

The Influence Of 4c Elements In Instagram @Teguk.Indonesia On The Formation Of The Teguk Indonesia Brand Image

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Abstract

The communication strategy currently employed by many brands involves introducing and promoting their products by leveraging social media platforms like Instagram for online communication and creating a brand image. Teguk Indonesia is a brand in the food and beverage sector in Indonesia with the Instagram account @teguk.indonesia. To shape its brand image, Teguk Indonesia utilizes its Instagram account. The Instagram account features various informative, educational, and entertaining content, and is used for social media marketing as well as communicating with Teguk Indonesia's customers online. Therefore, this study aims to investigate the influence of the 4C elements on the Instagram account @teguk.indonesia on the formation of Teguk Indonesia's brand image and the extent of that influence. This study employs a quantitative method and purposive sampling technique involving 100 respondents who are followers of Teguk Indonesia's Instagram account in filling out the questionnaire. The results show that the 4C elements on the Instagram account @teguk.indonesia influence the formation of Teguk Indonesia's brand image by 62.8%, with the remaining influence attributed to other factors. This study is expected to serve as a reference for companies or brands in effectively and efficiently utilizing Instagram to shape their brand image.

Keywords : *Public Relations , Social Media, Instagram, Content , Brand Image*



A. INTRODUCTION

Progress technology support presence brands increasingly local in Indonesia Lots . Not just internal brands fashion field , but also in field food and Drink . Success a brand can seen of appropriate marketing and promotional strategies with communicate it through existing use of social media , use service influencers , come to the fore quality and affordable prices For public . It's rampant existence brands food and drink in Indonesia is sufficient Good Because can increase country's economy (Wulandari, 2021).

Presence brands locally in Indonesia also gave rise competitions between brand one with the others For can survive and thrive in the future in Indonesia. Every brands Of course own characteristic each one, start from logo, color identical , product taste , packaging product , price product , size products , and so on as method For Can known , trusted , different from competitors , interesting , and of course For make loyal customers (Prasetya Mulya Executive Learning Institute, 2021). Competitors from Teguk Indonesia is certainly also trying For superior in every characteristic typical that has been made . This is what makes it Gutuk Indonesia must form brand

image positive with objective introduce products and information latest related Gulp Indonesia as brands drink contemporary in Indonesia, which is expected can superior in strictly competition beverage brands in Indonesia and can compete globally .

For can form brand image in a way positive , then exists activities Marketing Public Relations need For applied . Explanation Marketing Public Relations (MPR), namely can said as Public Relations owns task For supporter activity marketing (Butterick, 2012, p. 55). In promoting Teguk Indonesia needs Marketing Public Relations with use communication mass . According to Nurudin (2015), communication mass ie A communication carried out with using mass media Good That with use of electronic media nor with use of print media . Another opinion says communication mass is a process of conveying ideas or form information to public wide Where information that can also be done give influence or also change behavior someone (McQuail , 2011).

From that many channel generally available , social media be one from channel general This is what companies use or brand for Can do activity marketing and communications related business (Totoh , 2021). Because of product drink already the more many in Indonesia, of course every producer drink must in a way Serious Pay attention to your social media as channel social online so you can communicate with public in a way widespread .

According to Zarella (2011) social media that is form from exists development technology and with internet help so own excess that is makes it easier communication , mutual participate , share and for form connection or online connection . In fact , at the time Now This , social media has also give change related with method communication , then method share related information with brand and result exists discussion , opinion , as well share related experience with brands certain . Kotler and Armstrong (2012, p. 17) explain that moment This the presence of social media in the middle public Can For reach consumer Because including communication in both directions . With exists communication between consumer Of course can direct to formation connection between consumer with brand .

Based on data from We Are Social and Meltwater (2023), there is increase amount social media users in Indonesia from year yearly and the highest percentage namely 60.6% with criteria using social media For still connected with friends and family . One of things that can become the reason is because of social media Can used with easy without looking time and always Can accessed when have internet. Based on We Are Social and Meltwater report (2023), Instagram has percentage amounting to 86.5% with frequent social media categories used in Indonesia. Instagram included application For exchange Photo or video, upload Photo or video, communicate distance far also have various features that each has its function Alone such as Instagram stories, Instagram feeds, Instagram reels, direct messages, columns comment , sign like , IG TV, IG live, which one is this can used For communicate with fellow public Because the users are also diverse from children , parents which status can form student until businessman (Sendari , 2019).

The advantages of Instagram are Instagram users can get it for free is enough with download it on your smartphone on the App Store nor Play Store . Apart from that , Instagram also has photo editing features available change color , effect , size and Instagram also has composed community from millions user so that If user Can enter interesting photo For get friendship in wide reach (Enterprise, 2012, p. 3) . Since exists pandemic until Now appear trend habit new that is access , exchange news , and search all information as well as communicate via online like via social media Instagram (Jamilah, 2022). Instagram can too used For doing business especially For brands in start , develop business , and create brand image . Because of the drink brand now Already the more many and they use social media Instagram for can communicate with public in convey products sold with give information related product in a way clear , real , appropriate , and always updates as well as For create brand image (Kertamukti , 2019). According to Sulistyo , Fitriana, and Lee (2020, p. 191) use Instagram as method For promote product or service is one of the strategies carried out businessman so can popularize product or services available , so can become opportunity activity positive in build brand image business the . With The advantages of Instagram are: many Instagram users also more save cost compared to with use marketing offline . That's why Instagram was chosen as one of the tool lots of marketing used businessman For can form good brand image on the products produced .

Brand image can said There is relationship with existing perceptions in thought customer when remember related brands from A product , good That goods or service . According to Setiadi (2003) brand image is all over impressions and thoughts customer related brands through experience ever felt so that form evaluation certain to A brand . Evaluation This can form evaluation negative nor positive . Therefore , brands must form a good brand image so you can get it give experience the best you can interesting attention consumer . If brand has own good brand image or positive Can For become impact positive For brands the . Defrisa and Loisa (2019, p. 506) stated that social media marketing No only simply on- page promotions website , but also can useful as plans and methods For form A influence and reputation company in the community customer potential , reader nor supporters . For that , if Gug Indonesia can have a positive brand image so chance big For get loyal customers , as well makes it easier company and the brand wins competition in the market.

Brand image from something product become factor most importantly for company as well as internal brands maintain and improve Power buy consumer . For that , company using social media like Instagram with objective related with creation good brand image or positive . One of brands drink that is Teguk Indonesia uses social media Instagram as step creation brand image with Name account his Instagram namely @ teguk.indonesia . Teguk Indonesia is brands move in field food and beverage , among others there is a number of product drinks and food with material choice and quality . Sip this Indonesian was founded in 2018 and has own followers on Instagram as many as 207 thousand Instagram users (Teguk Indonesia, nd).

Teguk Indonesia sells various drink the current hype in a way local nor international For targeted to all markets. Reported From internal company data , Teguk Indonesia has the tagline "Accompany your day in every taste". As for the vision ie become local brand that goes global . Teguk Indonesia also aims For presenting superior and desirable products in give maximum service to race millennial moment This as style life daily with become fancy “ drinks No expensive to use ” (Company Internal Data, 2022). Since presence Covid-19 pandemic trends that business culinary including drink the more increasing (Wulandari, 2019). Presence Drink brands in Indonesia are increasing increase like Meenum , Indonesian Iced Tea , THIRSTY!, Gooma , Goola , Master Boba, King Thai Tea, Naomi Drinks, Go Drink, Jelly Potter, and so on . With so , sure every brands always try build a strategy to get it maintain his reputation before him public . This was also done by Teguk Indonesia.

Since the pandemic Gulp Indonesia for still developing also uses intermediary service message online delivery , namely GrabFood , GoFood , ShopeeFood , Eats Traveloka, Grab Kitchen, Air Asia Food and so on . Teguk Indonesia also has it modern store interior design , do innovation with provide various products that taste like drinks more complete and up to date as well as give more service maximum For connoisseur loyal her usual breasts called Buddy Pengeguk (Company Internal Data, 2022). Companies also collaborate and innovate with launch TEGUK.IN Food Truck provides drink contemporary with menu variants that are not available in outlets and provide various exclusive promos other For Can near with its consumers anytime and anywhere (Company Internal Data, 2022). Teguk Indonesia uses social media his Instagram namely @ teguk.indonesia For share contents about activities carried out by Teguk Indonesia, such as the latest information journey Teguk Indonesia to New York, available promos , information about collaboration Gulp Indonesia with party other , fun fact content , content informative , content entertainment like games, giveaways , and information related product food as well as drinks available . Apart from that , Teguk Indonesia is also active in share stories on Instagram insta stories and repost Instagram stories from consumer as well as utilise Instagram features in social media activities carried out (Company Internal Data, 2022).

With So , you can said that moment This Gug Indonesia already long enough to use channel general namely Instagram social media matter form brand image Gulp Indonesia. Apart from that , Teguk Indonesia is also active in give information that is educative , informative and interesting to public via social media Instagram, as well carry out strategies such as use service influencer , advertise , collaborate , create campaigns , and so on . Therefore , it is important For know influence 4C elements in Instagram @ teguk.indonesia to formation Teguk Indonesia brand image . From the explanation presented above , researchers interested For take title study regarding “ Influence 4C elements in Instagram @ teguk.indonesia To Formation Teguk Indonesia Brand Image ”.

B. LITERATURE REVIEW

SOR theory

According to Effendy (2003, p.255) in the SOR theory is explained become Stimulus – Organism (attention , understanding , recipient) – Response (change attitude). This matter means stimulus as the stimulation contained therein there is idea nor message . Then, the organism is individual who will become communication process object persuasive . With I see , individual the later will process message with give attention , understanding until understand the message conveyed communicator . Then , respond is effect from exists message conveyed . That means , there is A response from individuals who receive and process message until happen action (Effendy, 2003, p.256).

Marketing Public Relations

Initially Marketing Public Relations (MPR) is located in public relations campaign and become publicity product , however the more develop so that now become holistic and comprehensive communication as objective For create awareness and giving information about products and services For increase sale . Then , development Rapid technology also makes happen reflection and necessity adapt with change the through adoption marketing integrated as approach communication in carrying out promotional and marketing strategies (Vrontis , Thrassou , Chebbi & Yahiaoui, 2012). Marketing Public Relations (MPR) according to Ruslan (in Abdillah, 2017, p. 2) is something activity , activity or business planned and put into practice with period repeating time obtain understanding between organization or company with public or public .

Social media

Social media is a communication medium in nature on line with own objective supporter happen interaction social and achieve interactive dialogue with through sites such as Instagram, Wikipedia, Path, Facebook, Twitter, and Blog (Nasrullah, 2020). According to Chris Heuer (in Maani, 2019, p68) there is a number of element use of social media (4C), namely (1) Context means How method user social media accounts convey message to audience with use appropriate and interesting language as well as there is clarity from the words used , (2) Communication means How method user social media accounts communicate , share and convey information nor message to the audience so Can understood and understood by the intended audience these , (3) Collaboration means How fellow social media users can Work The same or collaborate with other parties with effective and efficient , (4) Connection means How social media users can look after relationship that has been formed in a way good and good nature sustainable or still feel closeness . In terms of this , social media users can use various appropriate approach strategies in accordance with the intended target so that easy For still each other connected Good One each other.

Instagram

Instagram is A application used with objective For share various photos and videos. Instagram is also included part from Facebook, so possible The user's Facebook friends also become friends on their Instagram . Instagram is used For

application share photo , and now the more popular used by the owner business For promotion product via Instagram (Nisrina, 2015, p. 137).

Brand Image

A perception from consumer about something reflected brand from association brands that consumers remember that's brand image (Keller, 2013). According to Keller (2013), in order to be able to create a positive brand image , then company need form A associations so that's also possible intertwine positive , strong , and unique relationships related with A brand , such as , (1) Strength of Brand Association means How a brand can enter into the mind and can processed so that will formed strong association in the mind consumer towards brand, p This can also seen from how much strong somebody think related with logo, name brand , tagline , etc., (2) Favorability of Brand Association means capable feel satisfied of two things ie wants and needs , consumers will create attitude positive on a brands If they feel fulfilled on two things these , (3) Uniqueness of Brand Association means that is in reach interest then the brand must have and show what 's unique nor as characteristic typical they . Draft on will used by researchers For make questionnaire research in part variable Y.

C. METHOD

Researcher give questionnaire or questionnaire to 100 respondents who were followers of the Teguk Indonesia Instagram account . Primary data was obtained through questionnaire Google Forms submitted through feature Instagram direct messages , which include survey method . Population used is followers Teguk Indonesia Instagram account with 207,000 people, taken in October 2022 and obtained sample as many as 100 respondents . Secondary data used in study This originate from journals , internet research , books , and websites that can support activity study . Non-probability sampling method used to 207,000 followers Gulp Indonesia. To test the reliability of the data, it was carried out pre-test on 30 respondents and validity , reliability and normality tests were carried out . Study this also does data analysis using analysis correlational , simple linear regression , and coefficient determination .

D. RESULTS AND DISCUSSION

Characteristics Respondent

In results study this , respondent study with type sex man amounting to 33% or 33 respondents and respondents with type sex Woman amounting to 67% or 67 respondents . Based on characteristics age , 15-20 years amounting to 15% or 15 respondents , total respondents aged 21-25 years amounting to 79% or 79 respondents , total respondents aged 26-30 years amounting to 6% or 6 respondents , and the number respondents aged 31-35 years of 0% or 0. Viewed from from characteristics work , the majority respondents in study This as many as 71 people with the percentage of 71% is student or student . Then 22 people with the percentage of 22% is employees , 4 people with the percentage of 4% is self-employed or businessman , 3 people with a percentage of 3% is other .

Validity and Reliability Test Study

Validity test

In variable X (4C Elements in Instagram) with a total of 17 statements get more calculated r values big from table r value . So with that , you can explained that the 17 statements above has exceed value 0.361 so can concluded that 17 statements in questionnaire study this is valid . For variable Y (Formation Brand Image) with a total of 13 statements also received more calculated r values big from table r value . So with that , you can explained that 13 statements on has exceed value 0.361 so can concluded that 13 statements in questionnaire study this is valid .

Reliability Test

Researchers also conducted reliability tests , results variable X with a total of 17 items shows mark Cronbach Alpha worth 0.922. On the results of the reliability test Y variable with a total of 13 value items Cronbach Alpha worth 0.905. Second matter This show that statements from variables X and Y have pass value 0.70 and meets condition reliable so the data above can stated reliable or reliable .

Normality test

Researcher using the normality test with method Kolmogorov Smirnov obtained normality test results with value 0.20. so can stated that the data is in study This normally distributed because own mark more significant big than 0.05 ($0.05 < 0.20$).

Analysis Correlational

Correlational tests are also used with results is on level strong relationship namely 0.792 and direction connection the positive . So with so , increasingly increasing use 4C elements in Instagram carried out by Teguk Indonesia then brand image will also the more formed .

Equality Simple Linear Regression

Result of equality simple linear regression from study This can explained as following :

$$Y = a + bX$$

$$Y = 18.566 + 0.532X$$

From the results equality that , you can is known that variable X (4C Elements in Instagram) is worth 0.532. So , it means that every additional 1% rate variable X (4C Elements in Instagram), then variable Y (formation brand image) will increase of 0.532 times. Viewed from mark coefficient regression that has mark positive so can concluded that variable X (4C Elements in Instagram) has an effect .

Analysis Coefficient Determination

Based on coefficient test results determinations made to 100 respondents , yes seen that big mark correlation (R) ie of 0.792 which is significant level relationship strong , then obtained coefficient determination (R Square) of 0.628, figure the used For see percentage contribution variable X against variable Y with count mark coefficient determination use formula following :

$$KD = R^2 \times 100\%$$

$$KD = 0.6282 \times 100\% = 62.8\%$$

Based on mark coefficient determination obtained show mark contribution between 4C elements in Instagram against Formation Brand Image amounting to 62.8%. So that can interpreted that connection between variable X (4C Elements in Instagram) has an effect to variable Y (Formation Brand Image) amounting to 62.8% and the remainder influenced by factors other .

Testing (t Test)

Based on from the results of the research data above , can be is known that variable use of social media own mark significant <.001 which is this more small from level significant 0.05 and value unstandardized coefficient of 0.532 which is significant own direction connection positive . So with So , the 4C elements in Instagram are influential positive to formation brand image .

Influence The 4C elements in Instagram against Formation Brand Image

Researcher conclude that exists influence 4C elements in Instagram against formation brand image amounted to 62.8% so This can answer that individual will produce responses cognitive when given something message via Instagram media as in accordance with the SOR (Stimulus-Organism-Response) Theory . Existing messages in study This form content presented by Teguk Indonesia via Instagram . Content in the form of informative , educative , even entertainment viewed by followers Instagram Take a sip of Indonesia inside there is information For user instagram and customers Gulp Indonesia. With see content that , followers from Gulp Indonesia will receive and process information Good from facet design nor writing that can be done create happen change attitude or opinion related with Gulp Indonesia along its products . Change attitude or Opinions are also possible supported with experience directly that has been felt by customers Gulp Indonesia. It happened change attitude or opinion can shaped positive nor negative . This matter can determined from contents or information provided by Teguk Indonesia via Instagram . Because, there is thinking that can different from each individual so it will too give attitude different when see content the . From existence attitude positive or negative that would be come that's can determine attitude individual to brand that is Gulp Indonesia will reflected with a good image or bad . As in results study This is attitude from followers or customer Gulp Indonesia will influence content Instagram and brand image Gulp Indonesia. As for the findings other from study This with based on draft social media elements (4c) proposed by Chris Heuer (in Maani, 2019, p. 68), Teguk Indonesia succeeded maximizing social media elements in using social media started from context, communication, collaboration , and connection . On dimensions context , what Teguk Indonesia does is maximize the contents content on Instagram starts from messages , audio usage , usage caption and style language , usage color in the design , and pay attention time For upload content on Instagram Teguk Indonesia. Then , on dimensions communication , something that Teguk Indonesia does with maximizing method interact well and correctly with followers his so that will makes it easy and provides maximum service For consumer . Next , in dimensions

collaboration What Teguk Indonesia does is : strategic For follow trend development and always up to date especially in choose suitable influencers For introduce products Gulp Indonesia so can known in a way widespread with positive image . For dimensions final that is connection , the thing it does Teguk Indonesia is carry out strategies for always connected with consumer start from respond every question consumers in Instagram comments , fast responsive , improve quality and service so that consumer will feel appreciated and satisfied with Gulp Indonesia. With I see , p This can chance For create thinking nor positive image to Gulp Indonesia.

E. CONCLUSION

Based on results research that has been explained , then researcher conclude that there is influence 4C elements in Instagram @ teguk.indonesia to formation brand image Gulp Indonesia. Based on SPSS calculation version 29, known mark sig (<0.01) ie means mark the more small than mark level significant value is 0.05 . Viewed from big coefficient determination of 0.628 or 62.8% then influence 4C elements in Instagram @ teguk.indonesia to formation brand image Teguk Indonesia is 62.8% and the rest that is amounting to 37.2% produced from factor other .

Conclusions of study This as following : (1) Research results show that There is other influencing factors formation brand image besides 4C elements in Instagram by 37.2% are recommended For study furthermore dig other influencing factors such as traditional media and communications word of mouth . (2) Next , recommended For research other social media used by brands Gulp Indonesia, such as Twitter, Facebook, or TikTok, for measure effectiveness from some of the social media used . (3) Based on results questionnaire , still there are people who don't agree that The message conveyed on the Teguk Indonesia Instagram account is clear and easy understood . Therefore Therefore , it is recommended that Teguk Indonesia always notice information provided to followers can more easy interpret messages that can also be done influence brand image . (4) Next , still some do n't agree that Teguk Indonesia provides response with fast to consumer . Therefore Therefore , it is recommended that Teguk Indonesia get it give more response fast to customers on Instagram social media so they don't something is missing and consumers will feel more appreciated , p this can also be done build trust and good relationships with followers . (5) In addition , it is recommended that Teguk Indonesia remain develop and beautify good visual design form Photo and videos on Instagram for more interesting and in demand by followers . (6) Any brands recommended still utilise features and functions from social media Instagram as a medium of communication and promotion in a way on line Because use of Instagram has role important in form positive brand image.

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