Social Media Marketing Activities on the Brand Image of Compass Shoes

Aktivitas Pemasaran Media Sosial terhadap Citra Merek Sepatu Kompas

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ABSTRACT

Social media is an alternative means of marketing for MSMEs fashion businesses. In the first quarter of 2023, there were 167 million social media users in Indonesia. It shows that social media, such as Instagram, is often used in marketing a brand's product. Compass Shoes is a local shoe brand that does branding on social media, such as Instagram. This research examines the influence of social media marketing activities on Instagram. Based on interviews and 120 questionnaires filled out by respondents, it shows that social media marketing activities have a 67.5% influence on the brand image of Compass Shoes. The correlation coefficient test value indicates positive results, meaning the brand image will increase if social media marketing activities increase. Through the entertainment dimension, it can improve social media marketing activities by using the features available on Instagram, providing games with prizes for followers, and prioritizing consumer desires to improve brand image by approaching followers and consumers of Compass shoes.
Keywords: social media marketing activities, Instagram, brand image, Compass Shoes

ABSTRAK

Media sosial merupakan salah satu alternatif sarana pemasaran bagi bisnis fesyen UMKM. Pada kuartal pertama tahun 2023, terdapat 167 juta pengguna media sosial di Indonesia. Hal ini menunjukkan bahwa media sosial, seperti Instagram, sering digunakan dalam memasarkan produk suatu brand. Compass Shoes merupakan salah satu merek sepatu lokal yang melakukan branding di media sosial, seperti Instagram. Penelitian ini meneliti pengaruh kegiatan pemasaran media sosial di Instagram. Berdasarkan wawancara dan 120 kuesioner yang diisi oleh responden, menunjukkan bahwa aktivitas social media marketing memiliki pengaruh sebesar 67,5% terhadap brand image Compass Shoes. Nilai uji koefisien korelasi menunjukkan hasil yang positif, artinya citra merek akan meningkat jika aktivitas social media marketing meningkat. Melalui dimensi entertainment dapat meningkatkan aktivitas social media marketing dengan cara menggunakan fitur-fitur yang tersedia di Instagram, memberikan games berhadiah bagi followers, dan mengutamakan keinginan konsumen untuk meningkatkan brand image dengan cara melakukan pendekatan kepada followers dan konsumen sepatu Compass.
Kata Kunci: aktivitas pemasaran media sosial, Instagram, citra merek, Sepatu Compass

1. Introduction

Fashion remains a clothing trend that constantly changes each upcoming season and has become a primary need society requires, such as clothes, trousers, bags, accessories, and even shoes (Pramudyatama, 2022). Creativity in developing ideas and producing trending products on the concept and target market is challenging in intense competition. Data from a collaborative survey conducted between the Creative Economy Agency (Bekraf) and Statistics Indonesia (BPS) recorded that fashion was the second-highest subsector that experienced an increase in contribution to the Gross Domestic Product (GDP) of Indonesia's creative industries by 15.01% among the culinary subsectors of 67.66% and crafts 14.56% (Statistics Indonesia, 2018). Social media for the fashion industry allows small and large businesses to market products through fast and precise content delivery domestically and internationally (Putranto, 2022). We are Social in Hootsuite recorded that in January 2023, there were 167 million social media users in Indonesia. The social media accounts followed by users aged 16-64 years

amounted to 22.2% of brand accounts whose products were purchased by users and 21.3% of brand accounts that users consider purchasing (Kemp, 2023).
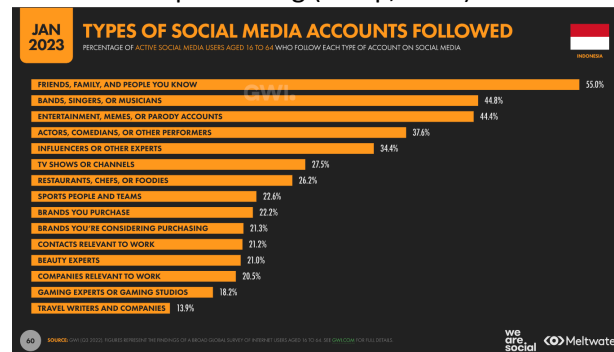

Figure 1. Types of Social Media Accounts Followed based on We Are Social
Source: *https://datareportal.com/reports/digital-2023- indonesia?rq=indonesia*

Social media marketing through good branding will enable the company to bond with consumers by interacting with them and responding to complaints and questions in a good, polite, and informative manner (Rahmat, 2022). It makes consumers feel connected to the fashion brand. Apart from that, informative, engaging, and up-to-date content makes consumers careful in finding and interested in fashion brands building branding on social media, resulting in spreading information about the brand's products using Word of Mouth. Data from Shopify shows that 44 percent of purchases are influenced by individually personalized recommendations or promotions, including personalization of messages, offers, and shopping experiences (Keenan, 2022). Forming branding with social media marketing activities for fashion brands will produce a good brand image.

Instagram is a social media used in product marketing, and it is recorded that 80% of several businesses note that Instagram has an average engagement rate of 96%, and 90% of every Instagram user follows at least one brand on Instagram (Heitman, 2021). The Instagram platform features photos and videos that make it easier for brands to provide information related to products or services to consumers and information about brands that have joined Instagram. Puntranto (2022) states that themes and concepts from content become one unit to form branding on Instagram social media, which can form a relationship between consumers and brands due to the emergence of consumers' views on brands.

The fashion business developing in the Indonesian fashion industry is local sneakers made in Indonesia, such as NAH Project, Compass, Geoff Max Footwear, Saint Barkley, and several other local shoes (Kristy, 2023). The local Indonesian shoe brand that has become a topic of conversation on Instagram is Compass Shoes, which has 1.1 million followers and more than 500 photo and video posts.
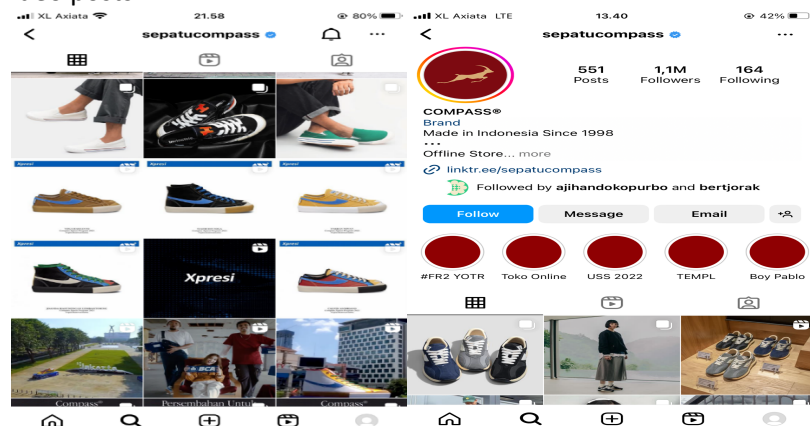
Figure 2. *Instagram profile @sepatucompass and* Compass Shoes X Tahapan BCA, 2021

From the beginning when Compass Shoes promoted the Compass 98 Vintage on Instagram until the day the shoes were released at the Urban Sneaker Society event, Compass shoe fans flocked to queue for hours at the Compass Shoes booth, which had a barber shop concept where buyers would be presented with the experience of buying shoes, like getting a haircut at the barbershop. Many public figures participated in the release of Compass Shoes at this event, such as Sandiaga Uno, Los Angeles designer Sean Wotherspoon, Tara Basro, and several sneaker reviewers in Indonesia. During the three days of selling Compass 98 Vintage Shoes at the Urban Sneaker Society event, 1600 pairs of Compass 98 Vintage series shoes and an additional 80 pairs of Gazelle series shoes were sold out. Compass Shoes collaborates with several domestic and foreign artists, designers, public figures, musicians, and other brands. One of them is Mata Najwa's Compass. These shoes are to commemorate one decade of Mata Najwa's work. The five pairs of shoes are used as prizes for the challenge of posting their photos, videos, illustrations, and animations with the theme "Celebrating a Decade of Mata Najwa," which is one of the campaigns from the Mata Najwa platform, namely @ Indonesia needs young people on Instagram. Based on this understanding, this research tries to determine and analyze the influence of marketing activities on social media on the brand image of Compass Shoes.

2. Literature Review
Digital Marketing
Digital Marketing is marketing implemented on digital platforms to promote products or services using distribution channels such as digital or online advertising to communicate with customers (Jadhav et al., 2022). Digital Marketing, called E-marketing or internet marketing, is the heart of the digital business; getting closer to consumers and understanding them better will add value to products as well as expand distribution channels and increase sales through digital media channels formed by digital marketing campaigns such as search marketing, online advertising, affiliate marketing. Digital marketing is also a way of thinking or placing customers at the core of all online activities (Chaffey & Smith, 2017).

Social Media
Ryan (2014) supported by Sun & Wang (2019), defines social media as an online-based application device that is used to convey and share information and interact widely through text, video, images, audio, or other media, which can enable users to interact with other users who have the same interests. Social media platforms most frequently used by users in Indonesia include WhatsApp, Instagram, TikTok, Facebook, and Telegram (Kemp, 2023). Thus, social media is not just a social network but also a way for communication strategies to be part of marketing (Chaffey & Smith, 2017). As the name implies, social media involves building communities or networks and encouraging participation and engagement". It shows that social media channels can encourage prospects or customers to interact or create user-generated content (Chaffey & Smith, 2017). Social media is digital media that can encourage participation, interaction, and sharing with the audience.

Instagram
Instagram, a combination of the words "Instant-Telegram," is a social media platform that is very popular with smartphone users (Kusumaningtyas, 2019). Instagram provides visual content services consisting of photos, videos, and live-streaming so that information delivery can be faster. Instagram users can see, like, and comment on each other's posts, and Instagram also has features for interacting with each other, such as follow, like, comment, mention, and direct messages (Lauren et al., 2022). Nowadays, Instagram can be used to share personal uploads and by small and large businesses to approach their consumers. Utilizing the services and features provided by Instagram, companies and brands use effective visual strategies to

attract audiences to stay connected with the company/brand by absorbing the content posted. For example, companies/brands choose colors in posts in photos or videos according to their characteristics. The company/brand, as well as choosing good words and inviting nature in posts or captions, can provide an understanding and build an image to get a good perception from the audience (Kusumasondjaja, 2019).

Social Media Marketing Activities

Social media marketing activities are an online-based marketing strategy to provide consumers with information about promoting goods and services. They can provide other consumers with impressions and advantages of products or services (Hafez, 2022). Marketing activities on social media facilitate interaction between companies providing products/services and consumers to reach a broader market with low promotional costs, and the function of marketing on social media will create good ties and easy access between consumers and companies (Moslehpour et al., 2021). Social media marketing activities consist of several aspects/dimensions that companies/brands look at to market products or services, where each aspect of marketing activities on social media will quickly increase the delivery of product/service information so that consumers are interested in buying the product/service including interaction, entertainment, trendiness, customization, and electronic word of mouth.

Interaction is a relationship on social media, which includes direct and indirect conversations or contacts to obtain consumer or customer requests, reach the appropriate audience/target users, and get opinions or suggestions regarding products and brands quickly (Bilqin, 2018; Cheung et al., 2019). Interaction on social media provides notifications to followers and audiences that are up to date, and consumers can provide information quickly (Ningrum & Roostika, 2021).

Entertainment is defined as a behavior that can create pleasant experiences or positive feelings/emotions toward a brand in an individual's mind through social media (Cheung et al., 2019). Individuals prioritize content that arouses interest in those who see the content as exciting or enjoyable (Bilqin, 2018). Entertainment is an important aspect that indicates positive emotions, increases a person's behavioral participation, and encourages the desire to follow and use something (Godey et al., 2016). Trends are information brands provide regarding the latest products or services. Following trends in social media marketing activities carried out by a brand will be able to provide product or service information to customers (Godey et al., 2016). For example, advertising on social media focuses on campaigns and promotions carried out by brands to increase sales, attract consumers and customers, and influence consumer behavior to fulfill their lifestyle (Ningrum & Roostika, 2021).

Customization or personalization on social media is a means of communication in creating company content for brands that will be published on social media so that perceptions of the brand can provide product or service characteristics to customers (Ningrum & Roostika, 2021). Customization also influences customer assessments based on the relationship between brands and individuals on social media (Seo & Park, 2017). Behavior that creates customer judgment is based on the relationship between brands and consumers, where consumer behavior in personalization is influenced by styles and trends that consumers are interested in (Bilqin, 2018).

Brand Image

Brand image results from brand equity, based on general perceptions and consumer feelings towards the brand, which will influence consumer behavior (Zhang, 2015). Brand image is a subjective phenomenon and consumer perspective that is trusted or gives an impression about a brand (Wijaya, 2013). The image of a brand is a series of beliefs, ideas, and impressions that have meaning as a picture or image that a person has of an object, where the image of the

object dramatically influences these attitudes and impressions. It means that a person's beliefs, ideas, and impressions greatly influence their behavior and possible responses (Ningrum & Roostika, 2021). An image of a particular brand can result from impressions of the brand received from various sources related to a brand (Ansary & Hazrul Nik Hashim, 2017). Brand image is essential in developing an image that helps consumers differentiate the brand from competitor brands (Wijaya, 2013). So, a brand needs to be careful in creating the brand image they will build. When consumers sacrifice a brand, they will continue to follow its developments and ignore competing products, thus benefiting the brand (Moslehpour et al., 2021).

3. Methodology

This explanatory research discusses the relationship between variables of social media marketing activities and the brand image of Compass shoes. This research employed observations and distributed questionnaires to 120 respondents. The research hypothesis is that social media marketing activities do not influence Compass Shoes' brand image. The conceptual framework for this research is described below:
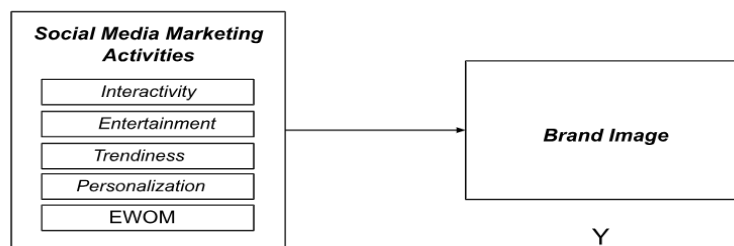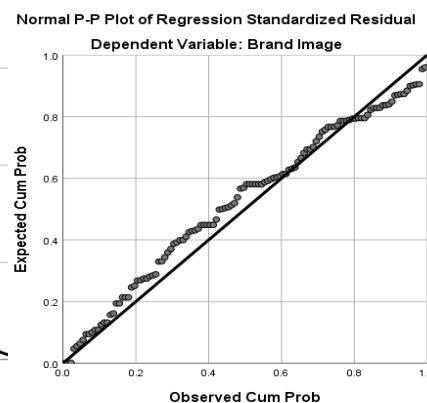

Figure 3. Conceptual Framework

This study's population covers social media users on the Instagram account @sepatucompass and whether or not they have ever purchased products from Shoes Compass. The sample is determined using purposive sampling, which considers the sample taken from some of @sepatucompass' followers who have purchased products from Compass Shoes.

4. Data and Discussion

Testing for normality of respondent data was carried out using graphical tests with P-PPlot, histograms, and significance values using the Kolmogorov-Smirnov test. From the residual normality test results using the formal Kolmogorov Smirnov indicator in the exact approach, the variable count statistic was 0.085. This value has a p-value (0.331) > alpha (0.05), meaning that at a confidence level of 95% (alpha 5%), there is sufficient evidence that the residual data is normally distributed.
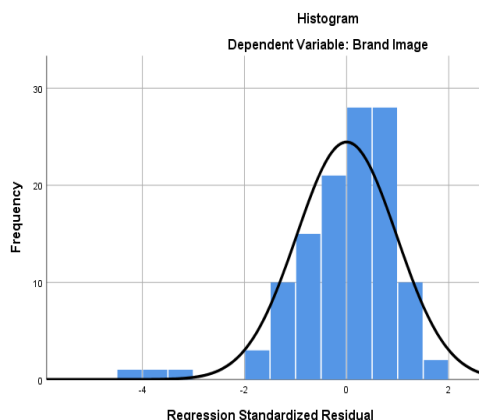
Figure 4a. Normalitas Histogram   **Figure 4b.** P-Plot Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.63986477
Most Extreme Differences	Absolute	.085
	Positive	.073
	Negative	-.085
Test Statistic		**.085**
Exact Sig. (2-tailed)		.331
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Figure 4c. Uji Normalitas Kolmogorov Smirnov

The multicollinearity test is applied to understand whether multicollinearity occurs in the regression model. The indicators used are the tolerance value and VIF (Variance inflation factor). The model does not experience symptoms of multicollinearity if the tolerance value is >0.1 and the VIF value is <10. Figure 4 shows that the multicollinearity indicator value in the model, namely the tolerance value, shows a value >0.1, and the VIF value shows a value <10 for the social media marketing activities variable. It can be concluded that the model does not experience symptoms of multicollinearity, so that it can be used for further analysis.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Entertainment	.363	2.757
	Interactivity	.289	3.458
	Customization	.270	3.703
	Trendiness	.404	2.474
	E-WOM	.413	2.419

Figure 5. Multicollinearity Test

The next stage after multicollinearity testing is Glejser test to test the research model. The Glejser test regresses the independent variable with the dependent variable in the form of the absolute residual value. It was found from these data that the majority of variable significance values were > alpha (5%). With these results, it can be statet that the model is free from symptoms of heteroscedasticity and can be used for further analysis. The Glejser test is described as follows:

Table 1. Glejser Test Result

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.214	.586		3.780	.00
	Entertainment	-.002	.048	-.006	-.038	.97
	Interactivity	-.032	.053	-.103	-.607	.54
	Customization	.019	.062	.054	.304	.76
	Trendiness	-.083	.063	-.189	-1.311	.19
	E-WOM	.014	.067	.029	.206	.83
a. Dependent Variable: abs_res						

The linearity Test

Table 2. Brand Image Linearity Test for Entertainment

			Sum of Squares	df	Mean Square	F	Sig.
			ANOVA Table				
BI*ENT	Between Groups	(Combined)	197.936	9	21.993	6.411	.000
		Linearity	178.615	1	178.615	52.638	.000
		Deviation from Linearity	19.321	8	2.415	.712	.681
	Within Groups		373.264	110	3.393		
	Total		571.200	119			

In the ANOVA table 2 above, the significance value in deviation from linearity is 0.681, so it can be stated that the significance value has exceeded 0.05 (0.681 > 0.05), which means that the data can be said to be linear regarding the relationship between brand image and entertainment.

Table 3. Brand Image Linearity Test on Interactivity

			Sum of Squares	df	Mean Square	F	Sig.
			ANOVA Table				
BI*INT	Between Groups	(Combined)	498.469	11	45.315	67.289	.000
		Linearity	489.266	1	489.266	726.518	.000
		Deviation from Linearity	9.203	10	.920	1.367	.206
	Within Groups		72.731	108	.673		
	Total		571.200	119			

Table 3 showed the significance value for deviation from linearity is 0.206, greater than 0.05, meaning that the brand image variable has a linear relationship with interactivity. Moreover, table 4 below showed that the deviation from linearity obtained has a significance value of 0.371, which meets the test requirements, namely exceeding 0.05 (0.371 > 0.05), so it can be concluded that the brand image variable has a linear relationship with customization.

Tabel 4. Brand Image Linearity Test on Customization

			Sum of Squares	df	Mean Square	F	Sig.
			ANOVA Table				
BI*CUS	Between Groups	(Combined)	244.168	9	27.130	9.125	.000
		Linearty	216.098	1	216.098	72.686	.000
		Deviation from Linearity	28.070	8	3.059	1.180	.317
	Within Groups		327.032	110	2.973		
	Total		571.200	119			

In order to test the brand image linearity test on trendiness, table 5 shows the significance value for deviation from linearity of 0.423, which meets the requirements of the linearity test, namely exceeding 0.05 (0.423 > 0.05). Thus, this data shows a linear relationship between the brand image variable and trendiness.

Table 5. Brand Image Linearity Test on Trendiness

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
BI*TREN	Between Groups	(Combined)	226.201	7	32.314	10.491	.000
		Linearity	207.543	1	207.543	67.377	.000
		Deviation from Linearity	18.658	6	3.110	1.010	.423
	Within Groups		344.999	112	3.080		
	Total		517.200	119			

Lastly, based on Table 6 below, the significance value for deviation from linearity is 0.208, so it can be argued that the significance value has exceeded 0.05 (0.208 > 0.05), which means that the data can be said to have a relationship between the brand image variable and EWOM.

Table 6. Brand Image Linearity Test on EWOM

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
BI*EWOM	Between Groups	(Combined)	172.507	9	19.167	5.288	.000
		Linearty	106.680	1	106.680	29.433	.000
		Deviation from Linearity	65.827	8	8.288	2.270	.208
	Within Groups		398.693	110	3.624		
	Total		571.200	119			

Based on the empirical data finding found that the F-value was 47.402 (Table 7) , and the p-value was 0.000. If the p-value < alpha (5%), the hypothesis test conclusion is Reject H_0. At a confidence range of 95%, it is concluded that there is sufficient evidence to say that social media marketing activities significantly affect Brand Image.

Table 7. F Test Result

ANOVAa		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	665.315	5	133.063	**47.402**	.000b
	Residual	320.010	114	2.807		
	Total	985.325	119			
a. Dependent Variable: *Brand Image*						
b. Predictors: (Constant), *E-WOM, Entertainment, Trendiness, Interactivity, Customization*						

Table 8 below shows the correlation coefficient between variables, namely the strength of the relationship between the variables used in the research. The correlation coefficient is

robust if it is close to 1 or -1, while the correlation is low if the coefficient value is close to 0. It can be seen in the table above that the correlation coefficient between Social Media Marketing Activities and the dependent variable is generally 0.649-0.729, which means the correlation coefficient Between variables in the relationship varies from moderate to vigorous. The majority of relationships between variables have a positive relationship direction. The direction of a positive relationship indicates a unidirectional relationship between two variables, where an increase will follow an increase in the X value in the Y value.

Table 8. Pearson Correlation Test

Correlations

		Entertainment	Interactivity	Customization	Trendiness	E-WOM
Entertainment	Pearson Correlation	1	.781**	.555**	.430**	.524**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
Interactivity	Pearson Correlation	.781**	1	.636**	.618**	.558**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
Customization	Pearson Correlation	.555**	.636**	1	.733**	.754**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
Trendiness	Pearson Correlation	.430**	.618**	.733**	1	.543**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
E-WOM	Pearson Correlation	.524**	.558**	.754**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

Moreover, from table 9, the coefficient of determination is 0.675. The value of the coefficient of determination is the contribution of a variable to the formation of the value of the dependent variable. From this value, it can be concluded that Entertainment, Interactivity, Customization, Trendiness, and EWOM contribute 67.5% to forming variations in Brand Image (Y) values, while other factors outside the model explain the remaining 32.5%.

Table 9. Model Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822ᵃ	**.675**	.661	1.675
a. Predictors: (Constant), E-WOM, Entertainment, Trendiness, Interactivity, Customization				

5. Conclusion

Regarding the influence of Social Media Marketing Activities on the Brand Image of Compass Shoes based on descriptive analysis, it can be concluded that the social media marketing activities variables with five dimensions, namely entertainment, interactivity, customization, trendiness, and EWOM, can be said to be good or positive by respondents. Meanwhile, in descriptive analysis related to Brand Image, the Compass Shoe Brand is a leading brand and upholds customer desires. Judging from the results of hypothesis testing (T and F tests), social media marketing activities significantly affect the brand image of Compass Shoes. Based on the correlation coefficient test between the Social Media Marketing Activities variables, it has positive results. If social media marketing activities increase, the brand image will also increase; otherwise, it will decrease. Apart from that, the influence of these two variables is also supported by the coefficient of determination test results. (R^2), which is 0.675, where social media marketing activities can influence 67.5%.

Furthermore, this research shows that social media marketing activities can improve the brand image of the Compass Shoe Brand. In every social media marketing activity of a business organization, the ideas and concepts that will be used in promoting a shoe brand to attract followers or consumers' attention are essential to understand and implement well. Instagram is one of the social media that is easy to use in promoting a brand with the feature of uploading photos and videos, which has developments in today's technology. The advantage of promoting a brand on Instagram social media is that consumers can reach it widely and quickly.

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