Increasing PyonPyon's Instagram Traffic through Livestreams

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ABSTRACT

PyonPyon is a start-up company in Jakarta that runs on the healthy-beverage industry. During the author's final assessment internship, PyonPyon was having trouble getting traffic or even public exposure on their main social media account, Instagram. The author then identified PyonPyon's problem as low traffic and public exposure on their main social media marketing. Therefore, a solution was implemented by putting PyonPyon on an endorsement through *live streamers* and posting unique Instagram posts. Supporting the solution, the author needs to know the level of brand awareness and consumer's buying behavior. Thus, a survey was created to 36 respondents from across Indonesia. From the questionnaire, results showed that PyonPyon's brand awareness is currently at the lowest stage, which is "unaware of brand". After the survey and implementing the solution, results showed that by putting PyonPyon on *live streamers* that have decent live views, it can raise the Instagram traffic of PyonPyon. The author decided that endorsement in *live streams* is a good way to gain traffic and to gain public exposure, also increases PyonPyon brand awareness, since the target market, or the *live viewers* can check out PyonPyon's Instagram and product at the same time while it is shown on the show. The author created a strategy by applying theories such as measuring levels of brand awareness from Aaker (1991), methods to increase brand awareness from Liando and Setyawati (2014), social media marketing from Hayes (2021), and advertising from Yakup (2011).

Keywords: Instagram; PyonPyon, brand awareness; healthy-beverage industry; live streamer.

INTRODUCTION

I chose a different project from my internship because I have lost contact with my previous internship company and my family had to relocate to Banjarmasin. I am currently in charge of marketing and social media in a beverage company called PyonPyon. PyonPyon is a start-up beverage-based company from Jakarta created by two young adults, Felita and Christian, with their goal to sell fresh homemade ingredients to their target markets, teenagers aged 17 – 35 who are looking for a healthy delicious drink. PyonPyon is currently selling one product, Ichigo, a healthy drink made from strawberry jam, fresh milk, and fresh cut strawberry fruit. PyonPyon claimed that their product, Ichigo, does not use any preservatives and only uses fresh products, hence, they only do pre-orders to keep the products fresh during deliveries. Currently, PyonPyon uses 5 online marketing media, 1 media is their own website, 2 social medias on Facebook and Instagram, and the last 2 is an online marketplace, Tokopedia and Shopee.

The main problem that this company has is that PyonPyon's main social media marketing, Instagram, has no interactions or traffic activity at all. PyonPyon's goal is to sell healthy authentic drinks that consist of fruits and jam. However, this kind of product does not receive much attention here in Indonesia, thus, making the product harder to market than others. This is shown by how the owners have tried to advertise their product, but received zero reactions from the effort. Currently, PyonPyon markets their products only via Instagram. Similarly, PyonPyon's Instagram traffic is very low, even though they used paid endorsement. At this point, PyonPyon's followers are only from the owner's close friends only and it doesn't

affect much for the company itself. This is proven by the words of PyonPyon's owners that most of their followers are their own close friends. This is concerning because without an active traffic outside from their close circle, PyonPyon's sales will stall. Consequently, if the progress of the company does not increase, there is a good chance that the company might be closed due to bankruptcy.

Some efforts have been made to effectively use their social media, including a paid endorsement. However, they did not give the desired impact. Moreover, as a new player in the market, it is hard for PyonPyon to reach the same popularity as more established players. With their current price range (IDR 18,000), it is difficult to market the product and attract new customers. A good social media promotion or endorsement will kickstart their business and raise awareness toward their brand. Therefore, the low traffic or inactivity of their Instagram account further damages their business.

The purpose of this project is to help PyonPyon, as a small business, to gain exposure through their Instagram as their social-media marketing. PyonPyon is a small company, run by 2 owners, Christian and Felita. Their main goal is to sell their healthy product to most teenagers to adults ranging from the age 17 – 35 who are looking for fresh, healthy, sweet drinks. With enough traffic and exposure through their social media account, it can be a solution towards their problem about their low exposure and social media traffic.

To obtain and create the solution and help PyonPyon reach its target, some theories and concepts has been used for references from books, e-journals, and other online resources available.

Brand Awareness

Brand awareness is a capacity of a given customer to recognize or recall that a given brand belongs to a particular category of products. (Romaniuk, Wight, & Faulkner, 2017). When a consumer thinks of a product, their brand will come into their mind first. Gustafon & Chabot (2007) stated that if an organization has a successful brand awareness, it means that the products and services of the organization have a good reputation in the market and are simply acceptable. By that, it is clearly stated that if a product or service or a company is not recognized or their brand awareness is weak, it may affect a buyer's behavior on buying certain products. Based on Aaker (1991), there are at least 4 stages of brand recognition, based on a study upon an aided recall test. From the highest level of brand awareness to the lowest, respectfully:

1. **Top of mind**
   Top of mind awareness is a measure of the highest consciousness of consumers. This applies to any brand that comes first to mind when consumers think of a certain niche, product, or industry. However, not all consumers will think of the same brand, but the results offer a clear indication of which companies are most popular within an industry.

2. **Brand Recall**
   Brand recall is a measure of the awareness where consumers can recall more than 3 brand names, given a category for low-interest products

3. **Brand Recognition**
   The term brand recognition refers to the ability of consumers to identify a specific brand by its attributes over another one.

4. **Unaware of Brand**
   Unaware of Brand is the first level of brand awareness where consumers do not

recognize or know the brand exists. Usually, this situation happens to most companies and they have not prepared for their marketing strategies.

Brand recognition is a minimal level of brand awareness. It is particularly important when a buyer chooses a brand at the point of purchase. The next level after is brand recall. It is based upon asking a person to name the brand in a product class; it is termed "unaided recall" because, unlike as in the recognition task, the respondent is not aided by having the names provided. Also, Aaker (1991) identifies three levels of brand awareness moving from not being aware of the brand to an indeterminate feeling that the brand exists, from brand recall, to a belief that the product is exclusively the one in its products category.

Unique Selling Point
Advertisers strive to communicate superior attribute performance, because such a strategy, known as Unique Selling Proposition or Unique Selling Point (USP), communicates to consumers that, if they buy the product, they will obtain a unique benefit "one that the competition either cannot or does not offer" (Caldieraro & Cunha, 2021). To determine Unique Selling Proposition on a product, it is not an easy task, first the marketing unit must first research and analyze the markets in which the product will be sold. Through this process, the company can begin to understand its markets and customers. Then, the company can begin to segment and target its customers. With regard to positioning, the unique selling proposition can influence how the product will be perceived in consumers' mind. (Breuer, 2011). Unique Selling Point is needed by any company, either start-up businesses or even huge corporations to make themself differ from other companies. In this case, PyonPyon currently only has one product, Ichigo. Ichigo has not been stated as an USP at this point since people can make Ichigo everywhere. At the current company's state, a USP has not been identified and still seemed to be discussed by the owners of the company.

Marketing
Cronje, et al (2007;283) defines that marketing as consisting of management tasks and decision and directed at successfully meeting opportunities and threats in a dynamic environment, by effectively developing and transferring a need-satisfying market offering to consumers, in such a way that the objectives of the business, the consumer and society will be achieved. Kotler and Keller (2009) define marketing mix as a combination of market activities for certain goods or services over a given period and in a particular market. According to Agic et al., (2016), marketing strategy is related to the creation of a marketing mix which enables a business to achieve its objectives in the targeted market. As consumers' behavior changes, the marketing mix is not only concerned with 4P but also developed into 7p (Harrington et al., 2017) which are mentioned below:

1. **Product** is a marketing effort related to everything offered to meet consumer needs (Kotler and Keller, 2009). Product mix consists of product type, quality, design, completeness, brand name, packaging size, product service, warranty and replacement (Kukanja et al., 2016).

2. **Price** is the marketing mix element of how much money consumers spend to buy the product to fulfill their needs and desires. Tjiptono and Chandra (2005) mentioned that at a certain price level, if the perceived benefits of consumers increases, then its value will increase as well (Kotler and Keller, 2009)

3. **Place** is the market location or area where the merchant sells or distributes his wares so that it is available to the consumer. Kushwaha and Agrawal (2015) explained that decision for physical distribution decisions considers how the order is processed, on

where the storage is located, how much the preparation has to be ready, and how the goods should be transported.

4. **Promotion** is an effort to convey information or to communicate between traders and consumers with the aim of disseminating information, influencing, persuading, and reminding target markets in order to create demand for products or services offered by traders(Marques et al., 2014)

5. **People** could be defined as the role of humans in the delivery of goods or services that can affect consumer perceptions (Kukanja et al.,2016). According to Kushwaha and Agrawal (2015), the customer-oriented employees focus on showing personal attention, interpersonal care, politeness and fast behavior.

6. **Process** describes the method and sequence in the service and creates a promised value to the customer by serving the demand of each customer (Kushwaha and Agrawal, 2015). The Element of process includes the facilities in buying and selling, and the quick response of sellers to meet the demands of consumers, the agile response to consumers complaints for products and services (Yarimoglu, 2014).

7. **Physical Evidence** focuses on the physical conditions in the place of business including the surrounding area. (Khan, 2014). Physical evidence of marketing elements includes the supporting environment (furniture, color, layout, noise level), supporting goods, spatial, hygiene and equipment, supporting facilities such as toilets, mosque and parking lots (Kukanja etal., 2016).

Based on Investopedia by Hayes (2021), the term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has a purpose - build data analytics tools that allow marketers to track the success of their efforts. Based on Ahmad, Musa, and Harun (2016) Social media content marketing (SMCM) plays an important role in brand health as it is the medium for the consumers to gain information about the brands. A good SMCM can increase their brand health score. In the present, the business practitioners tend to use social media marketing to create awareness about their brands to the consumers. Through the social media platforms, they engage with their consumers and built-active interaction among them. Hence, it is crucial for the companies to have good content marketing to attract more customers to visit their page, follow the update news and finally repeat the purchase.

Advertising

Cited from Yakup (2011), advertising is the business of announcing that something is for sale or of trying to persuade customers to buy a product or service. Advertising can take place anywhere. There are two types of advertising, the traditional advertising on which they usually use billboards, newspaper, radio advertisement, or even pamphlets. Modern advertising nowadays uses video advertisements on YouTube, on television, sometimes on movies, or even everywhere on the world wide web. Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. With traditional advertising, businesses pay for space on the printed newspaper or magazine page or they pay for time on radio or television airwaves. With online advertising, companies pay for space on a web page (Miller Michael, 2011). Consumers largely use email to contact customer service on pre-sales and post-sale bases. Although these email addresses can be captured for the purpose of outbound email marketing with the customer's consent (in other words, opt-in), the outbound service reply should include reminder in the

footer that promotes email registration for marketing messages and/or newsletters (Mullen Jeanniey & Daniels David,2009). With online Advertising, the marketing aspect is made a lot easier when the Internet arena is thrown into the picture. In this sense, all the things referred to the marketing' facet of a business are done online. Advertising, branding, and selling of products and services are accomplished by using the Internet as the medium (Internet) Marketing Essentials for Newbies p. 6). It is a powerful communications medium that can act as a corporate glue that integrates the different functional parts of the organization.

METHOD

The reason why this data needs to be collected is to know the consumers taste and the current hype that they are making. Doing this might give an insight towards the company to follow the hype and fulfill most of the consumer's needs. This questionnaire is also to help the company to produce a new product that might attract new customers and increase the consumer's attraction towards the company, the brand, and the product itself. The instruments that I need are from the age, origin, favorite drinks, and some questionnaires. From this survey, the data I need to be collected is to know what level of brand awareness for PyonPyon, the consumers buying behavior, and also their interest towards PyonPyon's product, Ichigo.

The survey was distributed to 36 respondents who are the potential target markets for PyonPyon. The respondents are mostly teenagers to young adults from the age of 17 to 35 years old, both male and female from any city or region in Indonesia. I do not put any limitations on the background of the respondents since everyone is suitable for this drink especially at the age of the target market PyonPyon has set. The particular reason why this group of respondents has been chosen by PyonPyon is because the aim for this product is aimed directly at people, mostly young teenagers to adults, that is searching for healthy, unique, non-preservative drinks in Indonesia. Despite that there are no boundaries set towards the respondents, at the moment, the questionnaires are sent directly and focused on the group of respondents that are living around the area of Jakarta Raya (Jabodetabek). The questionnaires were made in Bahasa Indonesia, considering that not every respondent's English proficiency is high and may confuse them. The questionnaires also use simple questions to make the survey easier for the target market range and respondents.

FINDINGS AND DISCUSSION

The result of the online questionnaire given to the 36 respondents dominantly responded by the age range of 17 – 23 years old (58.3%), followed by the age range of 24 – 29 years old (33.3%), and the least from the range of 30 – 35 years old (8.3%). Following the product's feedback, only 55.6% respondents answered yes to whether they liked sour fruits like strawberries. A question about PyonPyon brand awareness also has been asked towards the respondents if they knew PyonPyon, 94.4% of the respondents answered no. However, after showing a picture of PyonPyon's product, Ichigo, 75% of the respondents are most likely to purchase the product. From the discussion before, based on Gustafon & Chabot (2007) has stated that if an organization has a successful brand awareness, it means that the products and service of the organization have a good reputation in the market and are simply acceptable. Before stepping into a level where the product has been accepted, it needs to have a level of brand awareness on nearby markets first, mostly from the region of Jakarta Raya. Research has been conducted to know PyonPyon's brand level of awareness, if people knew about the brand or even the existence of a company has resulted that the brand awareness of PyonPyon is currently at a state of "Unaware of Brand ". Out of 36 Respondents, 34 respondents answered "No" whether they knew PyonPyon's brand. Based on Aaker (1991), Unaware of brand is the first level of brand awareness where consumers do not recognize or know the brand exists.

CONCLUSION

In conclusion, my goal for this project is to help a start-up business like PyonPyon survive the cruel industrial market of beverages nowadays. The solution that I have contributed to gain traffic on PyonPyon's Instagram is by endorsing it to live streamers that have the same target market for their audiences for PyonPyon. I really hope that by doing this, it can be a solution to other English Business Communication (EBC) students and can be honed into a perfect solution. On this solution as well, I would like to suggest to the other students to pin out a strategy for the Product Placement of Advertisement. First I decided that I can give them help by creating a strategy to gain exposure towards endorsing and creating new creative post. I gave two solutions that are linked to one and each other, first, endorsing live streamers that have a lot of viewers. While they are performing or hosting their live streams, they also put the PyonPyon Ichigo Milk or PyonPyon logo on their livestream to let the viewers know. After that, they will check the Instagram account from the endorsement and maybe if they are interested, they might buy the product. Second solution is to make a unique Instagram post. Creating a post is not necessarily make-and-post, but more to a strategic way of inviting customers to go back to the Instagram account. Making the latest post of PyonPyon about the fact that they are not using any preservatives can also be reacted towards by people around who saw from the first solution given. This way, it can create a sense where PyonPyon is active and still working until today.

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