

# CONTENT MANAGEMENT OF INSTAGRAM KEMENKO PMK IN FORMING BRAND AWARENESS (Case Study on Instagram

@kemenko\_pmk)

Yoyoh Hereyah, Nisa Amalia

Universitas Mercu Buana ,yoyoh.hereyah@mercubuana.ac.id, nisaamalia09@gmail.com

## ABSTRACT

Instagram usage is often used as a tool to deliver messages to public, such as to build brand awareness with eWOM (Electronic Word of Mouth), who created by user comments about products or services posted. Purpose of this study are to find out how social media team manage an information for create brand awareness and how public awareness about that content. Using message management theory and brand awareness, this study use a constructivist paradigm with a case study method. The researcher used in-depth interviews with 3 informants of Kemenko PMK instagram and 15 followers. Technical analysis with data reduction, data display, decision making and verification. Data validity checking techniques with triangulation source. The results showed that managing Instagram, Kemenko PMK team was not carry out their duties effectively so instagram is not interactive and not interesting, so public does not know the roles, functions and tasks of Kemenko PMK because the lack of information provided. The suggestion is to be able to set audience and content strategy, implement copy writing, reproduce interesting content and make Instagram as 2-way social media communication.

## KeyWord:

message management, Brand Awareness, Sosial Media, Instagram.

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## INTRODUCTION

The development of increasingly advanced technology brings tremendous benefits to humans and businesses. Thanks to the presence of computers and the internet, people can find out everything they want in a short time. Based on the increasing use of the internet, we recognize cyber media as a form of communication that exists in cyberspace, so that companies can provide information simultaneously to the public. Cybermedia here is social media.

The use of social media in Southeast Asia is up 31% compared to the previous year. (we are social, 2017). Social media itself has advantages, namely in terms of the speed of disseminating information, but the disadvantage is that it often causes an issue, therefore the ability to manage social media is important so that company information to be conveyed produces the same pressure as the company's goals. The social media that will be discussed is Instagram.

As a social media launched in 2010, Instagram is considered to have rapid

development globally with characteristics that are not much different from other social media (Sheldon & Bryant: 2016). Instagram has a plus because it is equipped with the use of hashtags that can neutralize images and videos (Hu, Manikonda & Kambhampati, 2014). Apart from being a tool for internal and external information, entertainment media, and sales media, Instagram is very effective in managing brands. Instagram manages brands through eWOM (Electronic Word of Mouth) which is created from user comments about products or services posted on Instagram (Bronner & de Hoog, 2011). Seeing its effectiveness, everyone, government, and private institutions are competing to use Instagram as a tool to convey messages to the public. Instagram is also suitable for building Brand Awareness, this is evidenced by more than 700 campaigns run on Instagram, 98% of these campaigns resulted in a significant increase in ad recall with an average of 18 points, which is 2.8 times higher than Nielsen's standard for online advertising. (Instagram Business Team, 2015).

Brand Awareness is a picture of brand awareness in the minds of consumers which also shows the ability of potential buyers to recognize or recall a brand. In other words, Brand Awareness is the strength of a brand in one's memory or how easy it is for consumers to remember the brand. (Keller, 2008).

This research was conducted at the Coordinating Ministry for Human Development and Culture, hereinafter referred to as Kemenko PMK. Kemenko PMK is a merger of the Coordinating Ministry for People's Welfare, therefore awareness is needed again. According to researchers' observations, if you look at the Instagram posts, the dominant content produced for publication introduces a minister who is in office, and there is minimal information about the Coordinating Ministry for PMK, which is a government agency. Based on the above, the researcher aims to see how the Kemenko PMK team runs the social media Instagram @Kemenko\_PMK and how public awareness of the Instagram content.

## LITERATUR REVIEW

### A. Social Media

Social media is an internet-based activity category where virtual communities of users share information through the use of individual profiles, contact information, personal messages, blogs and comments, and videos. The operative word is "social" because it involves reaching and sharing ideas, thoughts, and experiences with a community of users. Simply put, social media is all about the power of networking and building relationships. (Albarran in Gershon, 2017). International Business Communicators Association more than half of internet users, has joined social networks and made social networks the number one platform for creating and sharing content (saddhono et al, 2020; Young, 2009). The strength of social media is that it is possible to communicate in real-time regardless of time zone, geographic boundaries, and physical space. Social media has proven to be a major game-changer in

the spread of new ideas. Many social media can be found, if you look at the objectives, Ron Jones (2009) classifies media as follows:

1. Social news: a place to read news topics and then vote and provide comments. Examples: Digg, Sphinn, Newsvine, and Ballhype.

2. Social sharing: Its function is here to create, upload, and share videos and photos with others. Examples: Flickr, Instagram, Snapfish, Youtube, and Jumpcut.

3. Social networks: to find and connect with other people. Examples: Facebook, LinkedIn, MySpace, and Twitter.

4. Social bookmarking: to find site bookmarks and interesting information. Examples: Delicious, Faves, StumbleUpon, BlogMarks, and Diigo.

### B. Instagram

Instagram comes from the word Insta which means instant which means like a polaroid camera that can display instant photos, and Gram from the word telegram where the way it works is by sending information to other people quickly (Miliza Ghazali, 2016). Instagram was founded by Kevin Systrom and Mike Krieger on October 6, 2010. On the first day of its launch, Instagram attracted 25,000 users only with the iPhone platform. In April 2011, there were 300 million Instagram users and the Android version was ready to be launched. Seeing this, on April 5, Facebook CEO Zuckerberg acquired \$ 1 billion worth of Instagram.

The rapid use of Instagram is due to the various features that can be used and have the ease of uploading photos. As well as Instagram has a characteristic square-shaped photo border so that it is similar to Kodak Instamatic and Polaroid (Salbino, 2014). Seeing this trend, companies make Instagram a means of communication between companies and the public. 3 features can be used so that posts have more meaning in conveying information, namely: 1) title: to strengthen the character and message to be conveyed. 2) Hashtag: the hashtag symbol (#) needed to find photos on Instagram with a specific

hashtag. 3) Location: a feature that displays the location where the user was picked up.

Several other activities can be done, including following, namely Instagram users following or making friends with other users who also use Instagram. Like is an icon where users can like an image or photo by pressing the like button at the bottom of the caption or by double-tapping on the photo they like. Comments are activities in giving thoughts through words, this can be in the form of suggestions, praise, or criticism. Mentions are to add other users, by adding an arroba sign (@) and entering the user's Instagram account.

With various Instagram features, making it a medium in building brand awareness.

### **C. COMPILATION OF SOCIAL MEDIA PROGRAMS**

In simple terms, social media planning can be done with the People - Objectives - Strategy - Technology (POST) method. (Central Statistics Agency, 2018)

1. Objectives: for government, consists of 4 (four) parts including
  1. Sharing: about news, programs, achievements, or information that is important to the community.
  2. Public Participation: providing opportunities for the public to participate in decision making and listen to public opinion regarding the institution.
  3. Collaboration: collaborating between government agencies and community leaders to social media influencers to achieve common goals.
  4. Risk Management: to tackle hoaxes to hate speech.
2. Audience (People): are people who are the target of communication from the content that will be made for each of the social media. This determination is necessary for the adjustment of the approach. Such as the language style that will be used in each content.

3. Strategy: is concerned with determining the approach and relationship it wants to establish between the institution and the community. Message management is explained simply so that goals can be conveyed.

4. Technology (Technology): Hardware: in the form of a computer or smartphone used in creating content and accessing social media applications. And software (Software) is a social media tool that will be used.

After programming, the next step is content creation. First, content creation starts with editorial planning. The most commonly used term for editorial planning is monthly planning. Second, data collection is done by identifying data and taking inventory of data. The third is to determine the content limits of each social media channel such as text, images, videos and links. The fourth is determining the featured content of each social media channel. The fifth is content production, several things that must be considered are: a) written content, there are two types of written content, namely Content Writing with the aim of providing information to readers and Copywriting with the aim of making people who have read take the action. b) image content, in the form of photos of activities, photo quotes, posters, infographics and memes. c) Video content, which is suitable for use by government agencies, namely public services, videographics, short films, video slideshows, and video reportages.

In the content distribution stage, some things that need to be considered are the time of distribution and the amount of content. It is recommended for Instagram at 11 - 1 in the afternoon and 7 - 9 at night for Monday to Friday with the amount of content ranging from 3-6 posts or 24-30 posts in one week. Then optimize keywords with hashtags, account names and post locations, advertising and social media management. The key is to respond to community comments and suggestions.

### **D. BRAND AWARENESS**

Brand Awareness is the ability of potential buyers to recognize and remember that all brands

are part of a certain product category (Kotler, 2006). Brand Awareness can vary, it can be started from a brand unknown to most consumers, until the next stage consumers begin to recognize and accept it. Brand Awareness will succeed if the goals the company wants to achieve are in line with what is received by the community as feedback. To achieve brand awareness, 4 stages must be passed (Keller, 2008):

1. Unaware of the brand (not aware of the brand): is the lowest level in the brand awareness pyramid, where consumers are not aware of a brand.
2. Brand recognition (brand recognition): Minimal level of brand awareness. This is important when a buyer selects a brand at the time of making a purchase.
3. Brand recall: brand recall is based on someone's request to mention a particular brand in a product class. This is termed an unaided recall because it is different from the recognition task, the respondent does not need to be assisted in deciphering the brand.
4. Top of mind (top of mind): if someone is asked directly without being given a reminder and that person can name a brand name, then those who are mentioned the most first are the top of the mind. In other words, the brand is the main brand of the various brands that consumers have in mind.

## E. METHOD

### OBJECT OF RESEARCH

The type of research used in this research is qualitative constructivist, with the case study method, because the researcher wants to describe and provide a comprehensive explanation of various aspects of an individual, a group, an organization (community), a program, or a social situation. (Deddy Mulyana, 2006). The case study research method is suitable because it can answer how Instagram should be used and how the social media team manages Instagram in building brand awareness.

In obtaining the data, the researcher used in-depth interviews with internal employees of the Ministry of Finance and Human Rights who run the Instagram social media program and conducted interviews with Instagram followers @kemenko\_pmk.

Analyze data by sorting materials, making summaries, removing unnecessary ones. Then the researcher displays the data and concludes. That way, researchers can achieve the research objectives to see how the Team runs the social media Instagram @kemenko\_pmk and how public awareness of Kemenko PMK and Instagram content @kemenko\_pmk.

To test the validity of the data, the technique that researchers used was source triangulation. Because in this study researchers used not only one source and the stages used were in-depth interviews.

## RESULTS AND DISCUSSION

### Team in Running Instagram Social Media @kemenko\_pmk

#### Social Media Programming

In simple terms, social media programming is carried out using the People, Objectives, Strategy, Technology (POST) method. Based on the results of research at the Kemenko PMK, it was found that the main purpose of using Kemenko\_pmk Instagram was to share (share) or earmark publications to the public. But in practice, the Kemenko PMK social media team did not display information that should have been conveyed to the public, so the researchers saw that the Kemenko PMK Instagram publication had not described a government agency and tended to be more of the personal account of the leading Minister. Regarding audience determination, Kemenko PMK has not specifically determined the audience as the main target in publication. And it has not yet determined a specific strategy in publication, so the publication carried out by the Coordinating Ministry for PMK is based on the program and the Minister's contribution in an activity. In determining the technology used, the

Coordinating Ministry for PMK uses 4 social media, namely Youtube, Instagram, Twitter and Facebook.

### **Content Creation**

The first step in content creation is editorial planning, in planning the editorial, the Kemenko PMK social media team plans agenda-setting for one year, this planning is about celebrating holidays. And weekly editorial planning just in case there is no ministerial agenda in one day. In essence, the Public Relations of Kemenko PMK always tries to present information and produce content every day so that the Kemenko PMK can be known by the public. However, it is admitted that this has not been effective due to obstacles from internal parties of the Coordinating Ministry for PMK.

Regarding content, in this case, 1 (one) content produced by Kemenko PMK is disseminated to 3 Kemenko PMK social media, namely Instagram, Twitter, and Facebook. In this case, the Kemenko PMK can take advantage of the SIMAN Team (Synergy of Social Media State Apparatus) which has been formed to understand the characteristics and advantages of each social media, so that the Team can also create content and its task is no longer just reposting publications from the Coordinating Ministry for PMK.

In producing content, the Coordinating Ministry for PMK tends to post photos of documentation regarding activities being carried out by the Ministry of Coordinating Ministry for Human Development and Culture and minimal publication of posters, infographics, and memes. If you see that most Instagram users are millennials, then this content production should be evaluated so that the Instagram display becomes more attractive. Jika melihat tugas pokok dari Kemenko PMK yaitu Koordinasi, Sinkronisasi dan Pengendalian (KSP) sebaiknya menetapkan tulisan *copywriting* dalam media sosial. *Copywriting* ini dapat di manfaatkan untuk program kerja yang ada di Kemenko PMK seperti Gerakan Nasional Revolusi Mental (GNRM)

maupun program kerja dari K/L/D dibawah Kemenko PMK.

### **Content Distribution**

For social media distribution time, Instagram is recommended between 11-1 in the afternoon and 7-9 at night with the amount of content between 3-6 posts in 1 (one) day or 24-30 posts in 1 (one) week. However, in the dissemination of content, the timing and number of Kemenko PMK publications refers to the activities of the Coordinating Minister and the approval of the leadership.

The last important step is handling social media accounts, one of which is handling responses. In this case, the researchers saw that the Coordinating Ministry for PMK was still lacking in responding. In this case, what can be done is to provide product knowledge to the social media team so that they can respond to comments from the public and make Instagram a two-way communication tool.

### **Community Awareness about Kemenko PMK and Instagram Content @kemenko\_pmk**

Based on the results of the research, it was found that basically the community knows the Kemenko PMK and knows that the Kemenko PMK is a merger from the Coordinating Ministry for People's Welfare, but they do not know the details of the main tasks to the results it produces. The public knows Kemenko PMK from social media, internet, and mass media. Some respondents regretted that the information displayed was only the activities of the Minister, which actually the public does not really need it, what is needed is information that provides insight. Most of the public stated that the contents of Instagram @kemenko\_pmk did not describe a government agency due to the imbalance between exploring the institution and its leader. The Ministry's Instagram should have displayed a lot of information about performance results, work programs, the obligations of the Coordinating Ministry for PMK, and other things related to society.

The public's response to the Instagram content @kemenko\_pmk is considered universal and undirected so that people don't know the main concerns of the Coordinating Ministry for PMK. The expectation from the public regarding the @kemenko\_pmk Instagram content is to show more updates of achievements so that people know the progress or response of a case, more about the tasks and functions of the Coordinating Ministry for PMK, increase strategic policy information, long-term plans, and improve infographics and uniform the language used.

### CONCLUSIONS

The conclusion of this study regarding Instagram Content Management in Forming Brand Awareness, namely:

1. In managing messages to form brand awareness, the Kemenko PMK social media team has not carried out their duties effectively. This can be proven by the existence of social media Instagram that is not interactive, less attractive to the content produced and the message that Kemenko PMK wants to convey is not delivered.
2. Based on the research that has been done, the community basically knows the Coordinating Ministry for PMK, but they do not really know the roles, functions and duties of the Coordinating Ministry for PMK. It is not uncommon for people to know the Kemenko PMK because a sunshine is in charge.
3. Regarding the Instagram content of the Coordinating Ministry for PMK, the public thinks it has not described a government agency due to the lack of information on the results of the performance of the Coordinating Ministry for PMK. The content that is produced is still universal and has not been directed, is still monotonous because there are more documentary photo publications and minimal infographics.

### Feedbacks

Based on these conclusions, the authors provide suggestions for implementing further research in order to perfect this research. The scope of this research is still very limited, only at the Coordinating Ministry for PMK. For further

research, it is hoped that it can cover a greater scope by comparing the Brand Awareness of similar Coordinating Ministries, especially in terms of the production of social media content.

Suggestions for the Coordinating Ministry for PMK, it is necessary to provide more in-depth information about the institution to the Social Media Team, provide training on running to evaluating social media, as well as establishing audiences, content strategies, implementing copywriting content, and developing more creative content such as photo quotes, infographics, memes and make Instagram a 2-way communication social media.

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