CHAPTER I

INTRODUCTION

1.1 Background

The development of information and communication technology has developed very quickly in recent years. This progress simplifies and streamlines the communication process. With this technology, the internet has become a very popular communication tool among the public, which has caused a shift from conventional communication to modern and completely digital communication (Rafiq, 2020). The internet has become the backbone of global communications, enabling real-time exchange of information throughout the world (Erwin et al, 2023). The internet not only facilitates fast communication but also creates new platforms for various forms of social and business interactions. Internet use is growing rapidly after the internet can be accessed not only on laptops/computers, but also via cell phones and smartphones (Pratiwi & Kurniawan, 2023).

Along with the development of internet use, social media has also become a global phenomenon that is inseparable from communication activities. Social media is a communication tool that functions to interact with fellow users, share information, collaborate and express oneself (Feroza & Misnawari, 2020). The use of social media also influences economic aspects, where the use of social media can be used as an online marketing communication medium. There are various types of social media that can be used as online marketing platforms such as Facebook, Instagram, Twitter,

WhatsApp, and TikTok. Instagram is one of the most popular social media today and focuses on communication through images and videos.

Soto Bangkong Restaurant is a business in the culinary sector. This restaurant not only sells soto, but also fried chicken, garang asem, and several other varied menus. Soto Bangkong is proof of the success of marketing soto as a people's food in Indonesia. Soto Bangkong has been established since 1950, starting from a traveling soto seller and establishing several branches spread across almost the entire island of Java, one of which is in Jakarta.

Soto Bangkong Restaurant has proven its resilience and ability to adapt to changing times for more than seven decades. In the business world, uniqueness is an important factor that can be a major differentiator. Soto Bangkong Pakubuwono has been trusted by various groups of customers, especially public figures such as Anies Baswedan, Prabowo Subianto, and Gibran Rakabuming Raka, who often choose Soto Bangkong to serve dishes at important events. This belief makes Soto Bangkong Pakubuwono unique compared to other soto sellers. Through this trust, it can not only strengthen the restaurant's image, but also be proof of the consistency of taste and quality of the dishes offered.

Figure 1.1 Gibran Rakabuming Raka and his wife enjoy a meal at Soto Bangkong Pakubuwono Restaurant

Based on an interview with the owner, Soto Bangkong Pakubuwono Restaurant has an omzet up to 110 million per month. The following are details of the income of Soto Bangkong Pakubuwono Restaurant in January – May 2024:

Table 1.1 Income of Soto Bangkong Pakubuwono Restaurant

No.	Month	Income (million)
1.	January	100
2.	February	110
3.	March	98
4.	April	107
5.	May	99

Source: Soto Bangkong Pakubuwono Restaurant, 2024

Soto Bangkong Pakubuwono faces competition in the Jakarta culinary market with various main competitors such as Soto Haji Maruf and Soto Kudus Senayan, which also operate in the same area and offer similar menus. To face the large number of culinary business competitions in Jakarta, Soto Bangkong Restaurant has implemented a strategic innovation in the form of using Instagram social media with the username @sotobangkongpakubuwono. Instagram is used as a communication tool with customers. This Instagram has been created since August 2022, and currently has 4687 Instagram followers.

Figure 1.2 Social Media of Soto Bangkong Pakubuwono Restaurant

The Instagram account @sotobangkongpakubuwono provides detailed information about its products by presenting attractive posters for followers.

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The poster contains the food and drink menus offered by Soto Bangkong Restaurant. The poster is also supported by photos of the food served so that it can arouse the appetite of potential buyers. The Instagram account @sotobangkongpakubuwono also shares information regarding operational hours, restaurant addresses, admin contacts who can be contacted. Customers can communicate with @sotobangkongpakubuwono via the admin contact listed on Instagram, send direct messages on Instagram, or comment on posts.

Over the past month, Instagram @sotobangkongpakubuwono has managed to reach 11K views from the 32 posts that have been shared. The range of views consists of followers of 17.6% and non-followers of 82.4%. Apart from that, there has been an increase in account reach by 2,175 Instagram accounts or 215% compared to the previous month. Instagram @sotobangkongpakubuwono also had 135 interactions with both followers and non-followers.
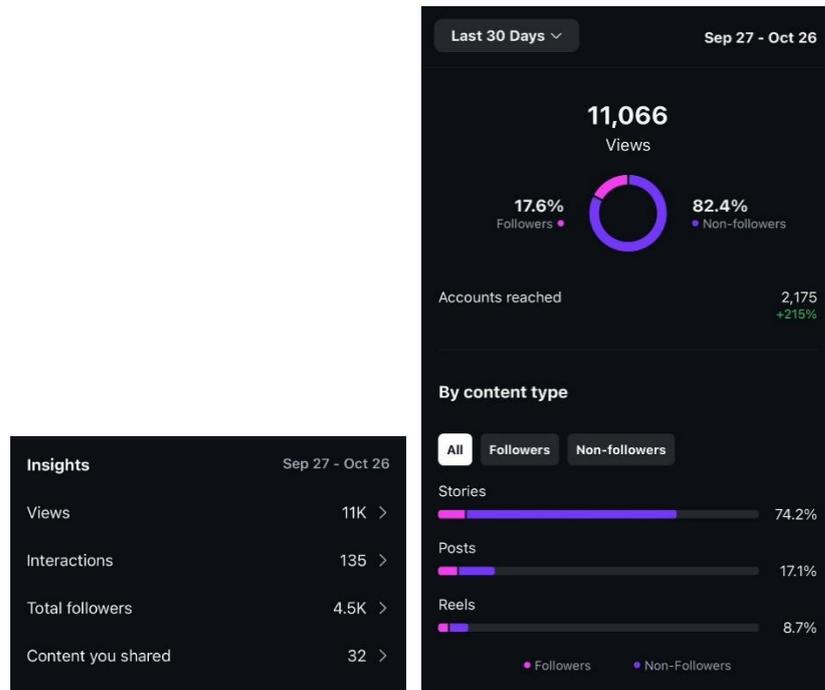
Figure 1.3 Engagement Rate of Instagram @sotobangkongpakubuwono

As competitors of Soto Bangkong Pakubuwono, Soto Haji Maruf and Soto Kudus Senayan also have Instagram accounts with the account names @sotohmaruf and @sotokudussenayan which they use to promote their menus and interact with customers. All three of them post content with the same menu to attract buyers' attention, but if you look at the strategy for using Instagram social media, the three of them have significant differences between the three.
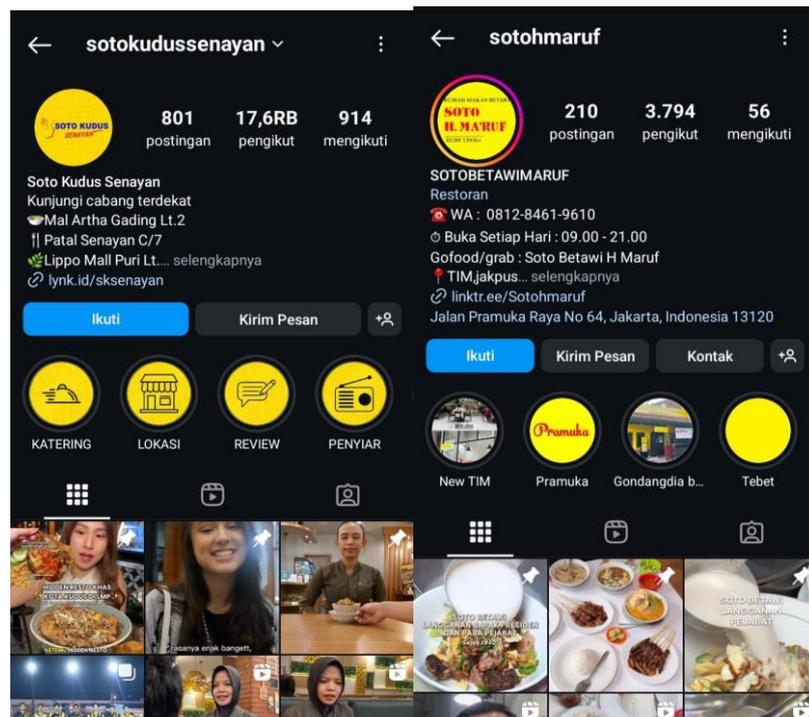
Figure 1.4 Soto Bangkong Competitor Social Media

If look at the content and quality of posts, the Soto Bangkong Pakubuwono Instagram account (@sotobangkongpakubuwono) consistently posts high quality photos and attractive posters. The content shared includes the latest menus, special promotions, and important information such as operating hours and locations. The use of eye-catching visuals and mouth-watering descriptions helps grab attention and encourage engagement from followers. Meanwhile, Soto Haji Maruf's Instagram account (@sotohmaruf) also posts photos and information about the menu, the published content tends to be less varied and less visually interesting compared to Soto Bangkong. Their posts often focus less on engaging visual aspects and more on sharing basic information without additional promotional elements. Apart from that, Soto Kudus Senayan (@sotokudussenayan) also shares photos of food and

information about the menu. However, the visual quality and interaction with followers tends not to be as optimal as that of Soto Bangkong. This content is less diverse and attracts less attention compared to Soto Bangkong's marketing strategy.

In terms of posting frequency and consistency, the Instagram account @sotobangkongpakubuwono is active in posting regularly, keeping followers engaged with content that is always updated and relevant. A consistent posting frequency can help maintain brand visibility and ensure that followers stay connected to the restaurant. Meanwhile, the @sotohmaruf Instagram account is not as active in posting new content, which can make followers feel less involved and less informed about promotions or special menus. Meanwhile, on the Instagram account @sotokudussenayan, the frequency of posts on this account is less consistent, this can affect follower engagement and reduce brand visibility on social media.

In the engagement strategy @sotobangkongpakubuwono actively interacts with followers through comments, direct messages, and other Instagram features such as Stories and Reels. This high engagement can help build stronger relationships with customers and increase their loyalty. The @sotohmaruf Instagram account is less intensive, with limited interaction with followers. This can reduce the opportunity to build strong relationships with customers. Lastly, on the Instagram account @sotokudussenayan, interaction with followers on this account is less active. This can be seen in the lack of

quick response to comments or questions which can affect customer perception and reduce engagement levels.

If we compare the three soto brands in Jakarta, Rumah Makan Soto Bangkong Pakubuwono is the soto that is most popular with customers. This assessment is carried out objectively based on the restaurant ratings listed on Google Maps. The following is a comparison of Google Maps ratings for Soto Bangkong Pakubuwono, Soto Haji Maruf, and Soto Kudus Senayan:

Table 1.2 Comparison of Google Maps Ratings for Soto Bangkong Pakubuwono, Soto Haji Maruf, and Soto Kudus Senayan

No.	Brand Soto	Rating	Total Reviews	Link Google Maps
1.	Soto Bangkong Pakubuwono Restaurant	4,4	1.376	https://maps.app.goo.gl/KQcn3UnqxAcVb2Ak9
2.	Soto Kudus Senayan	4,2	347	https://maps.app.goo.gl/mQpMxWeR9QmVuFqY9
3.	Soto H. Maruf	3,9	113	https://maps.app.goo.gl/7RLSSd2bnbe4nTC77

Based on the explanation above, there are significant differences in the strategy for using Instagram social media between Soto Bangkong Pakubuwono and its competitors, namely Soto Haji Maruf and Soto Kudus Senayan. Soto Bangkong Pakubuwono is superior in terms of visual content quality, consistent posting frequency, and active engagement strategy, while its two competitors show deficiencies in these aspects.

In this case, social media plays an important role in facilitating people's marketing communications. According to Bulaeng, marketing communication strategy is a strategy for introducing company products to consumers. Marketing communication is the activity of disseminating information about a product with the aim of influencing and persuading consumers to accept and buy the products offered by the company (Rizki & Setiawati, 2020). With the existence of online marketing communications, it has the impact of expanding economic and business activities that are not limited to space and time.

Social media is very easy to use and quickly understood by new users, even those less familiar with technology. Using social media does not require large costs, and many platforms can be accessed for free, so they do not impose a financial burden on users. Social media also provides easy access for users to interact with other people, be they friends, family or the wider community (Namira et al, 2022). Users can easily share information, upload photos and videos, and participate in discussions in real-time, making social media a highly effective tool for communication and collaboration in this digital era.

Using social media as a promotional tool offers various advantages, one of which is the ability to attract audiences or consumers effectively. This can be achieved through product visual concepts that are designed very creatively and in accordance with the characteristics of the product itself. For example, high-quality and attractive images and videos can increase a product's appeal in the eyes of consumers. Apart from attracting attention, promotion via social

media also has the potential to increase the visibility and growth of business actors' social media accounts (Untari & Fajariana, 2018).

With the right marketing strategy, businesses can expand their audience reach and build a loyal community. It also contributes to achieving long-term business goals, such as increased sales and wider brand recognition.

1.2 Research Problem

The culinary business is a promising business and is growing rapidly in line with the consumerist culture of modern society, where most people tend to prefer to be consumers. Soto Bangkong Restaurant is a culinary business that has been around for a long time, starting in 1950. Currently, Soto Bangkong has opened several branches spread across almost all of Java, one of which is Soto Bangkong Restaurant in Jakarta.

Marketing is an important aspect that needs to be considered in running a business. Along with the development of information and communication technology, marketing can be done via social media such as Instagram, Twitter, WhatsApp, Google Maps, and so on. Soto Bangkong Restaurant has implemented online marketing via social media Instagram @sotobangkongpalubuwono. This account has been created since August 2022 and now has 4687 followers.

Over the past month, Instagram @sotobangkongpakubuwono has managed to reach 11K views from the 32 posts that have been shared. The range of views consists of followers of 17.6% and non-followers of 82.4%. Apart from that, there has been an increase in account reach by 2,175 Instagram

accounts or 215% compared to the previous month. Instagram @sotobangkongpakubuwono also had 135 interactions with both followers and non-followers.

Soto Bangkong Restaurant has many similar competitors in culinary terms, especially soto food. However, the existence of Soto Bangkong is still very high and has survived until now. Not only that, Soto Bangkong Restaurant is also trusted by many people. Not a few public figures and political figures entrust catering services to Soto Bangkong Restaurant.

Based on the problem description outlined above, the problem formulation in this research is "How can Soto Bangkong Restaurant survive in the business world by utilizing the Social Media Instagram @sotobangkongpakubuwono for building brand awareness (brand loyalty)?".

1.3 Research Objectives

Analyze the use of social media Instagram @sotobangkongpakubuwono for building brand awareness (brand loyalty)?

1.4 Research Uses

1.4.1 Akademic

The results of this research can add information and become material for library studies in developing Communication Science, especially regarding online marketing communications. It is also hoped that the results of this research can increase readers' knowledge and can become literature

material for future researchers regarding the use of Instagram social media for building brand awareness (brand loyalty).

1.4.2 Practical

The results of this research can be used by the owner of Soto Bangkong Jakarta Restaurant as evaluation material, providing suggestions and recommendations regarding the use of Instagram social media for building brand awareness (brand loyalty). The hope is that communication with customers can improve, so that sales of Soto Bangkong Pakubuwono Jakarta can be increased.

1.5 Theoritical Basis

1.5.1 New Media Theory

New media is a term that refers to the emergence of digital technology, computers, or information and communication networks at the end of the 20th century. The characteristics of new media include the ability to be changed (edited), networked, dense, interactive, and includes user-generated content. User-generated content is articles or material on the internet written by the general public, indicating that internet media content is no longer only controlled by certain parties, but can be uploaded by all internet users (Solomon, 2011). Another definition of online media is a term used to describe various communication technologies that are digitized and widely available for personal use as a communication tool (McQuail, 2011).

New media emerges as a result of innovations in old media that are no longer compatible with current technological developments. Some examples

of new media include the internet, websites, multimedia computers, computer games, CD-ROMs, and DVDs. This new media is the basis of media that is currently developing and is different from conventional media such as television, films, magazines, books or paper-based publications. Terry Flew explained that new things brought by new media include computing and information technology, communication networks, digitalized media and information content, as well as convergence, which is abbreviated as 4C, namely Computing, Communication, Content, and Convergent (Maulana, 2018).

McQuail divides new media into four categories. First, interpersonal communication media such as telephone, cell phone and email. Second, interactive play media which includes computers, video games and online games (McQuail's, Efendi et.al, 2017). Third, information search media, such as portals or search engines. Fourth, collective participation media, which involves the use of the internet to share and exchange information, opinions and experiences, where this interaction not only functions as a communication tool but can also give rise to affection and emotions. According to Denis McQuail in his book Mass Communication Theory, new media is characterized by connectedness, access to individual audiences as recipients and senders of messages, interactivity, diverse uses with an open character, and its ubiquitous nature (McQuail's, Efendi et al. .al, 2017).

The main difference between new media and old media is that new media is not bound by the constraints of traditional printing and broadcasting

models. New media enable conversations between many parties, enable the simultaneous reception of information, change and redistribution of cultural objects, and disrupt the important role of communication in regional relations and modernity. New media also provide instant global contact and involve individuals in a network of connected systems.

1.5.2 Branding

1. Definition of Branding

    Branding comes from the word "brand" which means brand. In general, a brand refers to an object or entity related to a product or service. A brand can be a name, term, sign, symbol, design, or a combination of these elements which aims to identify the product or service of a producer or seller, and differentiate it from competitors' products. A brand can also be interpreted as a name that represents the entire product, including the services provided, the company that produces it, and other related elements. All of these things are represented in one symbol called a brand. In use, the terms "brand" and "branding" have different meanings. If "brand" means brand, then "branding" refers to various communication activities carried out by an institution with the aim of building and developing a brand (Mujib & Saptiningsih, 2020).

2. Types of Branding

Branding consists of several types, including:

a. Product Branding

The purpose of this branding is to encourage consumers to prefer products that are branded compared to competing products.

b. Personal Branding

Personal branding is used as a marketing tool to improve the name of a public figure, such as politicians, musicians, celebrities, and others. In this way, the public figure obtains a positive image in the eyes of society.

c. Corporate Branding

Corporate branding aims to improve the company's reputation in the market. This activity covers all aspects of the company, from the products or services offered to employees' contributions to society.

d. Geographic Branding

Geographic branding aims to create an image related to a product or service when the name of a location is mentioned.

e. Cultural Branding

Cultural branding aims to develop a reputation related to the culture, environment, or people of a particular location or nation.

3. Branding Strategy

According to Schultz and Barnes (1999), branding strategy is defined as brand management which involves managing all elements aimed at forming a brand. Meanwhile, according to Gelder (2005), branding strategy explains the brand's goals in terms of consumer attitudes and behavior. From these two opinions, it can be concluded that branding strategy is management that aims to regulate all brand elements related to consumer attitudes and behavior. Branding strategy can also be defined as a communication system that organizes all points of contact between a product, service, or organization and its stakeholders, and directly supports the overall business strategy. Gelder also said that branding strategy includes brand personality, brand identity and brand equity.

a. Brand Personality

According to Aaker (1997), brand personality is "a set of human characteristics associated with a brand," which means that the brand reflects human personality and forms an emotional connection with consumers. According to Rangkuti (2004), brand personality reflects the user's personality, making a brand more than just a product, but a tool to differentiate itself from competitors. Aaker (1997) divides brand personality into five dimensions:

1) Sincerity: reflects sincerity, honesty and simplicity.

2) Excitement: reflects passion, imagination and innovation.

3) Competence: reflects ability, reliability, and success.

4) Sophistication: reflects luxury, elegance and satisfaction.

5) Ruggedness: reflects strength and endurance.

b. Brand Identity

According to Gelder (2005), brand identity is a collection of aspects that reflect the values, background, principles, goals and ambitions of a brand. This identity communicates the company's message to consumers and shapes consumers' perceptions of the brand. According to Aaker, brand identity consists of four main dimensions:

1) Brand as Product: products offer more value through superior features.

2) Brand as Organization: the brand represents the organization behind the product.

3) Brand as Person: the brand reflects the consumer's personality.

4) Brand as Symbol: brand symbols create a strong identity.

c. Brand Equity

According to Susanto and Wijanarko (2004), brand equity is a strategic asset that differentiates a brand from competitors and contributes to company sustainability. Keller (1993) explains that brand equity is related to consumer loyalty to the brand. Brand equity measurement involves brand awareness, brand associations, perceived quality, and brand loyalty:

1) Brand Awareness: consumers' ability to recognize and remember brands.

2) Brand Association: everything consumers remember about a brand.

3) Perceived Quality: consumer perceptions of product excellence and quality.

4) Brand Loyalty: a measure of customer attachment to a brand, reflecting potential future sales.

1.5.3 Social Media

1. Definition of Social Media

Social media is an online platform designed to facilitate interactive or two-way communication. Social media has changed the pattern of dissemination of information based on internet technology. According to Gunelius, as quoted by Lili Adi Wibowo and Donni Juni Priansa, social media is the core of Web 2.0, which focuses on conversation, engagement and participation in online publishing and functions as a communication tool and platform.

Kaplan and Haenlein, also quoted by Lili Adi Wibowo and Donni Juni Priansa, describe social media as a group of application-based media on the internet that is built on the foundation of Web 2.0 ideology and technology. Web 2.0 technology enables interactive two-way conversations between producers and consumers. In a broad sense, social media is often associated with political information and voting rights, and enables a shift from content readers to content publishers. This reflects a shift from traditional broadcast models to "many-to-many" interactions, with more dynamic conversations between authors and broader audiences.

Social media is basically the result of the latest developments in internet-based web technology, which allows anyone to communicate, participate, share and form networks online. This allows for widespread distribution of content. Posts on blogs, tweets, or videos on YouTube can be reproduced and viewed by millions of people directly and for free (Putri, 2017).

Albarran (2013) describes social media as technology or applications used by people to develop and maintain their social networking sites. This includes a variety of multimedia posts such as text, images, audio, and video, as well as location-based services (such as Foursquare) and games (such as Farmville and Mafia Wars). On the other hand, José van Dijck views social media from a different perspective. According to him, social media is a platform that focuses on users and facilitates them in collaborative and community activities. Social media can be considered as an online facilitator that strengthens relationships between users and functions as a social bond.

2. Characteristics of Social Media

Social media has several characteristics, the following are the characteristics of social media according to Apriadi Tamburaka (2013):

a. Network

Social media has network characteristics that form the social structure of the platform. Castells stated that the social structure or organization formed on the internet is based on information networks,

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which operate through information technology in microelectronics. Networks between users on social media are connected via technological devices such as computers, cellphones or tablets. This network allows users, whether they know each other or not, to connect in cyberspace through technological mechanisms.

b. Information

Information plays an important role in social media because these platforms form identities, produce content, and interact based on information. Information becomes a commodity consumed by users, where this commodity is produced and distributed by the users themselves.

c. Archive

Social media allows users to keep archives of the content they upload. Stored information can be accessed anytime and anywhere.

d. Interaction

Networking on social media creates interaction between its users. Technology has remediated space and time, and influenced various aspects of life, so that it is often difficult for users to differentiate between real life (offline) and digital life (online).

e. Social Simulation

Social media functions as a medium through which virtual societies can operate. Interactions on social media often reflect, or even resemble, reality, even though they are simulations that may differ from

what happens in the real world. This platform allows anyone to be anyone, with the possibility of changing identity, gender, marital status, and photo appearance, so that reality on social media can appear more real than the actual conditions.

f. Content by Users (User Generated Content)

Social media has the characteristics of content generated by users, known as User Generated Content (UGC). This shows that on social media, content is completely owned and based on the contributions of users or account owners. UGC is a form of symbiosis in new media culture that gives users the opportunity to participate more freely.

3. Types of social media

Social media is used to help with work, browsing and online activities on social media. Currently, social media has become a kind of virtual tourist attraction, where many people feel comfortable spending time with gadgets or other devices to interact with other social media users. According to Andreas, et al (2010:62), social media is divided into six categories based on the platform, namely as follows:

a. Collaborative project (Wikipedia)

b. Content communities (Youtube)

c. Blogs and microBlogs (Twitter)

d. Social networking sites (Facebook)

e. Virtual game worlds (PUBG)

f. Virtual social worlds (Second Life)

Based on its features and functions, social media can be divided into several forms, such as relationship networks, media sharing networks, online reviews, discussion forums, social publishing platforms, bookmarking sites, internet-based networks, and e-commerce. -commerce. However, in this section, the author will only generally explain several social media platforms and the applications included in them.

1.5.4 Instagram

1. Definition of Instagram

Instagram is an internet-based service as well as a social network that is used to share information through digital images. Gadget users often use this platform to directly share their shots (Feri, 2015). Instagram is an application available on smartphones, which allows users to share photos and videos. Uploaded photos and videos can be accompanied by text or captions explaining the content. Through Instagram, users can also connect their accounts with Facebook or Twitter to share photos or videos that have been uploaded (Nisrina, 2015).

Instagram, or what is also known as a photo sharing platform, is a mass media that is very popular today because it offers added value in the form of filters and visual effects. Instagram can be considered similar to Twitter, where users can follow other people and also be followed back. Users can like each other's posts, be they photos or videos (Jubilee, 2013). Instagram's popularity as a mass media is driven by its many interesting

instant effects. These effects can change the appearance of photos and videos in unique ways. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010. The name Instagram comes from a combination of the words "instant camera" and "telegram" (George, 2016).

Currently, Instagram can be installed on various mobile operating systems, including Apple via the App Store, Android via Google Play, and Windows Phone via the Windows Phone Store. Only a few months after its launch, Instagram managed to reach 1 million users in December 2010. This number continues to increase, reaching 5 million users in June 2011, 10 million users in September 2011, and continues to increase over the following years (Miliza, 2016). The characteristic and uniqueness of Instagram lies in its focus which only displays the flow of photographic work from its users. Its main features have similarities to Twitter, such as the use of the term "follower" for connected accounts, as well as the mention (with the '@' symbol) and hashtag (with the '#' symbol) features. Although Twitter has also made the photo sharing feature one of the main focuses in its product development, Instagram remains superior as the main platform for networked photography. Instagram's dominance is mainly due to its dedication as a platform specifically designed to build digital relationships through photography.

2. Instagram Features

The use of Instagram social media can be seen from the user's choice of available features, because each feature has a different function. The following are several Instagram features according to Bambang (2012):

a. Followers

   The social system on Instagram allows users to follow other accounts or have their own followers. Communication between users can be established through liking and commenting on photos uploaded by other users. The number of followers and likes greatly influences the popularity of a photo.

b. Upload Photos

   Instagram's main function is as a platform for uploading and sharing photos with other users. Uploaded photos can be taken directly from your cellphone camera or from an existing photo album. This feature allows users to represent themselves to others through uploaded photos or videos.

c. Streaming/Live Video

   Instagram allows users to upload photos or videos directly via the camera of the device being used. Various filters and effects are available to beautify camera or video captures.

d. Caption

 After editing the photo with the desired effect, users can add captions that match the photo or video to be uploaded. Users can also mention other users and add hashtags to the description.

e. Photo Effects

 Instagram offers 15 photo effects that can be used when editing photos, such as X-Pro II, Lomo-fi, and Inkwell. On September 20, 2017, Instagram added four new effects (Valencia, Amaro, Rise, Hudson) and removed three effects (Apollo, Poprockeet, Gotham). Other features such as lux increase color sharpness, while the tilt-shift feature allows users to focus on a single point in the photo, with the surrounding area becoming blurry.

f. Arroba (@)

 Like Twitter and Facebook, Instagram allows users to mention other users by using the arroba (@) sign in photo captions or comments. This feature is useful for communicating with named users.

g. Hashtag (#)

 Hashtags are used as codes that make it easier to search for photos using keywords. Users can add hashtags related to information on photos, such as names, locations, or specific events, to promote the photo.

h. Geotagging

After adding a photo title, users can use the Geotagging feature, which appears when GPS is activated. This feature allows the location where the photo was taken or where it was uploaded to be detected, with geographic information listed on the photo.

i. Social Networking

Photos uploaded on Instagram can be shared on other social networks such as Facebook, Twitter, Foursquare, Tumblr, and Flickr, allowing the photos to be viewed by users on various other social media platforms.

j. Comment

Apart from the like feature, Instagram also provides a comments feature, where other users can provide criticism or opinions about the photos or videos they share.

k. Share

Users can share photos or videos with other people they follow.

l. Instagram Stories

Instagram Stories allows users to upload photos, videos or posts that can be seen by everyone, or limited to only a few users. Stories will last for 24 hours before disappearing.

m. Likes

The like feature functions as a marker that other users like uploaded photos. The number of likes, duration of time, and number of

followers are factors that determine whether a photo becomes popular and enters popular pages.

1.5.5 Social Proof Theory

Social Proof Theory (Cialdini, 1984) is a psychological concept that explains how individuals tend to conform to the actions, opinions, or behaviors of others, particularly in situations where they are uncertain or lack knowledge. It is rooted in the idea that people look to others for guidance, especially in ambiguous or unfamiliar contexts. When people observe others taking a particular action or making a certain decision, they are more likely to follow suit, believing that the behavior of others is a reliable indicator of the correct or appropriate course of action. Here key Points of Social Proof Theory:

1. Uncertainty and Decision Making

When individuals are unsure about something—such as whether a restaurant is good or a product is worth purchasing—they seek external cues to guide their decisions. In these situations, the opinions or actions of others serve as a source of reassurance. This is particularly relevant in the context of buying decisions, where consumers are often looking for validation that the product or service they are considering is trustworthy or effective.

2. Types of Social Proof

Social proof can come in various forms, such as customer reviews**,** testimonials**,** ratings**,** or even seeing large numbers of people engaging with a product or service (e.g., "everyone else is doing it"). Testimonials**,** as a form of social proof, are especially powerful because they provide firsthand accounts from real customers.

These testimonials serve as endorsements that a product or service is good, reliable, or enjoyable.

3. How Testimonials Act as Social Proof

Testimonials are a direct way of leveraging social proof. When potential customers see that others have had positive experiences with a product or service, they are more likely to trust the brand and make a purchase decision.

4. Trust and Engagement

According to Social Proof Theory, when customers observe that other people have vouched for a product or service, they are more likely to trust it. This increases the likelihood that they will engage with the brand, whether by purchasing, interacting on social media, or recommending the brand to others.

5. Why Social Proof Matters in Branding

Social proof is particularly important in branding because it helps create a positive perception of the brand. When customers see others positively endorsing a product, they feel more confident in their own decisions to engage with the brand. This leads to increased brand loyalty, customer retention, and positive word-of-mouth marketing.

5. Functions of Testimonials

Functions of Testimonials in marketing and branding are crucial as they can influence consumer decisions and strengthen the relationship between the brand and its customers. Here are some key functions of testimonials and other related elements:

    a   Increase Credibility and Trust

The primary function of testimonials is to build brand credibility. When other customers give positive reviews, it shows that the product or service is reliable. This is important because consumers tend to trust recommendations from other customers more than direct brand promotions.

b   Enhance Engagement and Interaction

Testimonials allow customers to share their experiences and interact with the brand. This contributes to engagement between the brand and its audience. A brand that frequently receives positive testimonials from customers is more likely to maintain a loyal audience and keep them engaged. Testimonials also stimulate discussions and experience-sharing among customers, which can further increase engagement on social media platforms.

c   Boost Brand Awareness

When customers share their experiences through testimonials, it helps spread brand awareness further. Testimonials, especially those shared on social media, can reach a larger audience, whether it's followers of friends or people who are not yet familiar with the brand.

Testimonials often serve as an effective form of word-of-mouth marketing, introducing the brand to a larger audience. People are more likely to trust recommendations from friends or family than advertisements or direct promotions.

d   Increase Customer Satisfaction

Allowing customers to share their experiences through testimonials also gives them a chance to feel valued. This can improve customer loyalty, as they feel their voice is heard and appreciated by the brand.Additionally, positive testimonials can enhance customers' self-esteem, as they feel they contribute to the brand's success.

e   Influence Purchase Decisions

Testimonials provide additional assurance to potential customers about the quality of the product or service. When someone sees positive experiences from others, it can help them make a quicker and more confident purchasing decision. Testimonials that highlight specific benefits or outcomes can influence consumers to choose the same product because they see that it can meet their needs.

f   Reduce Perceived Risk of Purchase

Many consumers feel hesitant to try new products, especially when they are unfamiliar with the brand. Testimonials help reduce this perceived risk by showing that others have tried and were satisfied with the product. This makes them feel safer in choosing that brand.

g   Build Emotional Connections with Customers

Testimonials that describe emotional experiences (e.g., how Soto Bangkong brings back fond family memories) help build emotional connections between the brand and its consumers. These emotional bonds can lead to greater customer loyalty, as consumers feel personally connected to the brand.

1.5.6 Visual Identity Theory

Visual Identity Theory refers to the strategic use of visual elements to represent a brand's essence and to communicate its core values, mission, and personality to its target audience. A brand's visual identity is composed of various design components, such as logos, colors, typography, images, and graphic elements, that collectively create a unique and cohesive image. These elements help a brand stand out, build recognition, and foster an emotional connection with consumers. By using these visual cues consistently across all platforms and touchpoints, a brand can reinforce its image and create trust with its audience.

1.5.6.1 Explanation of Visual Identity in Narrative Form

Visual identity is an essential element of branding that goes beyond just aesthetics; it serves as the face of the brand and helps in conveying its message to the audience. It is designed to communicate not only the physical characteristics of the product or service but also the values and personality of the brand itself. Think of the visual identity as the bridge between the brand's internal attributes and the external world—what it stands for and how people perceive it.

1. Logo: The Heart of the Brand

    The logo is often the most recognizable element of a brand's visual identity. It symbolizes the brand and represents its values, mission, and personality. A well-designed logo is memorable and instantly recognizable, often forming the foundation upon which the rest of the brand identity is built. For example, the

simple yet iconic "golden arches" of McDonald's are globally recognized and carry strong associations with quality, speed, and consistency.

2. Color Palette: Evoking Emotions

Color is not just a visual tool; it has the power to evoke emotions and shape the way people perceive a brand. Different colors are often associated with specific emotions or ideas. For instance, blue is often linked with trust and calm, while red can evoke excitement or passion. Green is frequently used to represent health, nature, or freshness.

3. Typography: Conveying Personality

Typography is an important part of visual identity because it directly communicates the tone and style of the brand. For example, a luxury brand might opt for elegant, serif fonts to convey sophistication, while a fun, casual brand might use playful, rounded typefaces. The choice of typography helps to reinforce the brand's voice.

4. Imagery: Reinforcing the Message

Imagery plays a crucial role in communicating a brand's message. It can include photos, illustrations, icons, or graphics that help to tell the story of the brand. The choice of imagery helps to convey the brand's personality and establish an emotional connection with the audience.

5. Graphic Elements: Enhancing Recognition

Graphic elements, such as lines, patterns, and textures, are the finishing touches that tie all the visual components together. These elements can help create a more dynamic and visually interesting brand identity, adding uniqueness and style. They may be subtle but are crucial in establishing consistency across different mediums and platforms.

1.5.5.2 The Importance of Visual Identity in Branding

Visual identity plays a vital role in branding because it serves as the first impression a consumer gets of a brand. A well-developed visual identity can significantly influence how people perceive a brand and can create emotional connections that go beyond the product itself. When consumers consistently encounter a brand's visual identity, it builds recognition and trust. Over time, these visual cues become associated with specific qualities, such as reliability, quality, and uniqueness.

1.5 Framework of Thinking

This research was conducted at Soto Bangkong Pakubuwono Restaurant, Jakarta, where this restaurant has implemented online promotions since 2018 via Instagram @sotobangkongpakubuwono. Researchers used new media theory guidelines in conducting research and the results of the research were the use of Instagram media.
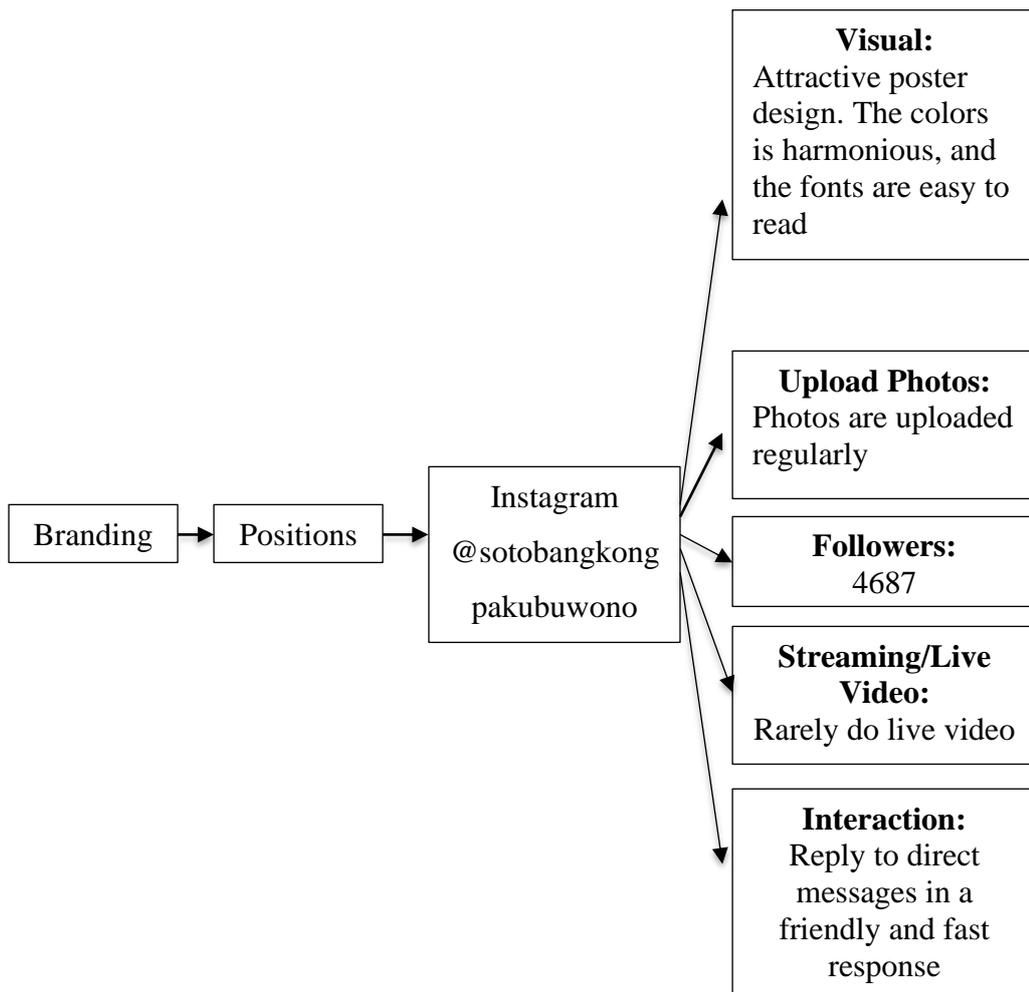

Figure 1.5 Framework of Thinking

1.6 Definition of Terms

The definition of the term is a description of the variable being studied. The following is the definition of terms in this research:

Table 1.3 Definition of Terms

No.	Glossary	Definition of Terms
1.	New Media	The emergence of digital technology, computers, or information and communication networks at the end of the 20th century
2.	Branding	A communication activity carried out by an institution with the aim of building and developing a brand
3.	Social Media	An online platform designed to facilitate interactive or two-way communication
4.	Instagram	An application available on smartphones, which allows users to share photos and videos

1.7 Research Methods

1.8.1 Research Type

This research is descriptive qualitative research. Descriptive qualitative methods are used to obtain data that has meaning. Qualitative research aims to obtain an in-depth understanding of social phenomena or symptoms through clear and detailed descriptions in narrative form. The results of this approach are expected to produce a theory that explains this phenomenon (Sujarweni, 2014).

The type of research used in this research is case study research. According to (Sugiyono, 2016), case study research is a type of research that

carries out in-depth exploration of a particular program, process or activity within a certain period of time. Researchers chose the case study method because along with the times, marketing strategies that were previously conventional have shifted to a more modern direction by utilizing social media such as Instagram. Currently, marketing via the Instagram platform is very popular, so the issues that arise tend to be more current and relevant.

1.8.2 Research Subject

The information obtained in this research came from informants as research subjects. According to Haryana, there are three types of informants in qualitative research, namely key informants, main informants and supporting informants. In this research, the researcher used 1 key informant, namely the owner of Soto Bangkong Pakubuwono Restaurant, Jakarta, 1 main informant, namely the employee/admin who manages Instagram @sotobangkongpakubuwono, and 3 supporting informants, namely Soto Bangkong Pakubuwono customers.

1.8.3 Data Types and Sources

1. Primary Data

   Primary data is data obtained directly from original sources, namely sources. According to Sugiyono (2016), sources are individuals we choose as research objects or as sources for obtaining information and data. In this research, primary data was obtained from interviews with informants.

2. Secondary Data

   Secondary data can be obtained through data from documents, including books, scientific articles, company data, and data accessed via the official website. Secondary data is used as support in strengthening the findings.

1.8.4 Instruments and Data Collection Techniques

1. Instruments

The instruments used in this research include:

a. Interview Guide

   The interview guide contains open questions for informants to be used as opening questions before conducting in-depth interviews. This guide contains questions regarding the use of Instagram @sotobangkongpakubuwono, how to establish good communication with customers via Instagram, obstacles and challenges, and so on. The results of interviews are the main data source that will be used in research.

b. Stationery

Stationery is used to record the results of interviews with informants.

c. Google Document

Google documents are used to collect research results into one before the data is processed in a research report.

d. Camera/smartphone

Cameras/smartphones are used to document all research data collection activities, both documenting interviews with informants, as well as documenting Instagram views @sotobangkongpakubuwono which can be used as supporting evidence for research results.

e. Laptop

Laptops are used to process research data and compile reports.

f. Voice Recorder

A voice recorder is used to record the interview results of all informants so that the answers can be stored properly. Voice recordings can also be used to double-check the answers given by informants, so that errors do not occur in inputting data.

g. Informed Consent

Informed consent is a form of approval from someone who is willing to become an informant in this research.

2. Data Collection Techniques

Techniques used to collect research data include:

a. Interview

Interviews are a method of collecting research data carried out by asking open-ended questions to informants, allowing researchers to get answers directly from them. Open questions in this interview help deepen the answers given by the informant, making the data processing easier. All answers from informants were recorded and documented, and during the interview audio recording was carried out so that the answers could be stored properly and listened to again if necessary.

b. Observation

Observation is a technique for collecting data by making observations both directly and online. In this research, observations were carried out online, namely observing the use of Instagram @sotobangkongpakubuwono. Researchers conducted an assessment of how Instagram looks, how they promote their products, how they attract customers to buy their products, and how they establish good communication with customers via Instagram.

c. Dokumentation

The documentation method refers to the method of collecting data obtained from various stored documents or records, such as transcripts, books, newspapers, and so on which can support research (Nurlita, 2018). In general, documentation involves documentary

materials, such as the results of observations carried out online and documentation of research activities.

1.8.5 Data Analysis Techniques

The data that has been collected will be combined in a Google Document to keep it organized and not scattered. Furthermore, all data, including the results of interviews with informants, observation data, and documentation during observations will be processed and analyzed. Qualitative data analysis is carried out interactively and continuously until it reaches the point of saturation (Sugiyono, 2016).

1. Coding (Data Reduction)

    Data reduction is the process of summarizing and sorting data so that it focuses on data that is important and related to the research problem. Data that is not needed for research can be discarded or removed.

2. Data Presentation

    Presentation of data in qualitative research can be in the form of descriptions, tables, charts, and flowcharts.

3. Drawing Conclusion

    Drawing conclusions and verification is the final step in qualitative data analysis. The initial conclusions presented are temporary and will not change without additional evidence to support the next stage of data collection. However, if the initial conclusion is supported by valid and consistent evidence, then the conclusion will be considered credible or trustworthy.

1.8 Data Validity Test

Testing the validity of the data in this study was carried out using triangulation techniques. Triangulation is a method that has the principle that the truth of something being researched will be more reliable if it uses approaches from various points of view (Sugiyono, 2016). Triangulation functions to test the credibility of data through various data collection methods and various sources. The main aim is to track discrepancies in data obtained from one informant with another informant. Triangulation is divided into three, namely method triangulation, data source triangulation, and theory triangulation.

1. Triangulation Method

   Method triangulation is carried out by collecting data using various methods. In qualitative research, the methods commonly used are interviews, observations, and surveys. To obtain accurate information and a complete picture, researchers can utilize a combination of these methods. Researchers can combine interview methods with observation to verify the truth of the information. Apart from that, researchers can also involve different informants to ensure the validity of the data. By looking at it from various points of view, it is hoped that the results obtained will be closer to the truth.

2. Triangulation of Data Sources

   Data source triangulation is a method for verifying the truth of information by utilizing various data sources, such as documents, archives,

interview results, observations, or by interviewing several subjects who have different perspectives. Each of these approaches will produce diverse data, which will provide different views of the phenomenon being studied. These diverse perspectives will enrich understanding and help reach more reliable truths.

3. Triangulation Theory

Theoretical triangulation refers to the process in which the final results of qualitative research, in the form of information formulations, are compared with relevant theories to avoid the researcher's personal bias in drawing conclusions. Theoretical triangulation can deepen understanding if researchers are able to explore theoretical knowledge well based on the results of data analysis obtained. In this technique, researchers need to have expert judgment skills when comparing findings with certain theoretical perspectives, especially if the results of the comparison show significant differences.

In this research, a source triangulation technique was carried out, namely comparing data from various sources, namely the main informant and key informants. Researchers also carried out method triangulation, namely testing data using interview, observation and literature study methods.