Social Media Marketing Activities (SMMA) As A *Brand* Formation Strategy
A Study Of The *Brand* Image Formation Strategy Of Tasikmalaya Embroidery Products

Social Media Marketing Activities (SMMA) Sebagai Strategi Pembentukan *Brand*
Sebuah Studi Tentang Strategi Pembentukan *Brand* Image Produk Bordir Tasikmalaya

Trie Damayanti[1], Aang Koswara[2]

[1]Fakultas Ilmu Komunikasi, Universitas Padjadjaran, Jalan Raya Ir. Sukarno No.KM. 21, Hegarmanah, Kec. Jatinangor, Kabupaten Sumedang, Jawa Barat 45363*
Email: trie.damayanti@unpad.ac.id
[2]Fakultas Ilmu Komunikasi, Universitas Padjadjaran, Jalan Raya Ir. Sukarno No.KM. 21, Hegarmanah, Kec. Jatinangor, Kabupaten Sumedang, Jawa Barat 45363
Email: aangkoswara@unpad.ac.id

Abstract

Branding is an effort to establish a brand, both products, companies, and other objects. Forming a brand requires the right strategy to achieve the predefines goals, where the goal is usually quantifiable objectives. The formation of a brand will be proven by the behavior changes of the targeted public of the brand object because the branding strategy will usually be aimed at a specific public target. Social Media Marketing Activities (SMMA) is a strategy initially developed for marketers in promoting, however, its application has expanded to encompass the formation of product brands and companies. The method of writing this article is exploratory, wherein the author tries to explore the marketing activities of the embroidery industry in Tasikmalaya, which are then analyzed and associated with existing phenomena. The results indicate that SMMA is used by the embroidery industry on a large and small scale because of its ease of application, but although it is easy SMMA must be accompanied by other tools, because in forming a company brand it is not enough just to base on social media activities, but other activities that will invite public experience in interacting with these products and companies. Positive experience is the main factor in shaping the brand image of a product or company.

Keywords: *brand, formation, marketing activities, social media, strategy*

Abstrak

Branding adalah sebuah upaya dalam membentuk *brand* baik produk, perusahaan, maupun obyek lainnya. Membentuk sebuah *brand* memerlukan strategi yang tepat agar mencapai tujuan yang sudah ditetapkan, dimana tujuan itu biasanya adalah sesuatu yang terukur. Terbentuknya sebuah *brand* akan terbukti dari perubahan perilaku public sasaran dari obyek *brand* tersebut karena strategi *branding* biasanya akan ditujukan pada public sasaran

tertentu. *Social Media Marketing Activities* (SMMA) adalah sebuah strategi awalnya dikembangkan untuk para marketer dalam memasarkan produknya tetapi pada perkembangannya banyak dimanfaatkan untuk membentuk *brand* produk maupun perusahaan. SMMA banyak memanfaatkan aktivitas komunikasi dalam penggunaannya, sehingga banyak dijadikan acuan oleh para peneliti di bidang *branding*. Metode penulisan artikel ini adalah eksploratif, dimana penulis mencoba mengeksplorasi kegiatan *marketing activities industry* bordir di Tasikmalaya, yang kemudian dianalisis dan dikaitkan dengan fenomena yang ada. Hasil menunjukkan bahwa SMMA digunakan oleh industri bordir skala besar maupun kecil karena kemudahan dalam mengaplikasikannya, tetapi meskipun mudah SMMA harus dibarengi dengan alat yang lain, karena dalam membentuk *brand* perusahaan tidak cukup hanya mendasarkan pada aktivitas media sosial saja, tetapi aktivitas lain yang akan mengundang pengalaman public dalam berinteraksi dengan produk dan perusahaan tersebut. Pengalaman positif adalah factor utama dalam membentuk *brand* image sebuah produk maupun perusahaan.

Kata Kunci: aktivitas marketing, media sosial, merek, pembentukan, strategi

Introduction

The development of the internet and communication technology has proven to have changed human communication behavior. Interaction between humans is widely replaced by media interaction, most of which utilize cellphone technology as a communication medium. The utilization of cell phones does not stop at the medium of communication because human behavior in all things has changed, it has brought about a transformation in human behavior across various aspects, including shopping behavior and looking for information about a product. If in the past people would look for information about a product on an advertising page, people would take advantage of search engines such as Google, Bing, etc. Marketplace applications such as Tokopedia, Shopee, Lazada, etc., are also widely used by people to search for product information and for shopping.

Further developments, entrepreneurs both small and large scale use social media a lot, because social media is allegedly easier to use and easier to reach consumers and potential consumers. The principle of logarithm that can detect public repetition behavior in seeing and appreciating an object is widely used by entrepreneurs in trying to see public requests and interests in certain products and companies so that 'promotion' through social media is considered more targeted than advertisements that are sometimes not right on target.

Social media such as Twitter, Facebook, Instagram, TikTok, etc., are currently not only used as a tool for interacting between people, but also as a tool for exchanging information, both in the form of writing, images, videos, emojis, emoticons, to avatars. The features possessed by each social media are widely used for the benefit of individuals, as well as companies. Hard selling, soft selling, testimonials, and so on are found in this application.

The convenience of utilizing features on social media is also widely used by small entrepreneurs who lack the resources to optimize the use of communication technology. Only by capitalizing on the mobile phones owned by these small entrepreneurs and with the camera technology they have in them, these entrepreneurs can 'advertise' their products easily and for free. The personal account

that is owned can be used as an account to promote and sell its products and can even interact directly with buyers and potential buyers. Buyers are also facilitated with these 'advertisements' because by recognizing the seller well, they will trust the information they convey, and that is an advantage because trust has been built easily.

The phenomenon of selling through social media is widely found at this time, but many have not used it as a tool to form their product brand, because this social media application can be optimized by not only selling products but building brands both products and companies. Building a brand is very necessary in today's competitive world because at one point a consumer will look for a product through a brand that has been stored in his mind, and if that happens a brand that is in the consumer's 'top of mind' will determine his buying behavior.

To make a brand 'top of mind' a person must be pursued by strategizing, and this strategy not only seeks to make the brand recognized but must be an interaction effort that involves individual feelings and emotions, because a brand must have personality. Communication and public relations efforts are key to how a narrative and interaction is developed so that it becomes a positive experience that will lead to the formation of a positive perception of the brand.

Aaker (1991) mentions that 'A brand is a distinguishing name and or/symbol intended to identify the goods or service of one seller from those of competitors'(Aaker, 1991) . Keller (1998 mentions that 'a brand is a product that adds other dimensions to differentiate it in some way from other products designed to satisfy the same need'. Both definitions are traditional definitions that reveal the brand. It is important to remember that this brand has a function to distinguish one product from another similar product so that consumers will be able to identify what they get from the experience of the brand. Kotler said in his book, that to understand a brand is not enough to have a B2C (Business to Consumer) paradigm but must become a B2B (Business to Business), because according to him, only by paradigm business development, this brand will develop in function as a tool to develop a business (business). Kotler further stated that this branding is not an attempt to manipulate people into making irrational purchasing decisions but rather an attempt to help consumers understand the product and turn it into enjoyable experience.

Scott Bedburry within the book A Modern Brand World notices that Branding is an endeavor around taking something common and settling it in a way that makes it more profitable and important. He advance said that in this exertion it is carried out by (a) Encouraging the distinguishing proof of items, administrations, and businesses and recognizing them from competitors; (b) Giving a successful and alluring implies of communicating the benefits and esteem that an item or benefit may give; (c) Give affirmation of quality, root, and execution, in this manner expanding the seen esteem of clients and lessening the hazard and complexity included in acquiring choices. (Kotler & Pfoertsch, 2006)

Branding itself is an effort to form a brand. Brands themselves have a definition issued by the American Marketing Association (AMA) which states that a brand (brand) is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to distinguish them from people who are competing. But many do not agree with this

definition and seem to only look at efforts to form a naming or symbol without paying attention that the brand is not just a brand, but a Brand (capital) because it includes awareness, reputation, and excellence. (Strategic Brand Management Building, Measuring, and Managing Brand Equity Global Edition, n.d.)

Some experts reveal that brands now have developments, especially in the industrial field, because brands are not just product names. In terms of branding to consumers, they provide (a) Product identification; (b) Assignment of responsibility to the product manufacturer; (c) Risk reducer; (d) Search-charge reducer; (e) An appointment, bond, or pact with the manufacturer of the product; (f) Symbolic devices; (g) Quality signals.

In terms of brand roles for companies, they provide (a) Identification tools to simplify handling or tracing ways of legally protecting unique features; (b) How to legally protect unique features; (c) Quality level signals for satisfied customers; (d) Means of providing products with unique associations; (e) Source of competitive advantage; (f) Source of financial returns(Keller & Keller, 2003) .

A brand may be a perceptual substance established but more so reflecting the discernment and maybe indeed weirdness of shoppers. For an item brand, it is essential to instruct the customer 'who' the item is – by giving it a name and utilizing other brand components to assist in recognizing it – as well as 'what the item does and the 'why' buyers ought to care. For item brands, it is essential to provide shoppers with a name for the item and to donate meaning to the buyer brand. Branding includes making a mental structure and making a difference shoppers organize their information about the item in a way that clarifies their decision-making and, within the preparation, gives esteem to the company.

In basic terms, building a brand within the minds of buyers requires four stages called Brand building squares which comprise of:
1. Who are you (brand identity)?
2. What are you (brand meaning)?
3. What almost you? What do I think or feel around you (brand reactions)?
4. What almost you and me? What kind of affiliation and how much association do I need to have with you (brand relationship)?

Which is described as follows:
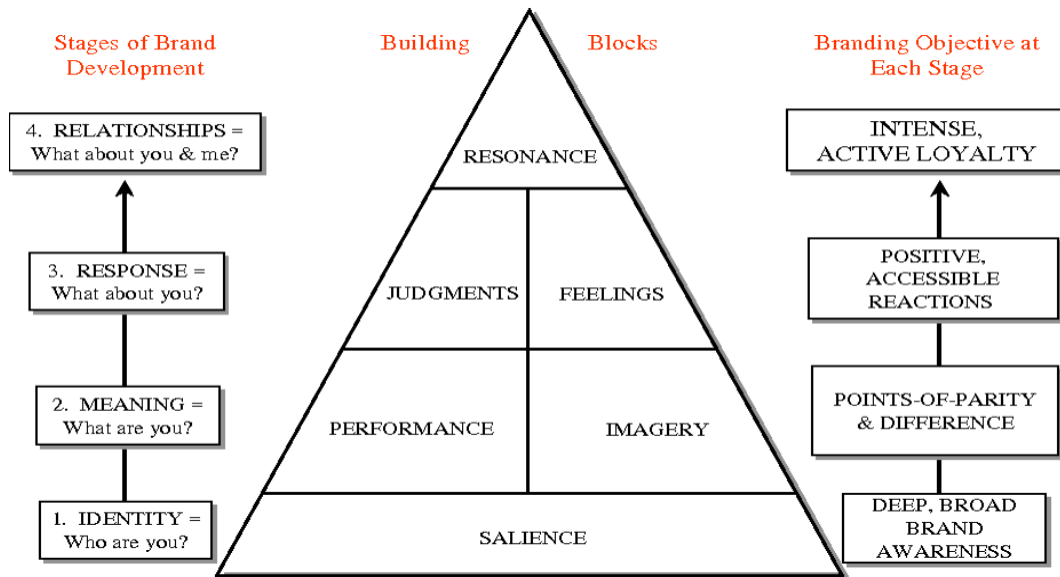
Figure 1: Brand building block
Source: (Keller & Keller, 2003)

In brand equity theory, brand identity is a collection of elements created by a company to describe the image of the company and its products (Keller, 2015). Aaker further mentioned that the name in brand identity is a basic core indicator of the brand, namely for awareness and communication efforts(Aaker, 1991). This shows that giving a name as a product identity is very important as an effort to build consumer or public awareness of the product. Because awareness of the name will lead the public to the next experience when interacting with the product. A name can serve as a substantial barrier to entry once it is established(Aaker, 1991).

In addition to names, brand identity often incorporates the use of symbols. The symbols in this brand identity can usually be from the brand logo, the use of colors, letter shapes, and others. Aaker said that symbols will help the public recognize products because symbols are considered easier to digest and understand, even easier to recognize, compared to just the name. So, in the concept of brand identity, names, and symbols become an inseparable pair where both the mention of names and the introduction of symbols become a force that can form public awareness of the product. (Aaker, 1991)

Another aspect of data that seeks to be unveiled is Brand Meaning, where this concept as expressed by Keller, primarily pertains to how the business manager understands the uniqueness and performance of each company. Understanding the character of the product (Keller, 2015)will certainly lead to a strategy of how the wishes of this product are described by the public so that each craftsman strives to prove its uniqueness. The importance of entrepreneurs understanding their products and their uniqueness is a stage for brand equity to be formed. Brand equity itself is a commercial value that consumers form through the construction of perceptions on certain products(Keller, 2015). To achieve equity in a brand, it is necessary not only to be aware of the brand through identity, but also to understand consumers the advantages, uniqueness, differences between the product and other similar

products. And to build on that, it must begin with the product maker's understanding of the differences in the products he makes.

Companies should have stated their product differentiation from the beginning to show the positioning of the product with other products. In this study, almost all companies could not specifically show specific differences that could be highlighted, which became a differentiator from other products.

Another category to observe is Brand Response. In this brand response, what is tried to be measured is how consumers or the public have feelings and emotions in their products. Brand response is a way to see how consumers behave in the product. In some literature this brand response is part of brand loyalty, but in some research results it also shows that this brand response is a result of the brand emotional process.

Acharya (2018) in his research stated, that in the process of forming emotions in a brand, it begins with a brand related process where this process consumers will carry out several stages, namely:

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┌─────────────┐    ┌──────────────┐    ┌─────────────┐    ┌───────────┐    ┌─────────────┐
│ Identifying │ ⟹ │ Experiencing │ ⟹ │ Integrating │ ⟹ │ Signaling │ ⟹ │ Connecting  │
└─────────────┘    └──────────────┘    └─────────────┘    └───────────┘    └─────────────┘
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Figure 2: Brand Related Process
Source: (Acharya, 2018)

In the picture, consumers will identify the product through brands, categories, form associations, and compare all of them with the relationship of the product description. The next process is the process of experiencing obtained from the results of interaction with the product, where the sensory tools determine how consumers have a 'taste' in the product. The integrating process is the process by which the consumer will combine all the information he has ever gotten, which he will associate with the brand concept, personality, and relationship with the product. The signaling process is a process where consumers can find certain characteristics and symbols that associate with a particular product or brand. The last process is the process of determining how consumer attitudes are formed on a particular brand (Acharya, 2018).

From the results of research conducted by Acharya, brand response has a strong relationship with brand identity as well as brand meaning, because an emotion will not be formed if there is nothing to cause it. Temporal also states that the brand emotional process is the process of forming consumer emotions in brands and products through several stages, namely:
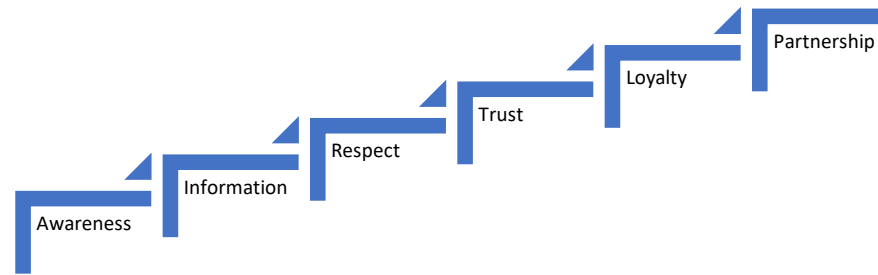
Figure 3: Brand Emotional Process
Source: (Temporal, 2010b)

When viewed from the picture above, consumers will experience the stage of realizing (awareness) in the brand, which begins with recognizing through the identity they receive. The things he receives through the five senses, whether through name, identity, or other things, become an information that consumers will get by and compare between their expectations as consumers based on that information, and experiences when interacting with brands and products. If the consumer gets positive things from the information process, he will respect it so that trust is formed in the brand. Trust in the brand that underlies the consumer will be loyal and a partnership is formed between the consumer and the product or brand (Temporal, 2010a). Temporal further considers that the interaction between brands and consumers can be seen as interactions between individuals, because brands themselves have emotions.

Keller mentioned that basically the process of forming a brand directly has an attachment to the level of sales of a product, but according to him, there must be a process, because brand formation does not appear suddenly. According to Keller, there are at least four steps that must be taken to create a brand management strategy: (1) Identify and develop a brand formation plan; (2) Designing and implementing brand marketing programs; (3) Measure and interpret brand performance; (4) Develop and maintain brand equity (Keller, 2015)
In detail, he described this as follows:
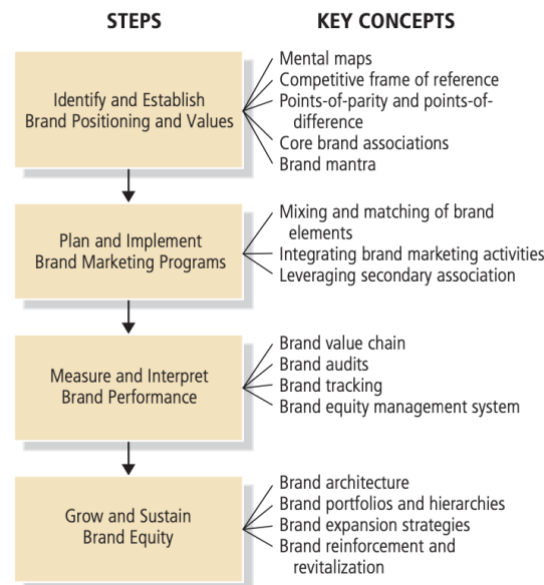
Figure 4: Strategi Brand Management Proses
Source: (Keller, 2015)

From the picture of the process, Keller stated that to create a brand strategy, at least it must be started with how the 'owner' maps his 'mentality', especially starting with knowledge of the product, then ending with the desire to develop the product and brand. So, it can be ascertained that the process of forming a brand requires a thorough effort and takes a long time, but with commensurate results. Because it is believed that if the brand of a product has been attached to the public, then the public and consumers will put the brand in the top of mind.

For this reason, a tool is needed that can be used to build a brand, one of which is Digital Branding, where in this concept digital becomes a platform used to bridge the goals of entrepreneurs and user goals, to create certain value. The proposition of this value is believed to be the value promised by the manufacturer that is expected to be accepted and is believed to be able to achieve the same as the value of the user. To get to this, a certain branding strategy is needed, because manufacturers need to know the wishes and expectations of users (Rowles, 2018)

Rowles further illustrates the digital perspective is urgently needed in terms of this value equalization,
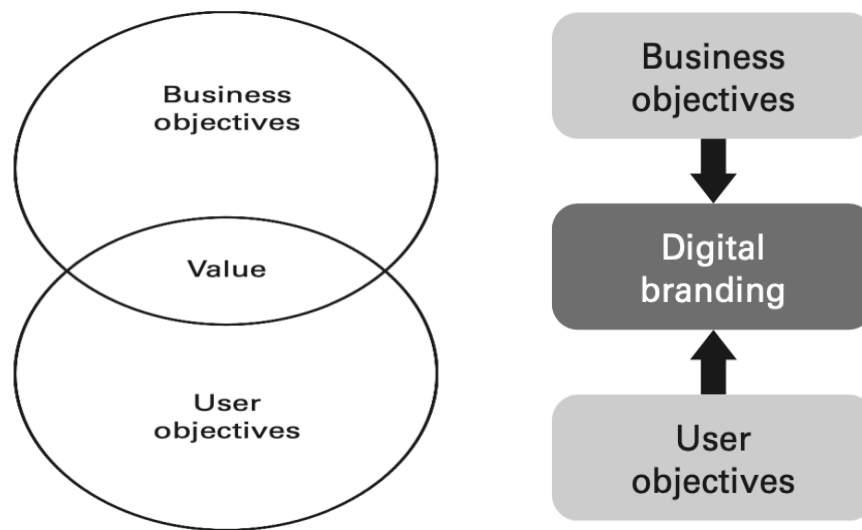
Figure 5: Digital Branding in Value Formation
Source: (Rowles, 2018)

Rowles further revealed that the digital platform is expected to help the user journey see and feel the product. And what is meant by digital is all internet-based platforms, which are commonly used by active users. With the advancement of innovation, digitization, the arrival of the web and the changes that come with it, advertising is increasingly computerized. More data is available to create and buyers, and they should be used in the best possible way. Communicating in the market is a key theory for effective trading of one organization. Organizations often have a typical way of communication, create, and convey an unusual and clearly impeccable message that is given to the consumer. With the advent of advanced innovation and the computerized era, the changing state of mind and attention of shoppers is recognized with conventional media, and the younger cutting-edge era is implementing advanced media as the latest strategy and shopping(Borić et al., 2016) .

The cutting-edge exhibits show trade actions that connect generations with such utilization as to satisfy the desires of the people who appear in advertising as demand in a productive way. But nowadays, buyers have an infinite amount of information on their transfers. There is a competitive package of goods and services, sending messages to buyers. Fortunately, the era of computerization has created a modern form of a two-way channel that sends messages to buyers through advertising (Borić et al., 2016).
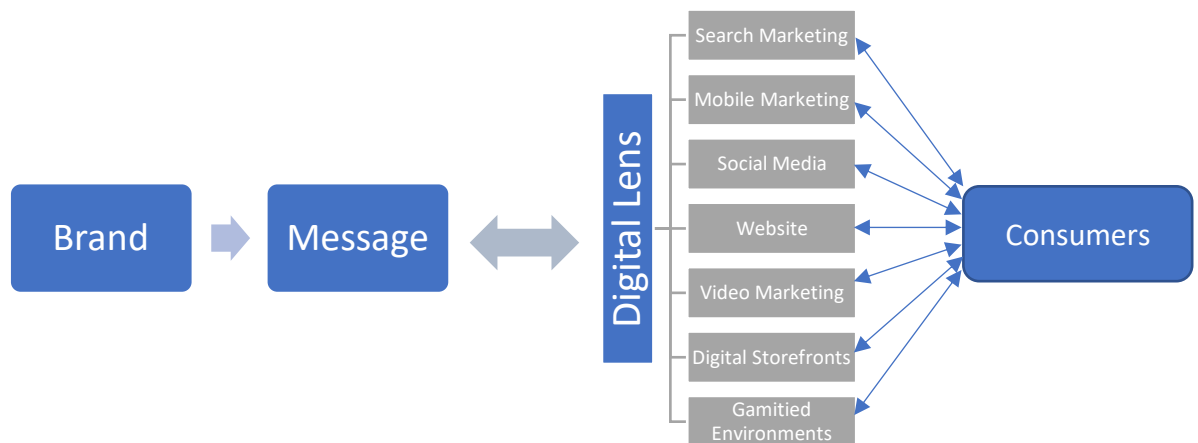
Figure 6: The new Digital Marketing
Source: (Borić et al., 2016)

The advancement of digital marketing has resulted in a marketing strategy called Social Media Marketing Activities (SMMA). Successfully locking down social media as part of a company's marketing strategy requires that legacy "Web 1.0" companies are in excellent shape: The company's web location must be able to serve as an assembly stage of the company's desire of online customers (Constantinides, 2004). This is because most of the strategic goals of social media marketing require the perfect proximity of a company's web location: utilitarian, proficient, reliable, organizational coordinates, and customer oriented. The proximity of a company's online company should reflect and communicate the position, quality, customer orientation, and image of the company.

The crucial aspect of utilizing social media for marketing as a promotional tool is not a process of disconnection the final step of a stable vital effort to advance conventional products/services, organizations, and corporate sites. Social media marketing is the culmination of the deployment of integrated marketing personnel, coming in short to legitimately address the problems that arise at the lower levels of the pyramid will lead to disappointment, waste of assets and loss of goodwill of customers (Constantinides, 2014) .
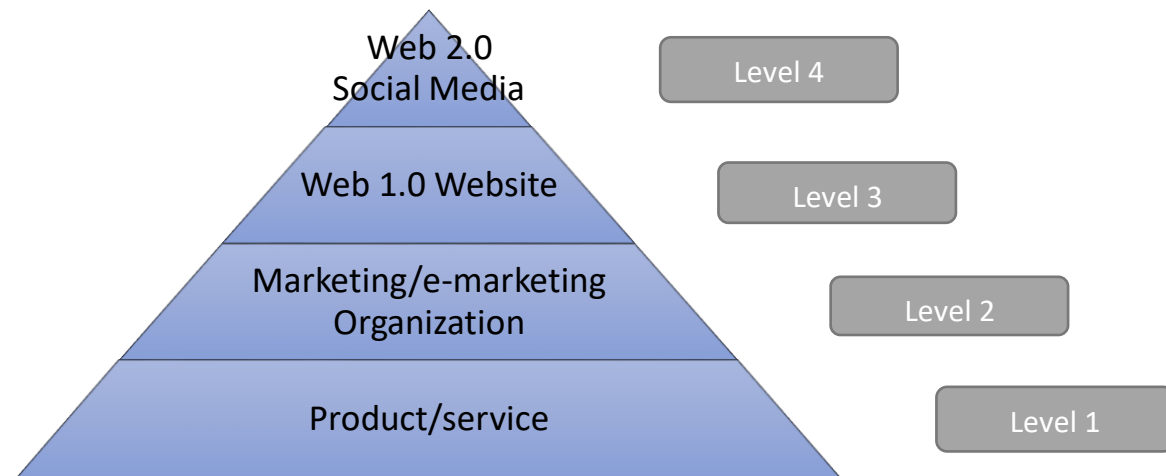
Figure7: The position of social media in the e-marketing program
Source: (Constantinides, 2014)

Social media makes customers more sophisticated and helps them develop new tactics of searching, evaluating, selecting, and purchasing goods and services. It then inquiries about uncovering modern customer behavior patterns established in the utilization of social media, and social media as a marketing tool has two fundamental approaches to develop: (a) a dormant approach based on the utilization of social media open space as a potential source of customer voice. The purpose of marketing is to supply marketers with data that roughly advertises needs, customer meetings, developments and competitive patterns; (b) a dynamic approach is to utilize social media as a communication device, coordinate transactions, customer security, and customer maintenance (Albors et al., 2008) (Mc.Kinsey, 2007).(Constantinides, 2014)

Several surveys conducted, one of which was by Marketers magazine (2017) revealed that the trend of using digital media as a source of information by young people is quite high, especially in big cities. In Jabodetabek, for example, the use of the internet as a source of information is recorded to be very high (60%) compared to television and newspapers. Surabaya one of the big cities targeted by the survey shows the same figure (60%). Other big cities such as Semarang recorded 53%, Manado (52%), and Bandung (49%). This shows that communication carried out through digital media has a place to attract the attention of target consumers other than conventional media. This fact should encourage companies to use digital media as a means of communicating (Genep Sukendro & Pandrianto, 2019).

Methods

The method used in this study is exploratory, where researchers observe the marketing activities carried out by embroidery industry players in Tasikmalaya city in forming a brand image of embroidery products. Exploratory research itself is research that is open and intended to seek the classification of a symptom in the field. (Bajari, 2015).

According to Vredenbregt (1978), exploratory research is the first stage of research to further test one or several hypotheses. In this study, what is important to develop is an open-ended question that will stimulate the emergence of open answers. Respondents are not directed to answer or choose statements provided by the researcher (structured questions). Vredenbregt further revealed that the representative of the observed object is not important because it is more important to conduct interviews for data mining with key informants (Bajari, 2015).

To obtain data in this study, researchers conducted observations and open interviews with eight embroidery craftsmen in Tasikmalaya from January to April 2023. So that a detailed picture of social media marketing activities carried out by these craftsmen is obtained.

The results of this observation are analyzed based on the concepts and results of research that has been carried out related to the formation of a brand image.

Results and Discussion

In the previous presentation, it was stated that Keller mentioned that the process of forming a brand has a correlation with the level of product sales, so the formation of the brand must be made strategically. According to Keller, there are at least four steps that can be taken to create a brand formation strategy, including (1) Identifying and making a brand formation plan; (2) Designing and implementing brand marketing programs; (3) Measuring and interpreting brand performance; (4) develop and strengthen brand equity (Keller, 2015).

From this process, Keller stated that to create a brand strategy, at least it must start with how the 'owner' maps his 'mentality', especially starting with knowledge of the product, and then ending with the desire to develop the product and brand. So, it can be ascertained that the process of forming a brand requires a thorough effort and takes a long time, but with commensurate results. It is believed that if the brand of a product has been attached to the public, then the public and consumers will put the brand at the top of their minds.

The weakness of these embroidery craftsmen, as already mentioned, is in the incomprehension of the importance of brand formation because so far, the benchmark is the level of sales. This is reinforced by training organized by the Department of Industry and Trade and MSME Office Tasikmalaya, which emphasizes increasing productivity, sales quality, and the ability to export products, which is the best measure for micro, small, and medium enterprises (MSMEs).

Dinas also periodically invites these embroidery craftsmen and entrepreneurs to be involved in several exhibitions held to bring together consumers (potential consumers) and craftsmen, with the hope that there will be transactions that will benefit the embroidery entrepreneurs. Trainings are also carried out periodically, sometimes by inviting craftsmen (albeit in other fields) who are considered successful, to motivate these embroidery entrepreneurs.

The initiatives undertaken by the department are certainly welcomed by the craftsmen because they do not need to bother looking for a place for product quality development or search for buyers. But efforts to form a brand strategy cannot be

done, because all these facilities already exist and only need to be used as well as possible.

Another thing that was discovered was the lack of desire to compete with other craftsmen. The feeling of family makes every craftsman who is in the community created by the service a family and does not need to compete because all get the same treatment. In the business world, the feeling of competition needs to be created to create a desire to show products that are different from other similar products. Always feeling like getting better is key in determining the positioning map of a product.

For this reason, researchers try to arouse craftsmen by introducing the concept of Digital Branding, where in this concept digital becomes a platform used to bridge the goals of entrepreneurs and user goals, to create certain value. The proposition of this value is believed to be the value promised by the manufacturer that is expected to be accepted and is believed to be able to achieve the same as the value of the user. To get to this, a certain branding strategy is needed, because manufacturers need to know the wishes and expectations of users (Rowles, 2018)

Rowles further revealed that the digital platform is expected to help the user journey see and feel the product. And what relates to digital is all internet-based platforms, which are commonly used by active users. Because preliminary data reveals that most craftsmen already use Instagram as a medium for sales, this Instagram has become the main medium for discussing digital branding.

In this study, craftsmen were given an understanding of the difference between digital branding and online selling, in addition to the emphasis on planning the creation of content based on the power of storytelling based on the craftsman's goal in forming their product brand. In addition, the emphasis on the uniqueness of content creation which must be based on the consistency of choosing shapes, colors, letters, on the Instagram page, is a trick.

The craftsmen were given training on optimizing the use of social media as one of the digital branding efforts, starting with making a branding strategy which began with making a plan by determining the purpose of brand formation, in this case embroidery entrepreneurs must be able to determine what brand to form, especially what kind of brand image, how the public gives meaning to the product, what kind of response you want to share with the public, as well as what kind of relationship you want to build with the public. This goal setting will have an impact on what kind of experience plan the target audience will get. After determining brand goals, these MSME entrepreneurs should have a team that can manage the social media. The team must contain people who have creative communication skills and strategic positions, because in addition to the art of communicating, it takes people who can decide on a policy. After that they must choose the target audience because each target audience requires different handling.

The arranging was made to construct a passionate connection between the open and the brand as passed on within the definition of a brand could be a set of mental affiliations, held by the shopper, which includes the seen esteem of an item or service' (Keller 1998). These affiliations must be interesting (eliteness), solid (saliency), and positive (alluring) (Kapferer, 2012). Brand methodology may be a vital decision-making device that ought to not be confounded with a showcasing

procedure. Showcasing methodology decides how items and administrations will be sold to the advertiser. A brand strategy will include a promoting procedure, but it'll also go past that. Brand methodology centers on what sort of brand picture and identity to communicate, with which gathering of people, and how they will communicate. The brand technique will be utilized to decide how companies will move forward with their inside communication as well(Alizadeh et al., 2014).

The next step in developing a branding strategy in optimizing the use of social media, these embroidered MSME entrepreneurs are expected to be able to compile a narrative that they want to convey to their target audience. In this step they must study the behavior or habits of the target audience, especially the behavior of shopping, interacting, communicating, and using the media. These entrepreneurs need to build an initial narrative that arouses the attention of the audience which usually begins with something that has an affinity with the target audience. Narrative techniques that can be used are: (a) monomyth (heroes' journey) techniques; (b) false start technique (starting with failure); (c) sparklines technique (present, plan, conclusion); (d) the mountain technique (insertion, character recognition, conflict building, climax, solution). Whatever technique is chosen is intended to build a narrative and story to build a brand.

The story arrangement step is expecting to put social media promoting within the brand improvement of an item since social media promoting is characterized as 'a handle by which companies make, communicate, and convey online showcasing offerings by means of social media stages to construct and keep up partner connections that improve partners esteem by encouraging interaction, data sharing, advertising personalized buy suggestions, and word of mouth creation among partners around existing and trending and services. Koay et.al (2021) indeed pointed out that showcasing exercises through social media must start with group of onlooker's acknowledgment of these exercises that will lead gatherings of people to the encounter they get so that brand value will be made based on shoppers, they indeed discover successful social media showcasing exercises are more likely to drive consumer-based brand equity. (Koay, Ong, et al., 2021)
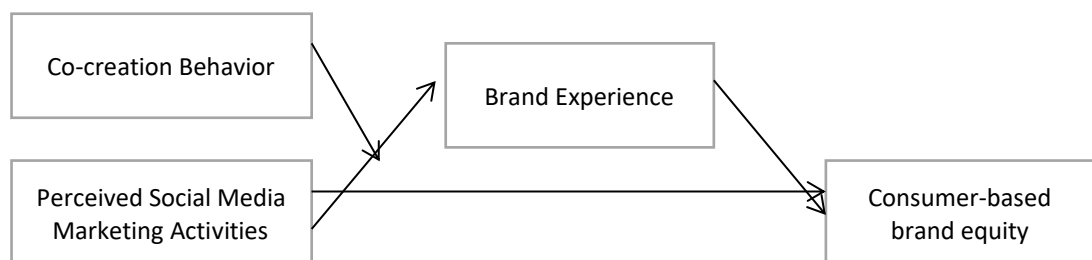
Figure 6: Consumer-based brand equity model through social media marketing
activities
Source:(Koay, Ong, et al., 2021)

After the entrepreneurs determine the narrative to be developed, then they are asked to choose the social media that is best for the formation of the brand. Of the many social media that exist, they must choose the one that is the most usable and fits the narrative to be built. This will certainly be related to the characteristics

of the social media used, which continues with the preparation of stories through content planning, which can at least be made in one month.

The effort to compile a narrative in the selected social media is a depiction of how this social media marketing activity is carried out, because social media marketing activities (SMMA) are activities that at least has seven dimensions, namely entertainment, interaction, personalization, word-of-mouth, customization, informativeness, and trendiness, referring to introducing the brand so much so that customers who use social media feel connected and attached to the brand.(Khan et al., 2022)

If the content has been created, it is also necessary to remember that this content contains brand strengthening, so it is necessary to include product values, in addition to color selection, font suitability, and selection of titles or captions, which will direct how the audience's emotions are to the content being shared. Creators will be directed not to change the tone of the content too often. The provision of graphic selection, symbolization, letters, and others is very helpful for the audience in recognizing the sender of the content so that the audience's understanding of the narrative contained in the content will be built.

A strategy that should not be forgotten is evaluation. Content creators should always compile evaluations to see the success of the content they create. The success of this content will be seen from the achievement of previously set goals. To measure success, a content creator needs to analyze several things, including reach, reach is an effort to measure the affordability of content to the audience. To see this affordability, the social media team needs to always look at the number of followers, whether it increases, decreases, or remains, besides that it is also necessary to see how many people always see our content (total views), at least the total views will show the interest of followers in the content created, because with the algorithm system on the media, that behavior will make the content return to its attention. In addition to reach, engagement is also something that must be analyzed. Engagement analysis will measure the activity of content spread through social media, by looking at the feedback obtained through the content. In this engagement analysis, the social media team does not need to look at the content of the feedback, because whatever comments are given by followers is enough to show the engagement formed. In analyzing this engagement, social media managers can use a measure called the engagement rate. The engagement rate on each social media is influenced by a variety of different factors, for example Facebook is influenced by comments, reactions, clicks, and shares; Instagram is influenced by likes and comments; LinkedIn is influenced by posts, clicks, interactions, number of followers; While Twitter is influenced by retweets, comments, and likes. In addition to analyzing reach and engagement, they also need to measure the success of content by referring to virality, which is how much content survives in search engines or is even re-shared by followers on their personal accounts.

In communication, the feedback provided by the followers of an account is greatly influenced by the credibility of the communicator in this case the content creator. A content creator or communicator who is fun and comfortable will at least build the trust of his followers especially when it comes to consumer buying behavior. Past ponders have found that the validity of sources plays a vital part in

affecting buyer behavior. Breves, et al. (2019) uncovered that influencers' validity influences how supporters assess upheld brands. Lou and Yuan (2019) report that Instagram influencers' level of belief is emphatically tied to their followers' buying eagerly. Lee and Koo (2015) uncover that on the off chance that customers consider that online audits around a brand are dependable, they tend to be cheerful with the brand, and thus are more likely to purchase items from the brand suddenly because of which back is given to an item by influencers (Koay, Teoh, et al., 2021).

In addition to the credibility of the communicator, the evaluation results obtained from the analysis on public affordability, engagement, and virality, can also describe the variables of aesthetics, service excellence, playfulness, customer return on investment, self-brand connections, and brand attachment. If you describe these variables are: (a) aesthetic, i.e. Subjective opinions of users regarding the environment and social media design; (b) service excellence, i.e. the degree to which consumers believe that a company will deliver on its promise of quality of service; (c) playfulness, which is the level of escape and enjoyment that users feel when using social media; (d) customer return of investment, i.e. the customer's benefit from investing his or her resources while shopping through social media; (e) self-brand connection, which is the degree to which consumers absorb the brand into their self-concept; (f) brand attachment, i.e. the emotional connection between a person and the brand (Khan et al., 2022).

For the most part, building a solid and positive brand leads to an inclination for a specific brand among clients, which might lead to brand devotion over time (Kwan Soo Shin et al., 2019). Loyalty is made up of a high degree of holding between a client and a brand.

Conclusion

The use of social media in sales activities is something that is commonly done today, at a time when communication technology is developing towards digitalization. The use of social media also saves companies, including MSMEs when facing a global pandemic that forces humans not to interact with other humans directly, so a medium is needed to mediate these interactions.

Changes in human behavior in communicating, interacting, and even shopping are utilized by entrepreneurs by developing social media as a promotional and sales tool, but many are forgotten that in maintaining a product in the market it is not enough just to look at sales, but also need to see how the product can survive in the minds of consumers. That is why a branding strategy is needed.

In planning a strategy to build a brand, actors need to understand that every product needs to have a brand purpose, or simply be able to see how this brand can be described in the minds of consumers. The image that is formed in the minds of the public is composed of the simplest things, such as the identity created to how they interpret and perceive the brand. It takes comprehensive and continuous efforts to achieve the expected brand image.

In building a brand image, tools are needed, one that can be used is SMMA, where in SMMA an entrepreneur can optimize its use not only by selling products through social media but also by building the product brand. It is alleged that by building a brand through social media, self-brand connections, and brand attachments will also be built on consumers. So that with the establishment of self-brand connection and brand attachment, brand equity will be created from the product so that consumer brand loyalty will also be built on the product.

Brand loyalty that is formed will certainly be an advantage for the company because in the long run consumers and the public will put the brand at the top of their minds so that the brand will survive in competition with other brands in similar products.

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