brand or product from one brand to another with the introduction assistance. Third, "brand recall" is the third stage in the level of brand awareness. At this level, people can recognize a brand or product without using help remembering it. Last, "top of mind" is the highest level of brand awareness. At this level, a brand has occupied a position where the brand or product is the first thing or spontaneous thing people remember when discussing, wanting to buy, or needing something related to the brand's product.

Customers' Loyalty

Loyalty is one of the important assets that must be built or owned by a company from its customers. According to Amalia et al. (2014), the characteristics of loyal customers are customers who make repeated transactions, buy products offered by a brand (dare to buy not only one type of product), and dare to give recommendations about brands or products to others, and indicates immunity to the brand or products of other brands.

Unique Selling Point / Proposition (USP)

According to Yongge Niu & Cheng Lu Wang (2016), USP is one of the important aspects that can help a company or brand increase its brand awareness to be recognized and distinguished from competitors by its target market. In addition, USP can also help a brand increase the target market's buying interest because it can convince and give the target market a sense of trust in the product or brand. A brand needs to know the real USP of the brand or product it owns. One way that the USP can be useful for a company or brand is to upload it, making it one of the contents that can attract interest from the target market or customers on social media such as Instagram. The purpose of creating USP content that is distributed is to introduce and increase

awareness of the target market or customers of the brand in the hope of fostering a sense of trust and loyalty to the product or brand (Megadini & Kapanuspa, 2021).

Instagram Marketing

Instagram as a marketing tool has proven to be superior and effective in assisting communication, sales, and promotion of a business by using images that display a product and a description of the product (Ting, et al., 2015). Instagram and the IPSOS business consulting firm (Pertiwi & Nistano, 2018) conducted research, and the result was that 52% of 500 Indonesian SMEs chose Instagram as a medium for promotion. 81% of 3,000 Instagram users in Indonesia use Instagram to find their interest in a brand or product. Due to the widespread effect and a large number of Instagram social media users, many companies use Instagram marketing as a strategy for branding to seek to increase brand awareness of a brand or product.

Informative and Interactive Contents

According to Cambridge Dictionary ("Content", 2021), content is "the ideas that are contained in a piece of writing, a speech, or a film." In a book by Chapman and Handley (2012), content has a broad term but refers to words, images, tools, or anything uploaded on a website. Informative, according to the Merriam-Webster dictionary ("Informative", 2021), is "providing useful information or knowledge." To sum up, the notion of informative content is a promotional media that has the nature of educating or providing an understanding of something valuable. According to the Cambridge Dictionary, Interactive involves communication between people or reactions between things that work together ("Interactive", 2021). Thus, interactive content on social media marketing is promotional media such as images or writing that can invite customers to interact or relate to each other.

The Content rules

Many business people use social media, especially Instagram, to carry out their marketing strategies. According to Chapman and Handley (2012), there are eleven rules for creating content. First, business owners can seek information about content creation. Second is to create content containing information about the brand or product owned. Third is to create content about a moment. Forth is knowing how to communicate or knowing how to choose the right language according to the target market or customers of a brand. Fifth, the business owner must avoid using the same content over and over again. Sixth, good content is not content that openly sells a company's brand or product. Seventh, creating content about real things that can be produced or done from the product or brand in real life. Eight, do something unexpected. Ninth, the business owner can intersperse with content that interacts and communicates with customers. Tenth, the initial theme in running her/his content can help the business owner create diverse content with a consistent theme. Last, Play to the business strengths.

Target Market

According to Curtis and Allen (2018), the target market is customers who are brave and willing to pay for a product or service that a business offers because they feel the need and benefit from it. The target market segmentation can usually be determined based on four categories or variables (Kotler et al., 2020). First, based on demographic data. Second, based on psychographic data. Third, based on geographic segmentation. Fourth, based on behavioral data of the customers. By using the four variables that can help a company determine its target market, companies must analyze, pay attention, and choose a target market that suits their needs and targets to sell their products to the right people and achieve good sales levels.

METHODS

Description of the Respondents

Before distributing Google Forms, the writer analyzed to find out who was included in the respondent criteria who would assist the writer in answering the questionnaire that the writer created. The fifty respondents were separated into two main categories: customers and non-customers. From the customer category, the respondent's criteria were that the respondent has tasted Heyboba products and followed Heyboba's Instagram account. For this criterion, the writer got twenty respondents. The non-customers category had two different types of respondents. The first type was respondents who had never tasted Heyboba products but followed Heyboba's Instagram account. For this criterion, fifteen respondents filled out Google Forms. The second type was respondents who did not follow Heyboba's Instagram account and had never tasted Heyboba products. For this criterion, fifteen respondents have filled out Google Forms. Moreover, the respondents from Google Forms were people with an age range of <13 – >44 years based on the age range from Heyboba's current customer data based on the Heyboba Instagram insights.

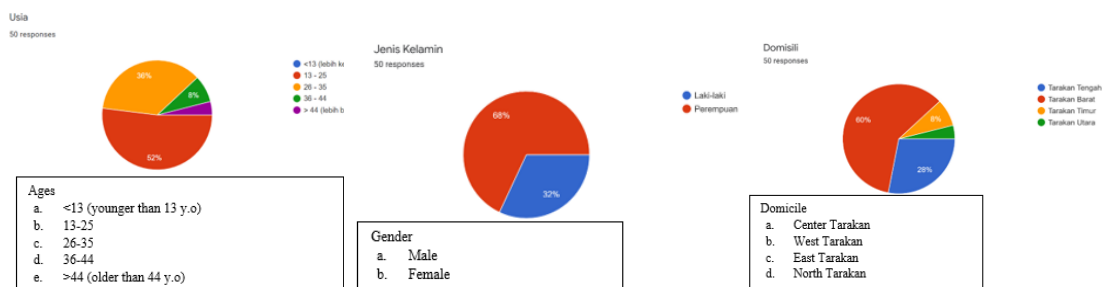
Description of the Instruments & the Procedures

In collecting the data, the writer used an online questionnaire, Google Forms. The writer made it in Bahasa because the writer wanted the respondents to understand the questions and answer them easily. In addition, the writer used Google Forms because people could easily fill in it everywhere and every time just by opening the link on their phone or other devices. Moreover, the writer used Google Forms because it made it easier to ensure the answers that the writer got from the respondents were the answers the writer needed and were valid.

The Google Forms had three focuses according to the target respondents needed and consisted of eight sections. Section one focused on the respondents' background information. Section two focused on the question of the types of respondents. Section three aimed to find out the customer experience when purchasing Heyboba, the level of brand awareness, and customer satisfaction. Section five focused on questions about respondents' reasons. Section six focused on finding out why respondents did not know Heyboba. Section seven will focus on questions about social media and their opinions on the form of the project the writer will undertake. Finally, sections eight and nine focused on respondents' opinions about Heyboba's Instagram content.

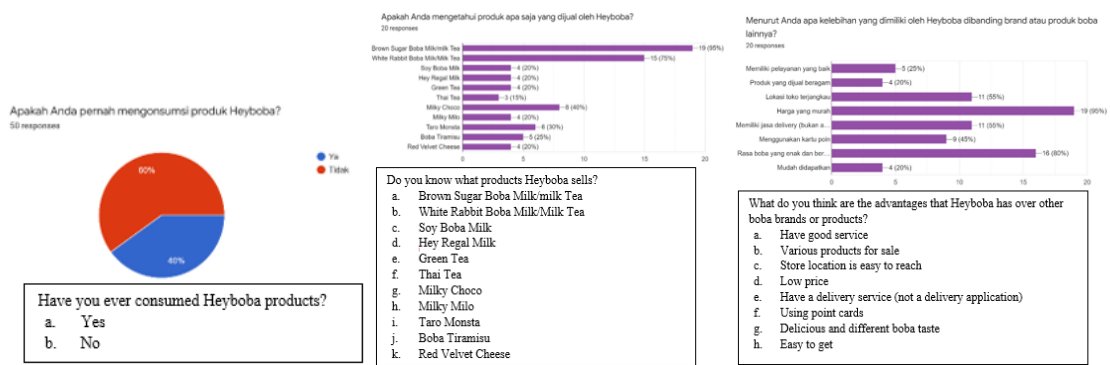
CONCEPT OF THE CREATIVE WORK

Findings and Discussion

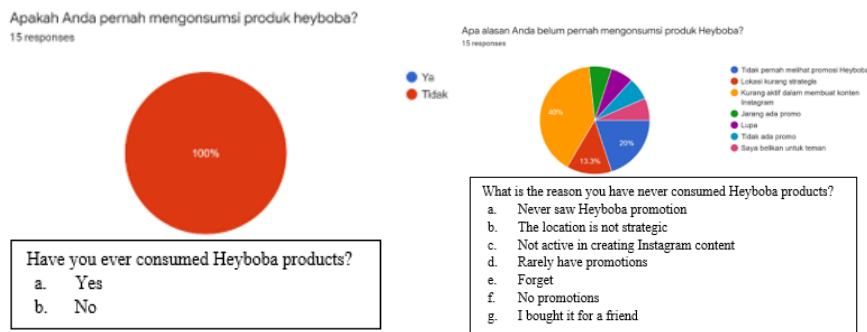


The survey results show that most of Heyboba's target market is the Tarakan community, with the majority aged 13-25 years old. The majority at that age are students who have not worked. After being dominated by a target market aged 13-25 years, it is followed by a target market aged 26-35. The majority are women, and most of Heyboba's target market is people living in the West Tarakan area, followed by Central Tarakan.

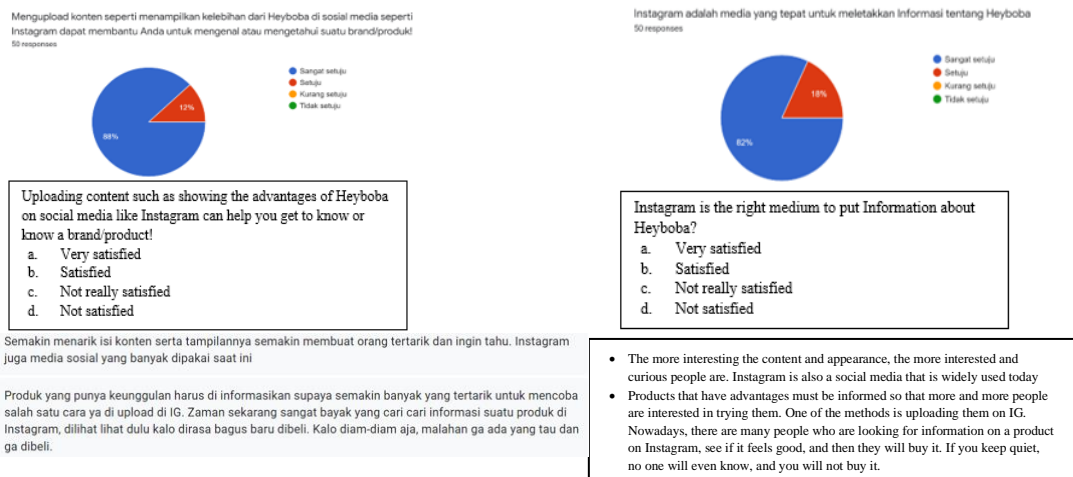
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The survey results showed that, of 50 respondents, 60% of them have never tried or consumed Heyboba products. Moreover, of the 20 customers who became respondents, most of them only knew about the variants of Brown Sugar Boba Milk/Milk Tea, White Rabbit Boba Milk/Milk Tea, and Milky Choco drinks. The other drink variants did not seem too familiar to the respondents. In addition, among 20 customers, many still do not know that Heyboba has extra services such as point cards and delivery services. The majority of them only know that Heyboba has a low price and good taste.



From respondents who are non-customers but follow Heyboba's Instagram, it can be seen that all of them have never consumed Heyboba products. Most of the reasons respondents did not consume products from Heyboba were because Heyboba was less active in creating content on Instagram, did not see any promotions from Heyboba, and the location of the Heyboba booth was considered less strategic. In addition to these three reasons, some say that Heyboba is considered to give promotions to its target market rarely. These are some reasons why the target market does not consume Heyboba products.



From the survey results, it can be seen that all respondents agree that Instagram is the right medium to inform about information or USPs from Heyboba. It can also be seen from some of the respondents' comments about their opinions on using Instagram social media as a promotional medium. All comments indicate that they agree that Instagram is the right medium to promote because it is easy to access, and the number of accessors classified is huge at this time.

Sekarang IG sering dipakai untuk nyari makanan dan minuman, dengan adanya informasi yang menarik dapat menarik pelanggan untuk mencoba heyboba

Keaktifan melakukan promosi di sosmed dengan konten yang memberi informasi produk sangat penting agar orang-orang dapat mengenal dan tidak melupakan keberadaan suatu brand. IG juga menjadi salah satu sosmed yang paling banyak digunakan untuk mencari informasi tentang sesuatu.

- Now IG is often used to look for food and drinks, with interesting information it can attract customers to try Heyboba
- Active promotion on social media with content that provides product information is very important so that people can recognize and not forget the existence of a brand. IG is also one of the most widely used social media to find information about something.

It can be seen from the survey results from respondents, many of whom answered that the role of interesting content on Instagram was considered important because it was able to introduce a product or brand. Not only that, interesting and often applied Instagram content also influences the buying decisions of the target market who see the content (Sania & Aulia, 2021).

Description of the Solution

The solution is informative and interactive content containing USPs information from Heyboba on Instagram as part of branding activities based on Mira Shabrina (2015). The writer created six content for Instagram feeds and three Instagram story templates. The contents of the six Instagram content that had made are about the USPs of Heyboba. The content will be informative and interesting so that the target market which sees it can find out the information that Heyboba wants to convey. Content feeds for Instagram will contain four USPs observed by the writer using a survey of customers and target market from Heyboba.

The first three contents will contain information about Heyboba's first USP, namely Heyboba's drinks which have a low price. In the first piece of content, the writer uses words like "Size M" and "Starting from 12k" to show that medium-sized of Heyboba's products can be purchased starting at 12,000 only. The purpose of using these words is to inform or show if Heyboba products have low prices. The caption used in the first content also briefly explains the image's content. Similar to the words drawn, the writer also uses words such as "starting from 12k, you can already get Heyboba's drink".

In the second content, the writer discusses the toppings owned by Heyboba. Still discussing the first USP, which is the low price, in this content, the writer uses words like "only 5k" in the image to emphasize that Heyboba's topping price is also low. The caption used also uses words such as "only by adding 5k" and "Next Level" to emphasize that only adding 5,000 will make the drink you buy taste better.

In the third content, the writer makes it similar to the first content. The only difference is the size of the drink which can be seen from the picture, which shows the difference in the size of the drink and the price. Using words like "starting from" is still used to show that even though customers or target market buy large-sized products from Heyboba, they do not need to be afraid of being expensive because the prices offered by Heyboba are still affordable for large-sized drinks. The writer also wrote a short caption that still emphasizes that Heyboba has a low price but is "worth it" because customers or the target market can get large-sized drinks only by adding 5,000.

The content of the sixth Instagram feed will discuss the fourth USP of Heyboba, namely the loyalty card. The purpose of displaying a loyalty card image and using keywords in the image is to remind customers or target market and attract the target market's attention if Heyboba also pays attention to its customers or target market by using this card. In the second and third

pictures in figure 4.26, which will be uploaded using "multiple modes", the writer briefly explains how to get a loyalty card and its use. In the caption, the writer uses persuasive words such as "want to get free Heyboba" at the beginning of the sentence and afterward reminds the customers or target market how to use the loyalty card so that customers or the target market know and understand the use and benefits they will get.

About the story contents, First, the writer created two Instagram stories using the same template. The first story contains information about the giveaway event held by Heyboba for his Instagram followers. The second story contains one of the conditions for participating in the giveaway: filling out the "This or That" game template from Heyboba in each story. To increase awareness of this activity, Heyboba will post and tag one of the promo and culinary information accounts in Tarakan that will help spread the giveaway story event. The goal is to disseminate information and attract the target market to Heyboba.

The second template is a story that Heyboba can use to inform if Heyboba is open, and customers or target market can buy it immediately. The writer made this template with a more cheerful and interesting nuance but still provides information and shows the side of Heyboba. The writer makes this story template because the story's appearance, which is usually used to give an open sign, is very boring, and there are no unique variations that attract attention.

The writer created mini-game content, namely "This or That," as the third template, where the target market and customers from Heyboba who use Instagram can play and interact with each other with Heyboba. This game aims to increase the interaction relationship between Heyboba and its customers or target market. Not only that, by asking which variant of the drink is a favorite of customers, Heyboba can also find out the interests of its customers indirectly.

CONCLUSION

In conclusion, Heyboba is a beverage brand that sells boba drinks that experienced a decrease in the number of purchases from Heyboba products. The main problem is the lack of brand awareness from the target market or customers. There are still people who do not know about the Heyboba brand or product, and there are still many who do not know the strengths or uniqueness of the Heyboba brand or product. From the survey results that have been carried out and based on the thoughts of the writer in addressing the problems experienced by Heyboba, the right solution to solve problems related to the lack of brand awareness of Heyboba's target market is to do branding using promotional methods using USPs content about Heyboba's brands and products such as the low product price, delicious and different taste of boba, having delivery services, and having a point card on Instagram. USPs content on Instagram can increase the level of brand awareness of Heyboba's target market or customers. With the increasing level of brand awareness or loyalty from Heyboba's target market and customers, it will affect Heyboba's sales level as well. The writer uses Instagram because of the broad reach of Instagram's social media. In addition, the target market and customers of Heyboba also often use Instagram as a medium where they seek information about culinary arts in Tarakan.

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