



## The Influence Of Social Media Marketing And Brand Engagement On Brand Awareness And Brand Image (Case Study On Brownis Ingsun Products On The Account @sorgumnesia.official)

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### ABSTRACT

Social Media Marketing and Brand Engagement have an important role for business which has an impact on Brand Awareness and Brand Image. This research aims to identify the influence of social media marketing and brand engagement on brand awareness and brand image (case study of the brownis ingsun product on the @sorgumnesia.official account). The population in this research are Instagram followers @sorgumnesia.official and consumers who have purchased products from Sorgumnesia, namely "Brownis Ingsun". This research sample consisted of 120 respondents selected using purposive sampling technique. The data presentation technique used is quantitative. The data analysis technique uses multiple linear regression analysis. The results of this research show that Social Media Marketing partially has a significant effect on Brand Awareness, Brand Engagement partially has a significant effect on Brand Awareness, Social Media Marketing partially has no significant effect on Brand Image, Brand Engagement partially has a significant effect on Brand Image, and Brand Awareness partially has a significant effect on Brand Image. Then, Social Media Marketing and Brand Engagement simultaneously have a significant effect on Brand Awareness and Social Media Marketing and Brand Engagement simultaneously have a significant effect on the Brand Image of Brownis Ingsun Products on the @sorgumnesia.official account.

**INTRODUCTION**

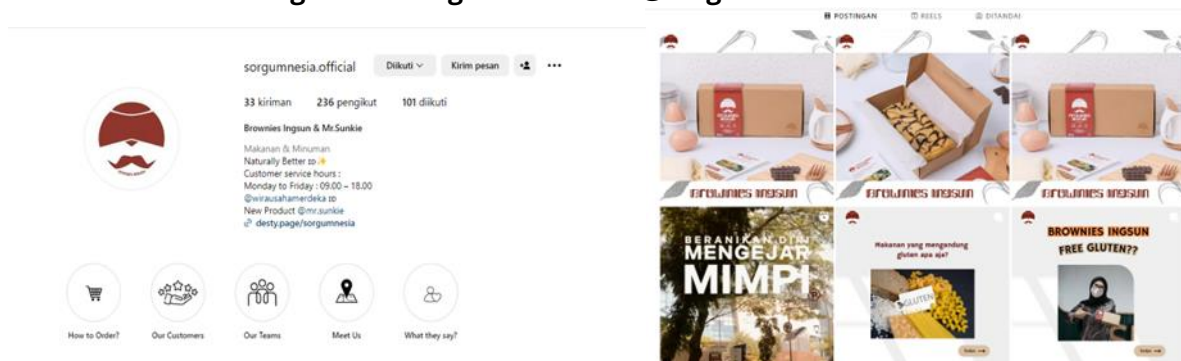
In the era of digital technology, numerous businesses are leveraging social media platforms like Instagram for dissemination. Research conducted by SumAll reveals Instagram's paramouncy in sales figures, eclipsing other social media outlets (Tempo.co, 2023) Consequently, a substantial number of entrepreneurs have shifted their focus towards marketing products directly to consumers through social media channels, a practice commonly referred to as Social Media Marketing.

According to (Susan Gunelius, 2010), social media marketing contributes significantly to enhancing brand awareness and recognition using various social web tools such as blogging, microblogging, and social networking. This approach profoundly impacts businesses of all scales, enabling them to gain widespread recognition by crafting engaging content and fostering user engagement. According to (Brillyanes Sanawiri & Mohammad Iqbal, 2018), marketing content emphasizes fostering interactions, relationships, and incentives to facilitate user comprehension of the product. The primary objective on social media platforms is to cultivate brand engagement, which involves consumers interacting with a brand's representative or central object within the brand's service ecosystem, as articulated by (Khan et al., 2019).

Through effective social media marketing and brand engagement strategies, consumers develop heightened brand awareness. (Freddy Rangkuti, 2004) defines brand awareness as the customers' ability to recall a brand either spontaneously or after external stimuli, underscoring its pivotal role in influencing long-term investment decisions and consumer perceptions. Given the intense competition in the business landscape, companies play a crucial role in shaping brand reputation, crafting a brand image that resonates with consumer identity, a notion echoed by (Erna Ferrinadewi, 2008) who emphasizes that brand image is shaped by consumers based on subjective reasoning and personal emotions, significantly impacting brand acceptance and purchase behavior.

Sorgumnesia, initiated by UISI students in 2022, operates within the "food and beverage" sector, specializing in the production of healthy sorghum-based brownies branded as "Brownies Ingsun."

**Figure 1 Instagram Account @sorgumnesia.official**



Source: Researcher Analysis Data

The aforementioned data indicates that the @sorgumnesia.official Instagram account has exhibited ineffectiveness in cultivating brand awareness and brand image due to its excessive focus on product sales, inconsistency in content uploads, and limited customer interaction. This study seeks to enhance Sorgumnesia's visibility on Instagram by emphasizing brand awareness, brand image, and establishing an emotional rapport with consumers, particularly regarding their brownie products highlighting sorghum content, catering to diet-conscious consumers. The objective of this research is to position Sorgumnesia as a student- run business that prioritizes product value and quality for its consumers.

## LITERATURE REVIEW

### Marketing

According to the American Marketing Association (AMA), as cited by Fandy Tjiptono (2016) in the work of (Alvaeniyah Pratama & Nurul Azizah, 2022), marketing encompasses a series of activities aimed at generating, conveying, disseminating, and exchanging valuable offerings, serving the goals of both organizations and stakeholders. Social Media Marketing

### Social Media Marketing

According to (Tracy L. Tuten, 2020), social media marketing is defined as the process of utilizing channels, software, and technology to deliver, communicate, and share beneficial products with stakeholders. As discussed by Moriansyah et al. (2015) in the research conducted by (Firman Febriyan, 2018), social media marketing encompasses several key indicators, which include: 1. Customer Engagement, 2. Viral Marketing, 3. Buzz Marketing, 4. Peer Influence, and 5. Online Communities.

### Brand Engagement

As per Moreira and Silva (2017) in the work of (Roid Akbar Ardiansyah, 2019), brand involvement is considered a crucial component of brand establishment as it exerts influence over customer behavior and contributes value to both the company and its customers. According to (Ting et al., 2020), indicators of brand engagement encompass three main aspects: Emotional, Cognitive, and Relevant Behavior.

### Brand Awareness

According to (Durianto et al., 2001) brand awareness denotes the capability of a prospective consumer to recognize or recall that a brand pertains to a specific product category. (Freddy Rangkuti, 2002) outlines indicators in the spectrum of brand awareness, comprising: 1. Unaware of the Brand, 2. Brand Recognition, 3. Brand Recall, and 4. Top of Mind Awareness.

### Brand Image

According to (Yudho Yudhanto, 2018) brand image represents a compilation of consumers' perceptions regarding a brand, formulated from diverse sources and information. The indicators of brand image, as delineated by (David A. Aaker & Alexander L. Biel, 2009), include: 1. Manufacturer's image (corporate image), 2. Product/consumer image (product image), and 3. User image (user image).

## METHODS

### Types Of Research

This study employs a quantitative research design utilizing a descriptive approach. Data collection was conducted through the distribution of questionnaires and subsequently analyzed in numerical format. According to (Sugiyono, 2013) the quantitative research method, grounded in positivism, is employed to examine a particular population or sample, involving data collection using research instruments, quantitative or statistical data analysis, with the objective of testing formulated hypotheses.

### Population And Sample

The population under study comprises individuals who are followers of @sorgumnesia.official and consumers who have made purchases of products from Sorgumnesia, specifically the "Brownis Ingsun." A non-probability sampling technique was employed for sample selection. Utilizing Slovin's formula, the calculated sample size was 70 respondents. However, taking various factors into consideration, the researchers decided to

collect data from 120 participants. This adjustment was made to ensure the validity of the data throughout the research process.

**Method Of Collecting Data**

The data collection method employed in this research utilizes an online questionnaire distributed via Google Forms, with data analysis conducted using SPSS. A Likert scale is utilized, encompassing response options such as "strongly agree, agree, neutral, disagree, strongly disagree."

**RESULTS**

**Validity Test Results**

The validity testing is conducted by comparing computed values with tabulated values of variables deemed reliable. The tabulated r-value is determined at a significance level of 5% with a two-tailed distribution and a formula degree of freedom (n-2), resulting in a value of 0.1793. Based on the validity test outcomes, the variable indicator presents a valid representation as the calculated r-value > r-table, which is 0.1793.

**Reliability Test Results**

The Cronbach's alpha value obtained from the respondents' answers surpasses the minimum Cronbach's alpha threshold of 0.60. This data indicates that all variables are deemed reliable.

**Table 1 Reliability Test Results**

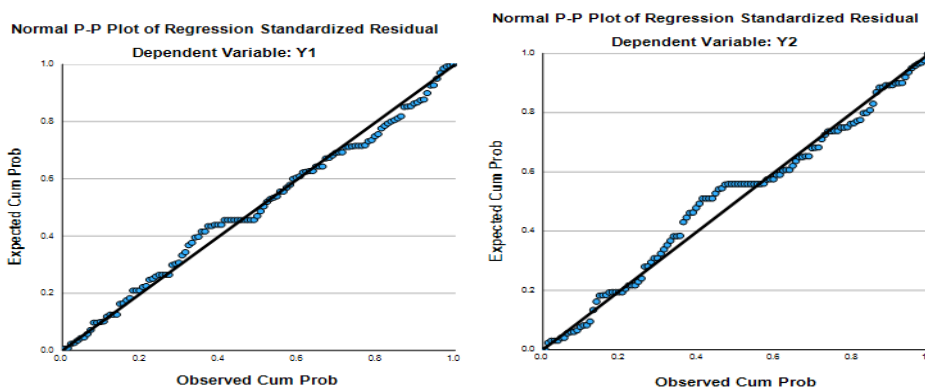
Variable	Cronbach's Compute	Alpha	Information
<i>Social Media Marketing (X1)</i>	0.839		Reliable
<i>Brand Engagement (X2)</i>	0.762		Reliable
<i>Brand Awareness (Y1)</i>	0.788		Reliable
<i>Brand Image (Y2)</i>	0.766		Reliable

Source: Data processed by researchers in 2024

**Normality Test Results**

The normality test results are depicted using a P-P plot graph, wherein data is deemed normal if the points exhibit an even distribution around the diagonal line. The illustrated results demonstrate that the normality assumptions are satisfied, indicating that the data follows a normal distribution.

**Figure 3. Normality Test**



Source: Data processed by researchers in 2024

**Multicollinearity Test Results**

**Table 2 Multicollinearity Test**

Variable	Tolerance	VIF	Conclusion
Social Media Marketing (X1)	0.510	1,961	Multicollinearity did not occur
Brand Engagement (X2)	0.510	1,961	Multicollinearity did not occur

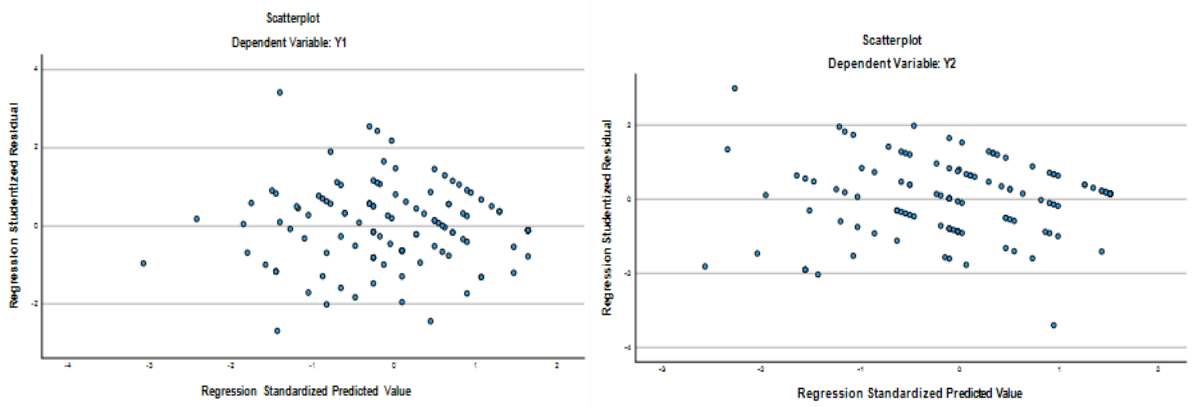
Source: Data processed by researchers in 2024

Based on the test results presented above, it is evident that there is no multicollinearity issue as indicated by the tolerance value being > 0.10 and the VIF being < 10.

**Heteroscedasticity Test Results**

The scatterplot graph depicted below exhibits an indistinct pattern, with points scattered both above and below the 0 mark on the Y-axis. Consequently, there is no evidence supporting the presence of heteroscedasticity.

**Figure 3 Heteroscedasticity Test**



Source: Data processed by researchers in 2024

**Results of Multiple Linear Regression Analysis**

**Table 3. Multiple Linear Regression Analysis Test Y1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance
	B	Std. Error	Beta			
1 (Constant)	4.1291	,884		4,668	<.001	
Social Media Marketing (X1)	,369	,054	,511	6,693	<.001	,510
Brand Engagement (X2)	,463	,098	,363	4,751	<.001	,510

Source: Data processed by researchers in 2024

$$Y1 = 4.129 + 0.369X_1 + 0.463X_2 + e$$

The aforementioned analysis results indicate a positive outcome. With a constant value of 4.129, the Social Media Marketing (X1) coefficient registers at 0.369, while the Brand Engagement (X2) coefficient stands at 0.463, demonstrating a favorable impact on Brand Awareness (Y1).

**Table 4. Y2 Multiple Linear Regression Analysis Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance
	B	Std. Error	Beta			
1 (Constant)	6,064	,716		8,467	<.001	
<i>Social Media Marketing (X1)</i>	,049	,044	.105	1,109	,270	,510
<i>Brand Engagement (X2)</i>	,502	,079	,603	6,360	<.001	,510

Source: Data processed by researchers in 2024

$$Y2 = 6.064 + 0.049X_1 + 0.502X_2 + e$$

The analysis results presented above reveal a positive outcome. With a constant value of 6,064, the Social Media Marketing (X1) coefficient is 0.49, and the Brand Engagement (X2) coefficient is 0.502, indicating a favorable influence on Brand Image (Y2).

t Test Results (Partial)

**Table 5. T Test H1 And H2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance
	B	Std. Error	Beta			
1 (Constant)	4.129	.884		4.668	<.001	
<i>Social Media Marketing (X1)</i>	.369	.054	.511	6.693	<.001	.510
<i>Brand Engagement (X2)</i>	.463	.098	.363	4.751	<.001	.510

Source: Data processed by researchers in 2024

**Social Media Marketing T Test Results (X1) On Brand Awareness (Y1)**

The t-test results indicate that the t-count value of 6,693 exceeds the critical t-table value of 1,980, with a significance level (Sig.) of <0,001 < 0,05. Thus, the null hypothesis (H0) is rejected, suggesting a significant influence of Social Media Marketing (X1) on Brand Awareness (Y1).

**Brand Engagement T Test Results (X2) On Brand Awareness (Y1)**

The t-test results indicate that the t-count value of 4,751 exceeds the critical t-table value of 1,980, with a significance level (Sig.) of <0,001 < 0,05. Therefore, the null hypothesis (H0) is rejected, suggesting a significant influence of Brand Engagement (X2) on Brand Awareness (Y1).

**Table 6. T Test H3 And H4**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance
	B	Std. Error	Beta			
1 (Constant)	6.064	.716		8.467	<.001	
<i>Social Media Marketing (X1)</i>	.049	.044	.105	1.109	,270	.510
<i>Brand Engagement (X2)</i>	.502	.079	.603	6,360	<.001	.510

Source: Data processed by researchers in 2024

### Social Media Marketing T Test Results (X1) On Brand Image (Y2)

The t-test results indicate that the t-count value of 1,109 is less than the critical t-table value of 1,980, with a significance level (Sig.) of 0,270 > 0,05. Therefore, the null hypothesis (H0) is accepted, suggesting that there is no significant influence of Social Media Marketing (X1) on Brand Image (Y2).

### Brand Engagement T Test Results (X2) On Brand Image (Y2)

The t-test results indicate that the t-count value of 6,360 exceeds the critical t-table value of 1,980, with a significance level (Sig.) of <0,001 < 0,05. Therefore, the null hypothesis (H0) is rejected, suggesting a significant influence of Brand Engagement (X2) on Brand Image (Y2).

**Table 7. t test H5**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.929	.769		7.710	<,001
<i>Brand Awareness (Y1)</i>	.427	.045	.656	9.434	<,001

Source: Data processed by researchers in 2024

### Brand Awareness T Test Results (Y1) Against Brand Image (Y2)

The t-test results indicate that the t-count value of 9,434 exceeds the critical t-table value of 1,980, with a significance level (Sig.) of <0,001 < 0,05. Therefore, the null hypothesis (H0) is rejected, indicating a significant influence of Brand Awareness (Y1) on Brand Image (Y2).

F Test Results (Simultaneous)

**Table 8. F Test Testing**

Annova (X1 and X2 Against Y1)			
F count	F table	Sig.	Alpha
109.710	3.92	<0,001	0,05

Source: Data processed by researchers in 2024

The F-test results reveal that the F-count value of 109,710 exceeds the F-table value of 3,92, with a significance level (Sig.) of <0,001 < 0,05. Therefore, it can be concluded that there is a significant influence of both Social Media Marketing (X1) and Brand Engagement (X2) on Brand Awareness (Y1).

**Table 9. F Test Testing**

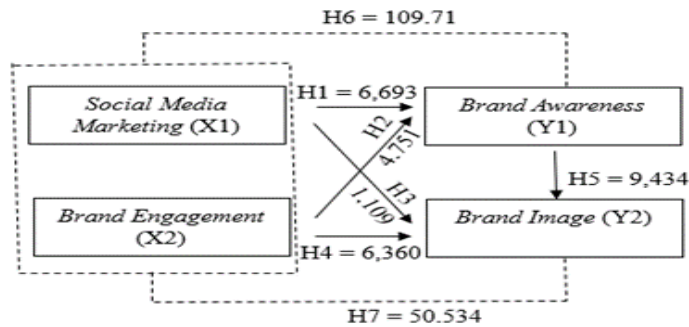
Annova (X1 and X2 Against Y2)			
F count	F table	Sig.	Alpha
50.534	3.92	<0,001	0,05

Source: Data processed by researchers in 2024

The F-test results indicate that the F-count value of 50,534 exceeds the F-table value of 3,92, with a significance level (Sig.) of <0,001 < 0,05. Therefore, it can be concluded that there is a significant influence of both Social Media Marketing (X1) and Brand Engagement (X2) on Brand Image (Y2).

**DISCUSSION**

**Figure 4. Framework Of Thinking**



Source: Data processed by researchers in 2024

The correlation between Brand Awareness (Y1) and Brand Image (Y2) exhibits the highest coefficient, with t-count (9,434) surpassing t-table (1,980) and Sig. <0,001 < 0,05. Thus, rejecting H0 suggests a significant impact of Brand Awareness (Y1) on Brand Image (Y2). Theoretical implications indicate a substantial influence of (Y1) on (Y2). In practical terms, Instagram content frequently includes logos, product introductions, partners, and vision-mission statements, thereby augmenting brand awareness.

The association between Social Media Marketing (X1) and Brand Awareness (Y1) ranks second, with t-count (6,693) > t-table (1,980) and Sig. <0,001 < 0,05. Rejecting H0 signifies a significant influence of Social Media Marketing (X1) on Brand Awareness (Y1). Theoretically, (X1) significantly affects (Y1). Practically, Instagram @sorgumnesia.official fosters brand awareness through sales and production experiences.

The relationship between Brand Engagement (X2) and Brand Image (Y2) occupies the third position, with t-count (6,360) > t-table (1,980) and Sig. <0,001 < 0,05. Rejecting H0 indicates a significant impact of Brand Engagement (X2) on Brand Image (Y2). Theoretically, (X2) significantly influences (Y2). In practice, Sorgumnesia emphasizes customer satisfaction by highlighting "our customer" and "what do they say?".

The correlation between Brand Engagement (X2) and Brand Awareness (Y1) is in fourth place, with t-count (4,751) > t-table (1,980) and Sig. <0,001 < 0,05. Rejecting H0 suggests a significant impact of Brand Engagement (X2) on Brand Awareness (Y1). Theoretical implications denote a substantial influence of (X2) on (Y1). In practice, @sorgumnesia.official posts educate customers about health to stimulate interest in content.

The association between Social Media Marketing (X1) and Brand Image (Y2) occupies the lowest position, with t-count (1,109) < t-table (1,980) and Sig. 0,270 > 0,05. Accepting H0 indicates no significant influence of Social Media Marketing (X1) on Brand Image (Y2). Theoretical implications suggest no significant effect of (X1) on (Y2). In practice, content minimally shares nutritional product content, potentially influencing customer perceptions of product value.

Furthermore, the F-test results indicate f-count (109,710) > f-table (3,92) and Sig. <0,001 < 0,05, suggesting a significant influence of Social Media Marketing (X1) and Brand Engagement (X2) on Brand Awareness (Y1). Theoretical implications denote the influencing role of (X1) and (X2) on (Y1). In practice, posts detailing products and health values pique customer interest and awareness of the brand.

Additionally, the F-test results reveal f-count (50,534) > f-table (3,92) and Sig. <0,001 < 0,05, signifying a significant influence of Social Media Marketing (X1) and Brand Engagement (X2) on Brand Image (Y2). Theoretical implications highlight the impacting role of (X1) and (X2) on (Y2). Practically, @sorgumnesia.official content introduces products, comparing sorghum content with similar ones, thereby enhancing understanding and product value.



## CONCLUSION

The research findings indicate that the relationship between Brand Awareness (Y1) partially exerts a significant impact on Brand Image (Y2), as evidenced by t-count 9,434 > t-table 1,980 and (Sig. <0,001 <0,05). Instagram content comprising logos, product details, partnerships, and vision-mission statements effectively enhances brand awareness and value. Additionally, the partial relationship between Social Media Marketing (X1) significantly affects Brand Awareness (Y1), illustrated by t-count 6,693 > t-table 1,980 and (Sig. <0,001 < 0,05). @sorgumnesia.official content reinforces the considerable influence of Social Media Marketing on Brand Awareness through brand introductions and sales experiences.

Moreover, the partial relationship of Brand Engagement (X2) significantly impacts Brand Image (Y2), indicated by t-count 6,360 > t-table 1,980 and (Sig. <0,001 <0,05). Content that shares sales processes and customer feedback contributes to improving brand image. Additionally, the partial relationship of Brand Engagement (X2) significantly affects Brand Awareness (Y1), demonstrated by t-count 4,751 > t-table 1,980 and (Sig. <0,001 < 0,05). Sorgumnesia shares engaging health content, fostering customer interest in accessing valuable information. However, the partial relationship of Social Media Marketing (X1) is relatively insignificant for Brand Image (Y2), as shown by t-count 1,109 < t-table 1,980 and (Sig. 0,270 > 0,05). This might be due to inadequate content depth regarding product ingredients.

Furthermore, from the F-test results, both Social Media Marketing (X1) and Brand Engagement (X2) simultaneously exert a significant impact on Brand Awareness (Y1), as evidenced by F-count 109,710 > F-table 3,92 and (Sig. <0,001 < 0,05). An informative content strategy on social media aids in boosting brand awareness. Similarly, both Social Media Marketing (X1) and Brand Engagement (X2) simultaneously significantly influence Brand Image (Y2), as shown by F-count 50,534 > F-table 3,92 and (Sig. <0,001 <0,05). Instagram content introducing products enhances customers' understanding of the product's value.

## SUGGESTION

Based on the research findings and conclusions outlined above, it is recommended for Sorgumnesia to enhance its Social Media Marketing and Brand Engagement efforts by delivering valuable content, introducing products and logos, and elucidating product values and contents. Moreover, researchers are encouraged to pursue further studies incorporating additional variables that are anticipated to impact the Brand Awareness and Brand Image of Brownis Ingsun from Sorgumnesia. With the research results and conclusions presented above, Sorgumnesia is advised to improve Social Media Marketing and Brand Engagement with useful content, introducing products and logos, and explaining product values and contents. Researchers are advised to continue similar research with additional variables which are believed to influence Brand Awareness and Brand Image of Brownis Ingsun from Sorgumnesia.

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