

Social Media Marketing @iLogic Phone in Building Brand Awareness Through Instagram & Tiktok

Aistifayah Lestita Sari^{1*}, Iva Fikrani Deslia²

^{1,2} Communication Science, Ahmad Dahlan University, Yogyakarta, 55191, Indonesian

* Corresponding author's Email: aistifayah2000030117@webmail.uad.ac.id*, iva.deslia@comm.uad.ac.id

ABSTRACT

Keyword

Brand Awareness
iLogic Phone
Social Media Marketing (SMM)

The Instagram account @iLogic Phone is an example of an online and offline shop in Pangkalan Bun, Central Kalimantan that uses Instagram and TikTok as a means of communicating with customers. This account shares photos and videos on cellphones or laptops. On Instagram and TikTok @iLogic Phone shares detailed information about its products. Instagram @iLogic Phone has 31,000 followers and TikTok has 897 followers. To build brand awareness on @iLogic Phone, use influencers in Pangkalan Bun to introduce products in the store. The approach used is qualitative. This approach focuses on data found based on actual situations. In this research, Social Media Marketing (SMM) theory is used, a sales strategy that uses the social media platforms Instagram and TikTok to increase revenue. Activities carried out by business people include posting interesting content and promoting via social media. Store @iLogic Phone is a store that is always busy with visitors daily.

1. Introduction

In the era of the digital revolution, technological advances bring various changes. Nowadays, we have easy, fast, direct, and real-time access to information anytime and anywhere. One way to get this information is that it can be accessed via social media. Social media platforms are actively used by people today to communicate and share information about various events that they can record. The ability of social media to share information between users has changed how individuals interact and communicate. Apart from that, social media is naturally used by economic actors to carry out marketing activities, one of which is using social media (Billa et al., 2023). Social media is an online platform that facilitates groups and individuals in creating, sharing, and exchanging information, ideas, and multimedia content such as images, text, audio, and video. By using social media, users can interact in various activities such as commenting, liking, and sharing content. Social media is also used to build social networks, promote products or services, and disseminate news and information quickly and widely.

Fabian (2021) said that direct interaction with consumers allows sellers to feel consumers' trust in trying to buy their products. On the other hand, the existence of social media is also used to increase brand awareness, as well as target reach in the process of browsing product catalogs and making transactions. Apart from that, they can also share their shopping experiences with friends or relatives directly via the same social media, as well as being a free tool as sellers.

Marketing is a strategy for marketing a product to people. The most important thing for marketing management is that the product that will be marketed makes marketing. It is necessary to pay attention to several things in marketing management, namely marketing strategies, and products that will be provided to consumers. Apart from promotional policies, companies must also have an interest in the market. Types of regular marketing include direct selling, earned media, point of purchase, and internet marketing (Aisyah & Rachmadi, 2022). Marketing without Internet marketing means using promotional strategies, especially with Internet social media, which are cheap and can expand sales. Because customers don't need to visit the store in person, it's easier to find information about the products being sold (Witdya in Mulyansyah & Sulistyowati, 2020).

Each company uses different communication approaches to introduce its products to the public and to build its brand image. Many products use information technology today as an advertising tool. The marketing approach in today's digital era is always called digital marketing. The name digital marketing emerged in the current digital era. Therefore, digital marketing is a form of marketing that uses digital media to promote a company's brand, @iLogic Phone is a shop that sells cell phones, laptops, and accessories. The cellphone products sold are iPhone and Android, apart from that at @iLogic Phone you can also exchange second-hand cellphones or unwrap them (new).

The Instagram account @iLogic Phone is an example of an online and offline shop in Pangkalan Bun, Central Kalimantan that uses Instagram and TikTok as a means of communicating with customers. This account shares photos and videos on cellphones or laptops. On Instagram and TikTok @iLogic Phone shares detailed information about its products. Such as color, stock availability, price, size, and RAM/GB capacity on cellphones and laptops. Share information regarding offline store operating hours, admin contact information, and online/offline shopping for products at the @iLogic Phone store. Customers can communicate with @iLogic Phone via Instagram or TikTok with direct messages or comments on Instagram or TikTok posts.

Not only that, customers can also communicate via WhatsApp, the number available in the Instagram bio. So on the @iLogic Phone account, there is interaction between the customers and the @iLogic Phone admin. Based on this background, the author is dedicated to researching the use of social media in Instagram and TikTok account posts @iLogic Phone. The reason the researcher chose the Instagram and TikTok account @iLogic Phone as the research object was because, as the owner of the @iLogic Phone account, it is one of the cellphone shops that is always busy with visitors and is famous in the city of Pangkalan Bun. Apart from that, the Instagram account @iLogic Phone has 31,000 followers in Figure 1, where the Instagram account @iLogic Phone is a popular cellphone shop whose account is followed by many other cellphone shops in Pangkalan Bun.



Figure 1. ScreenShot of the @iLogic Phone Instagram account

Instagram is a social media application that is used to share photos and videos that can be seen by everyone. Due to its increasing popularity for sharing photos and videos, many users have started businesses on Instagram, including business social companies that promote their products through their accounts (Nisrina, 2015:137).

Meanwhile, the TikTok account @iLogic Phone has 897 followers, in Figure 2. This TikTok account is attended by many people who want cellphones or laptops on @iLogic Phone.

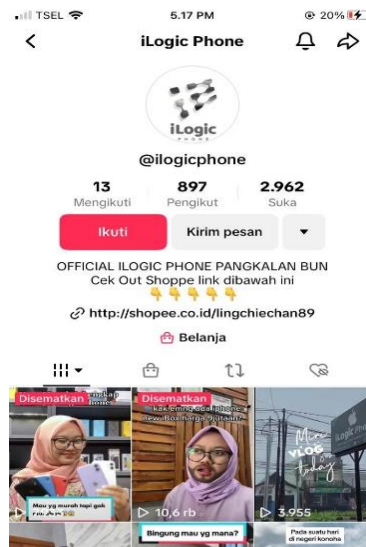


Figure 2. ScreenShot Akun Tiktok @iLogic Phone

Consumers can visit the platform to find further information and make it easier to make online purchases so they don't miss out on fantastic price discounts @iLogic Phone provides discount prices on its platform. This research will discuss additional information regarding Instagram social media, specifically which is used to promote the @iLogic Phone store.

This research uses Social Media Marketing (SMM) theory. According to Singh (2010) in the journal I Kadek Permana Putra with the title Marketing Strategy via Instagram Social Media During the Covid-19 Pandemic at The Kayon Resort (2023) which has several dimensions, namely as follows: (1) Online Communities, Businesses can utilize social media to promote their goods or services to the community foster loyalty and drive company growth. (2) Interaction, By using social networks, such as Facebook and Twitter, someone can quickly and consistently provide information to all their followers (Berselli, Burger, & Close, 2012). In addition, social networks allow users to interact with the latest programs and obtain information (Fischer & Reuber, 2011). (3) Sharing of Content, The type of media used to share information, disseminate, and receive content via social media, such as news reports, messages, and so on. (4) Accessibility, Accessing social media is cost-friendly and does not require any other costs to use it. To access it, no skills or knowledge of social media is required. (5) Credibility, Businesses craft their messages and communicate them to consumers create trust in what they say, build an emotional connection with their audience, motivate them to buy, and build consumer loyalty. Apart from that, social media is an Internet platform for businesses to engage directly with consumers on a large scale, foster trust, and respond to customer recommendations and complaints.

2. Method

The author uses a qualitative descriptive type of research, describing the research subject based on information available in the field. Based on this type of research, the results of the symptoms are observed and seen. The object of the research is the use of Instagram and TikTok applications as promotional media for sales. Data collection techniques use observation, interviews, and surveys. The research focus that has been determined by the author is the use of social media Instagram with several followers reaching 31,000 and a TikTok account with several followers 897 on the @iLogic Phone account. @iLogic Phone is located at Jl. Ahmad Yani Pangkalan Bun, with friendly service. Researchers observed using Social Media Marketing (SMM) theory. Descriptive qualitative research is a research method that collects facts using words, images, and not numbers. This is used to complete research results and obtain information related to the problem being studied. The data source used in the research used purposive sampling, namely someone who was directly involved, namely the owner @iLogic Phone, customers, and social media operators. So the number of informants is three informants.

3. Result and Discussion

After the research was completed, data was collected through observation, interviews, and surveys. Carrying out promotional activities on social media, especially Instagram and TikTok, has many advantages. This includes conveying information to customers without spending money or effort, and the time required to convey the information is very short. One of the main actions carried out by every company or business is entering the market and marketing its products. The strategy a company uses to market its product to reach its target market is the key to success. Because marketing is an effort to meet customer needs and attract customer interest in the products offered.

3.1. Presenting the Results

1. Online Communities

Communication is exchanging information, ideas, thoughts, and understanding between groups. Communication can also be through oral and written or digital media. The @iLogic Phone company communicates online so that consumers can learn about the products or services available at @iLogic Phone. Consumers can communicate via social media, either Instagram or TikTok.

Apart from that, consumers can communicate directly to the store to find out more about the products on @iLogic Phone or communicate with other consumers regarding the products being sold. Starting from the price and quality of the products in the store.

Based on data found by researchers, the communication aspect at @iLogic Phone Pangkalan Bun, Central Kalimantan, carried out by the company went well, when consumers asked about the product. The company explains it well and in detail to make it easy for consumers to understand and not disappoint them.

2. Interaction

This interaction is a process in which two or more entities influence or communicate with each other. Interaction on social media on @iLogic Phones between business actors and consumers is interconnected. Consumers can share activities such as sharing content, commenting, liking, sharing, sending messages, and participating in discussions. Apart from that, this interaction refers to adding people who become followers who can connect and share information.

As business actors, they are carrying out this interaction as a communication tool to improve user experience because social media allows for more interaction with communication via the internet through information continuously updated daily. As a consumer, don't worry about the products sold by @iLogic Phone because it provides exciting and the latest daily information.

Consumers can monitor the @iLogic Phone Instagram and TikTok accounts via Instagram stories, Instagram feeds, or TikTok videos, so interactions can occur because consumers can interact directly via comments or direct messages. The admin will reply to incoming comments or direct messages in a friendly and transparent manner so that consumers can easily understand them.

3. Sharing of Content

Sharing of content is a way in which a content creator promotes the company's content on TikTok or Instagram. This company uses an influencer in Pangkalan Bun, @reni.anggraeni, with 45 thousand followers.



Figure 3. Researcher Documentation

Companies use influencers to promote products so that consumers are interested or interested in buying a product. Consumers will be interested in buying @iLogic Phone products from these influencers. This way, you can increase product sales. Consumers can also share content with their family and relatives on social media so that they know about @iLogic Phone products.

4. Accessibility

this accessibility stage is social media, which refers to the efforts and practices to ensure all audiences can use social media platforms. The goal of accessibility on social media is to ensure that all users can access, understand, and interact with the content available on the platform. By implementing these practices, social media platforms can become more inclusive and accessible to all audiences and allow them to participate fully in digital social interactions.

Accessibility on @iLogic Phone aims to ensure all customers can access and use the services and products, such as accessible information, customer service, and easy payment methods. With accessibility on @iLogic Phone, all customers, regardless of physical and sensory abilities, can be ensured. This increases customer satisfaction and creates a more inclusive and friendly environment for all.

5. Credibility

Credibility on social media refers to the extent to which the audience considers information or sources trustworthy. Credibility on social media is significant because platforms are often used to share information and news and can influence the views and actions of all audiences. So, credibility has several elements: content quality, transparency, consistency, expertise, social support, reputation, and honest and open interactions. By paying attention to this, you can build and maintain credibility on social media to help them communicate more effectively and influence their audience positively.

Apart from that, what @iLogic Phone does in terms of credibility is to build trust and maintain a good reputation in customers' eyes, namely that the products sold are genuine and quality products, the authenticity of products sold authentic, and from official distributors or manufacturers. @iLogic Phone provides an official guarantee from the manufacturer that the products sold are free from production defects. This official guarantee gives customers confidence that the products they buy are high quality and protected.

Specifications and features, providing complete and accurate information regarding product specifications and features. Product prices are transparent without any hidden costs. By doing this, the @iLogic Phone store can build and maintain customer trust, create loyalty, and increase reputation in the market.

3.2. Discussion

1. Online Communities

Online communities in the context of social media marketing are significant. It shares content and interacts with audiences and provides a platform to form relationships, increase consumer knowledge regarding brand recognition, and publicize goods or services. At @iLogic Phone, to build brand awareness, they created an online community to help expand the brand's reach by sharing relevant and engaging content and in addition, gaining customer loyalty so that a solid and active community can increase customer loyalty and provide added value with exclusive content, support, and personal interaction to support building stronger relationships with customers.

In online communities, there are strategies for managing social media marketing: identifying and segmenting the audience, creating exciting and relevant content, moderating effectively, and holding giveaways to encourage participation and attract new members. Online communities play a crucial role in social media marketing. @iLogic Phone provides a platform for brands to interact with customers and helps build loyalty

Groups of people interact digitally via various internet platforms and share the same interests, goals, and experiences. They communicate using forums, social media, and other sites. In this way, customers can interact with @iLogic Phone via the @iLogic Phone Instagram and TikTok accounts to make it easier and faster without going to the store. Time is flexible. It can be whenever the customer wants.

2. Interaction

Interaction on social media is the secret to creating influential associations with customers and increasing brand awareness. With the right strategy, brands can use interactions to achieve their company's marketing goals. It is also essential to continuously monitor and adjust analysis strategies and customer feedback. The interaction carried out by @iLogic Phone is perfect, kind, and attractive, so customers who interact directly can be interested in buying products on @iLogic Phone.

Effective interaction carried out by @iLogic Phone is the key to success in selling cellphone and laptop products, providing quality content, utilizing influencers, holding giveaways, responding to fast-response customers, and using paid advertising. Hold polls and Q&A on Instagram stories to interact directly with customers regarding cellphone features, what they expect from new cellphones, and cellphone prices.

The interactions carried out on @iLogic Phone are very detailed and easy to understand in the explanation regarding the quality of the cellphone or laptop. They also hold discounts almost all the time, so when a customer asks about the product's price, @iLogic Phone immediately tells them the product's price and gives a discount price. That's why customers are interested in purchasing products on @iLogic Phone because there are always discounts. To increase customers, @iLogic Phone businesses carry out their marketing strategy through price cuts for both iPhone and Android.

Not only that, they also offer prizes for every purchase, @iLogic Phone collaborates with relevant influencers to help increase product credibility and reach. Influencers can show the use of cell phones in everyday life. Apart from that. Customer testimonials with positive customer experiences can increase potential buyers' trust later.

3. Sharing of Content

The @iLogic Phone company always creates content in reels and Instagram stories or in TikTok videos about the products at @iLogic Phones. They always create content to share information about the product. In creating content, they use high-quality and visually attractive images to attract more attention to customers, which can be shared with many people. The videos produced are one of the most shared types of content because they are short, engaging, and informative. Additionally, clear and informative infographics can present complex information in a way that is easy for others to digest and more likely to be shared.

When creating content, remember to use hashtags. Using popular and relevant hashtags can increase the visibility of their content. Using hashtags makes it easier for customers or users to find the content they create. By creating valuable content, using compelling visuals, optimizing hashtags,

providing clear calls-to-action, choosing the right platforms, working with influencers, and monitoring content performance, brands can drive more content shares and achieve marketing goals.

@iLogic Phone's content creation is consistent due to its maintaining its brand presence in customer feeds. They create content almost daily and upload product images on social media, including Instagram and TikTok. @iLogic Phone itself sometimes uses paid advertising to target the correct targets. Use paid advertising for the right target to reach a broader range of customers based on demographics, interests, and behavior.

4. Accessibility

Accessibility in social media marketing is an effort to ensure that all content produced and shared is accessible and can be enjoyed by all users. Improving accessibility expands customer reach and creates an inclusive environment that values all individuals. By implementing strategies such as alternative text, captioning, and design. @iLogic Phone can ensure all users can access and enjoy its video content.

In this case, it is to increase engagement and show the @iLogic Phone brand's commitment to inclusivity and diversity. Customers who access content or the @iLogic Phone platforms can do it quickly. Customers can access products or discounts through the available platforms and view the content they create or video content shared by relatives or family.

5. Credibility

Credibility in social media marketing is one of the keys to building customer trust and loyalty. By implementing a strategy that focuses on transparency, content quality, interaction, and brand consistency, as well as collaborating with credible influencers, brands can increase their credibility significantly. Social proof, such as the number of followers and high engagement, also shows that many people trust and engage with the content they create. Because customers see the number of likes, shares, and comments, this functions as social proof, which increases credibility.

As a business actor @iLogic Phone, regarding negative reviews, they never delete them. They still respond politely and offer solutions. This shows that they care about feedback and are willing to correct deficiencies. Even though there are negative reviews, they never use incorrect words, the response made by @iLogic Phone is so that customers are still interested in buying products from @iLogic Phone. Every time a customer is interested in purchasing this product, they will give a bonus in the form of goods, including a set of glasses, snacks, tumblers, and others.

4. Conclusion

Based on the results of research on social media marketing on @iLogic Phone in Pangkalan Bun, West Kotawaringin Regency, Central Kalimantan, the conclusion from these results is to attract buyers' interest by conducting online communities, interaction, sharing of content, accessibility, and credibility. Thus, the actions taken by the company are outstanding. They can do this by frequently holding giveaways, product discounts, and bonuses for customers who buy products on @iLogic Phone. The information is always up-to-date so customers can be informed of the latest information.

5. Acknowledgement

Researchers thank all parties involved, especially the Ilogic Phone Pangkalan Bun company, which has allowed researchers to analyze data on Instagram and TikTok accounts. The researcher is grateful to the Communication Science study program, for providing a place for students to conduct research, especially in the final semester. The author is also thankful to colleagues who have helped with this research and thanks also to parents who always convey encouragement and sincere devotion. To the author so that this research runs smoothly without any obstacles.

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