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Corresponding Author:

Reynaldy Sebastian Lim

Imam Nuraryo

Email:

reynaldysebastian75@

gmail.com

imam@kwikkiangie.ac.id

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The Effect of Brand Communication on strengthening Brand Awareness on Pancious Pancake Instagram Account.

Reynaldy Sebastian Lim¹

Imam Nuraryo²

¹ Institut Bisnis dan Informatika Kwik Kian Gie, Kota Jakarta, Indonesia
Jalan Yos Sudarso Kav 85 No 87, Jakarta,
reynaldysebastian75@gmail.com

² Institut Bisnis dan Informatika Kwik Kian Gie, Kota Jakarta, Indonesia
Jalan Yos Sudarso Kav 85 No 87, Jakarta,
imam @kwikkiangie.ac.id

Abstract

With the development of the culinary business in Indonesia, marketers are tested in developing a brand. Various technologies can be used to build brand awareness. Today, customers see things through what they are familiar with rather than what is being offered. A brand, also known as a sign, is a collection of names, symbols, signs, designs, or a combination of these, among others, that are used to differentiate the products and services of an individual, organization, or business from those of other products and services. Brand Awareness is the public's attention in remembering a brand. High brand awareness can continue to stand out for individuals to be interested in trying products from that brand, or create high loyalty to the brand. One strategy in strengthening Brand Awareness is through social media. Thus, the researchers conducted a study entitled the effect of Brand Communication on strengthening Brand Awareness on Pancious Pancake Instagram Account. The results of the research shows that total mean for brand communication earn 4,27, the same result also goes to brand awareness which also earn 4,27 total mean, and brand communication does make significance influence on strengthening brand awareness with 82,7%.

Keywords:

Brand Communication, Brand Awareness

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INTRODUCTION

With the development of the culinary business in Indonesia, marketers have proven themselves in developing a brand. Various technologies can be used to increase brand awareness. Marketers also take advantage of various developments and inventiveness to attract buyers. Today, customers see everything through what they already know rather than through what is offered.

A brand, also known as a sign, is a collection of names, symbols, signs, designs, or a combination of these, among other things, that is used to distinguish the products and services of a person, organization, or business from other products and services. A strong brand is known by the public and has a strong association with a product. The bigger the brand name, the higher the public's attention to the brand. Brand Equity is the sole source of this achievement.

Brand Communication, is a strategy used by businesses to building a trust and satisfaction in a brand by ensuring positive ideas or images about the brand through tangible products and perceptions. Brand communication is one of the steps taken by the public to better understand the various characteristics of a brand and make it stand out from competitors (Riadi 2021). If a brand really focusing on Brand communication, will actually separate the organization from its competitors not only from abroad but also from within, who continue to come up with new ideas to create unique brand communications. Brand Communication is one way to pass on a brand to the public. If a company has creative and innovative Brand Communication, it will be considered competitive. Brands can attract public attention through brand communication.

Once a brand is fully established, Brand Communication plays an important role due to the high level of risk associated with the culinary industry in the current era, especially for businesses in the sector. Many competitors of the organization have been offering different products having qualities that acknowledge both, is relentless Brand Communication. Brand Awareness is the public's attention to remembering a brand. High brand awareness can continue to make individuals interested in trying products from that brand, or create high loyalty to the brand. Brand awareness will continue to grow until a brand can convey its message.

One of the strategy for strengthening Brand Awareness is through social media. According to Donni (2021), social media is media designed to facilitate interactive or two-way social interaction. Social media has become a very popular communication platform because the number of users is very wide. One of the most popular social media to date is Instagram. Instagram is one of the most popular social networking sites in the world (Donni 2021:370). Instagram users in Indonesia have reached hundreds of millions of people. Based on data from Napoleon Cat research, Instagram users in Indonesia has reached 106.72 million by February 2023. By looking



at the data, brand communication via social media has the opportunity for strengthen Brand Awareness.

Based on the background above, the author has an interest in researching the influence of brand communication that has been carried out by Pancious. Pancious is a local pancake restaurant that continues to communicate its brand and products to the public. The author will conduct research on the Instagram account (@pancious.id) which has 52,900 followers. In this study, the identification of the problems that will be discussed are:

1. How much the average score of respondent's answers earned by Brand Communication?
2. How much the average score of respondent's answers earned by Brand Awareness?
3. How much is the influence of Brand Communication on strengthening Brand Awareness on Pancious Pancake Instagram Account?

LITERATURE REVIEW

Brand Communication

Riadi (2021) states that:

"Brand Communication is an organizational approach to making positive thoughts or images about a brand into the actual structure of the item as well as confirmation from buyers to generate trust and satisfaction with the brand. "The aim of Brand Communication is to present the brand and build a reputation or positive image for the brand."

Brand Communication is an important component on building connections between brands and expected partners. Brand Communication becomes an important integrative component in overseeing brand associations with clients, representatives, providers, channel individuals, media, government controllers and people in general. Brand Communication is also the most vital phase in demonstrating various brand characteristics to clients that encourage brand awareness and repeat purchasing behavior or brand loyalty. In addition, Brand Communication is the ability to spread brand qualities, attributes and benefits among competing brands and will be able to improve brand image.

Brand Communication is an organization's efforts with every activity to convey information related to its brand with the ideal aim of creating an encouraging perspective and buyer trust in a brand which then influences purchasing behavior. There are several indicators in building good Brand Communication, namely the first one is Relevancy of the Content. Relevancy of the Content, is a brand contents are appropriate or relevant for digital platforms. A content is said to be



relevant if it has three characteristics: meaning, relevance, and the ability to evoke an emotional response. Quality content will create intimate relationships that are realized through visual communication and through good image synthesis.

Second one, Frequent updates of content. The company's social media content attracts a large amount of number of customers which the requirements from the company is fully meets. Companies will be encouraged to learn about the new developments in the environmental conditions around them by businesses that are able to adapt to the present. The frequency and time of uploading visual content must also be considered so that it is more interesting and can attract the attention of people in general.

Third one, Popularity of the content. Content that is popular or liked by social media users. The popularity of social media and content among buying companies has made it important for clients to engage with brands through online entertainment. Lastly, an attractive endorser. A typical way to stand out is to involve attractive models or VIPs as endorsers, or so-called representatives or models.

Brand Awareness

Brand Awareness is a people ability to recognize and remember that a brand is part of a product category. Increasing Brand Awareness describes the presence of a brand in the minds of buyers which is one of the important tasks in brand value. Increasing Brand Awareness is one of the right steps in expanding the market (Hidayat, 2021). In running a business, it is very important to have a brand awareness. Because, this will greatly influence buyers or consumers who will purchase goods or use services. Not only that, brand awareness will make customers continue to make repeat purchases.

Over a certain period of time, a business will continue to try to increase and expand its level of brand awareness. If a downturn occurs, investors must be able to change marketing communications systems to rebuild brand awareness levels. Brand Awareness levels can also be divided from the lowest to the highest. The first one, is Unaware of Brand. Unaware of Brand, is the behavior of buyers who are not aware of the existence of the brand. At this stage, someone does not know or understand the brand. This often happens with new products being launched, or products that have been around for a long time, but currently expanding into new markets.

The second one, is Brand Recognition. Brand Recognition, is the customer's capacity to recognize products from a brand's offerings. Brand Recognition is the lowest level of brand awareness, where the brand reappears after being reminded of it, for example by examining the product, seeing an advertisement. Third one, is Brand Recall. Brand Recall, is the customer's capacity to remember a brand name without help. At this point, all a customer needs to remember

a brand or product is to hear the brand's product category or see it. Lastly, the highest among all is Top of Mind. Top of Mind is the buyer's capacity to think about brands in a certain class in a fraction of a second. Top of Mind can also be interpreted as the brand that is first mentioned or appears in consumers' minds. This brand is the first and main choice when you want to buy a product.

RESEARCH METHODS

The object research is what is of concern in a particular study. The research object will be the main center in the research that will be carried out to obtain answers, solutions to the problems being researched, and resolved objectively. In this research, the object research is the Instagram account from @pancious.id. Pancious is a restaurant that uses the theme of pasta and pancakes as its identity. Pancious already has 19 outlets spread throughout Indonesia. One of them is located at Kelapa Gading Mall. Pancious itself has been established for 16 years in Indonesia. Starting from 2007 to 2023.

In this study, the population was 52,900 followers so the error rate used in the Slovin technique was 0.05 (5%) and the calculation results were rounded. Thus, the number of samples obtained based on the Slovin technique was 396.9 which if rounded up became 400 respondents and the sampling technique for this research is Quota Sampling. In this research, the method that will be used by the authors to carry out the research is a quantitative method.

According to Sugiyono (2022), quantitative methods are called traditional methods because this method has been used for a long time so that it has become a tradition as a method for research. This method is called a positivistic method because it is based on the philosophy of positivism. This method is a scientific/scientific method because it meets scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is called a quantitative method because the research data is in the form of numbers and analysis uses statistics.

In this research, authors will also use a type of research in the form of an explanatory survey. Sugiyono (2017) stated, an explanatory survey is a research survey which means explaining the position between the variables studied and the influence between other variables. Descriptive research also will be used by the authors. Sugiyono (2017) states that this descriptive research method was carried out to find out independent variables, either only when there are variables or more (stand-alone or independent variables) without making comparisons of the variables themselves and looking for relationships with other variables.



The data collection technique that will be used in this research is by sharing Questionnaire Technique. A questionnaire is a data collection technique that is carried out by giving respondents a set of questions or written statements to answer. Questionnaires are also an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what to expect from respondents (Sugiyono 2022:142). In this research, the authors will be using Nonprobability Sampling technique, name Quota Sampling.

Sugiyono (2022:85) states, Quota Sampling is a technique for determining samples from a population that has certain characteristics up to the desired number (quota). The specified sample size was 400 people. If it is not based on 400 people, then the research is not considered complete, because it has not met the minimum quota.

In this study, the data analysis technique that the researcher will be using for the quantitative research are:

a. Validity Test

Validity Test is used to measure whether a questionnaire is valid or not in research. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what it should measure (Sugiyono 2022:121). The formula that will be using to calculate the validity testing of measuring instruments in this research is the Pearson Moment formula. The test is if the correlation coefficient is equal to or more (> 0.3) then the instrument items can be said to be valid (Sugiyono, 2022: 134).

b. Reliability Test

A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono 2022:121). In this research, authors will be using the Cronbach Alpha formula to carry out reliability tests in this research.

c. Descriptive Statistics

Descriptive statistics are statistics that are used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations. In this analysis technique in the form of descriptive statistics, the information on the data will be clearer, and easy to understand.

d. Normality Test

The Normality Test is carried out to test whether a regression model, dependent variable or both have normal characteristics or not. The data normality test can be carried out using the One Sample Kolmogorov Smirnov test, namely if the significance value is above 0.05 then the data has a normal distribution.



e. Multicollinearity Test

In multicollinearity test, the authors will find out and decide whether the regression model can find a relationship between independent factors or independent factors. To find out whether there is multicollinearity in the regression model or not, it can be determined through the tolerance value and Variance Inflation Factor (VIF). If the VIF value is above 10, then there is high collinearity.

f. Heteroscedasticity Test

This test is expected to decide whether the regression model makes a difference from the residuals in one variable to another variable. If there is a particular pattern not, and it does not spread above or below the number 0 on the y-axis, then it can be concluded that heteroscedasticity does not occur.

g. Simple Regression Analysis

Simple regression analysis is a regression model that involves an independent variable (X) and a dependent variable (Y). Simple regression analysis can determine the direction of the relationship between the independent variable and the dependent variable, whether it has a positive or negative relationship and can estimate the value of the dependent variable if the value of the independent variable increases or decreases.

h. Determination Coefficient Test

The coefficient of determination test aims to find out how many endogenous factors are at the same time ready to understand exogenous factors. The higher R^2 means the better the prediction model of the proposed research model. The value of the coefficient of determination is between 0 and 1. Assuming the value is close to 1, this implies that the independent variable provides almost all the data expected to predict the dependent variable.

i. F statistic test

The F test is carried out to see the effect of the number of dependent variables together on the independent variable. The criteria used are 0.5 or 5%. If the value of F is <0.05 , it can be interpreted that the independent variable can influence the dependent variable or vice versa. (Ghozali, 2016).

j. T statistics test

In Meiryani's article (2021), the t test was carried out to test research hypotheses related to the influence of each dependent variable on the independent variable. The t test is a statistical test used to test the reality or falsehood of speculation which states that between two samples taken randomly from the same population, there is no significant difference. (Sudjiono, 2010).



RESULTS AND DISCUSSION

After carrying out various data analyzes the research results have stated, The first results of this research stated that the average value of respondents' answers to Brand Communication through descriptive analysis was 4.27 or agree. This value shows that the audience impress how the way Panacious Pancakes communicates its brand. On @pancious.id Instagram account profile, it can be saw that Pancious is continues to carry out non-stop brand communications which makes the audience curious about what Pancious has to offer. Effective brand communication will create a sense of trust from clients towards the company, making it impossible for repeat purchases to be made.

The second results of the study stated that the average value of respondents' answers to Brand Awareness through descriptive analysis was 4.27 or agree. In connection with previous results, brand awareness will be formed from consistent brand communication. High brand awareness of a company will mean that a client or customer doesn't need to think long about coming to that company. Building a Brand Awareness does not require a short time, it requires consistency of strong brand communication in order to reach the highest stage of brand awareness. Building brand awareness through Instagram is a challenge for companies to think creatively about how to create unique brand communications so they can compete with other competitors.

The third results of the research based on hypothesis testing stated that Brand Communication had a significant effect on Brand Awareness, obtaining a tcount value of 43.611 > t table value of 1.966 with a significance value of 0.000 < 0.05. If interpreted, Brand Communication has a significant effect on strengthening Brand Awareness on the Pancious Pancake Instagram Account with a value of 82.7%.

From the third results of the study above, it can be interpreted that consistent brand communication can influence brand awareness. This can be interpreted as meaning that the content uploaded by the @pancious.id account matches the identity of a brand and gets the attention of consumers or audiences who are interested in visiting the restaurant. Based on @pancious.id Instagram account, it can be saw that Pancious always communicates its brand on its Instagram account. After communicating a brand, the attention of the audience appears who is interested in finding out more about the restaurant, which ultimately results in consumer interest in trying to visit the restaurant.

Other than communicating its brand, Pancious also shares the excitement of customers who have visited Pancious restaurant through its Instagram account (@pancious.id). This can increase people's curiosity and make them want to feel the excitement felt by customers who have visited Pancious themselves.



CONCLUSIONS

Based on the results of research using quantitative method, it can be concluded:

1. The average mean of respondent's answers for Brand Communication through descriptive analysis is 4.27 or we can say agree. This conclusion shows that respondents impress the way Pancious carries out consistent brand communication via social media, especially through Instagram.
2. The average value of respondent's answers for Brand Awareness through descriptive analysis was 4.27 or we can say agree. Brand awareness is built through brand communication. Brand communication activities via social media Instagram have been proved to be able to build good brand awareness so that a restaurant to gain trust from clients or customers.
3. Brand Communication does make a significant influence on strengthening Brand Awareness on the Pancious Pancake Instagram Account with a value of 82.7%.

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Telah terima dari

Nama Mahasiswa / I : Reynaldy Sebastian Lim


NIM : 69190421

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(Reynaldy Sebastian Lim)

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