



The Factor of Instagram Content Marketing @myrepublicindonesia In Building The Brand Awareness at PT. Dian Swastika Sentosa Tbk

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ABSTRACT

This study aims to analyze the role of content marketing on Instagram in increasing brand awareness on MyRepublic PT. Weapons. With the increasing use of social media, Instagram is becoming an effective platform to promote products and build brand awareness. The method used in this study is a qualitative approach, which involves interviews and observations of content posted by MyRepublic. The results show that high-quality content, consistent posting frequency, and the right use of hashtags and paid ads contribute significantly to increased brand awareness. Most of the audiences surveyed felt more familiar with the MyRepublic brand after seeing their content on Instagram. The study concludes that the content marketing strategy implemented by MyRepublic on Instagram is effective in increasing brand awareness and recommends that companies continue to develop and optimize this strategy to achieve better results in the future.

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1. Introduction

The ease of using social media today shows that the growth of the use of the internet as a means of digital communication is accelerating. This makes several social media platforms the top choice for users for promotion and communication, thanks to the wide range of interesting and attractive features it offers. The increase in the number of internet users in Indonesia further strengthens this statement. According to a survey conducted by the Indonesian Internet Service Users Association (APJII) in 2014 on "Indonesian Internet User Profiles" and in 2016 on "Internet User Penetration and Behavior", the number of internet users in Indonesia has increased significantly.

The number of internet users in Indonesia grew by 16.8% from 2014, reaching 51.7% in 2016. The high number of internet users has an impact on the use of social media in Indonesia. Based on data from Kompas, out of the total population of Indonesia which reaches 274.9 million people, there are 170 million active social media users (Murdiani et al., 2022).

In the era of continuous digital development, social media is one of the most effective tools in increasing brand awareness and expanding marketing reach. The use of social media is growing rapidly, and more new social media is emerging along with the increasing ease of internet access at home and the development of smartphone and tablet technology (Eva Octaviana et al., 2024). There is a shift from conventional marketing trends (offline) to digital (online) or what is often called digital marketing.

Digital marketing is a marketing effort that uses electronic devices or the internet to connect with customers (Eva Octaviana et al., 2024). Eva Octaviana (2024) defines, "Digital marketing is a series of marketing activities that utilize the internet and digital technology to promote products and services to target consumers". Digital marketing can be defined as marketing activities including branding using various web-based media (Eva Octaviana et al., 2024). Business actors empower digital marketing as a medium for expanding information and marketing products to services with digital media. In the development of a business, digital marketing plays a role as the main choice in supporting business activities such as branding to consumers, marketing products, etc. Social media in business practice is used by consumers to explore information regarding the needs and desires of products (Eva Octaviana et al., 2024).

The ability of social media to create two-way interactions has a huge impact on consumer perception and buying interest. Visually appealing content, accompanied by strong promotional messages, makes social media an effective tool to influence purchasing decisions. (Winada et al., 2025)

Social media has become a strategic platform used by companies to reach a wider audience and build closer correlations with consumers ((Meidiyana et al., n.d.). Based on a report from Data Reportal (2024), as many as 167 million people in Indonesia use social media, which represents 60.4% of the total population. On average, Indonesians have spent 3 hours and 11 minutes every day on social media (GoodStats). This fact shows that social media is an effective platform to reach consumers widely and efficiently. Various companies, both large and small, use social media as a key component in their marketing strategies (Meidiyana et al., n.d.). Social media marketing is growing rapidly and provides a huge opportunity in building a brand (Meidiyana et al., n.d.).

Rachmawaty (2021) in his article said that "Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and other networking activities.

Nowadays, with the rapid development of the Internet, consumers are increasingly able to access information and channels. Sharing content online is an important part of consumers' modern lives (Auliarahman et al., 2023) Traditional marketing methods are no longer enough to attract and retain consumers with more diverse needs and broader social relationships. By sharing valuable content across multiple platforms, content marketing, which conveys product or brand information, is more likely to be received, searched for, and disseminated by consumers. Content marketing has become an important marketing method for companies, which can achieve precise, efficient, and low-cost marketing and earn huge profits. (Auliarahman et al., 2023).

Social media that is widely used to market products online is Instagram. Through Instagram, the products sold can be recognized by many people. There are many new social media that can be used for marketing, currently some of the social media used are Facebook, Instagram, and Whatsapp. (Ramaputra & Asnusa, 2023)

Instagram @myrepublicindonesia is a social media account managed by PT. Dian Swastika Sentosa, a Group under PT. Sinarmas which includes business units such as the provision of internet services for residential, and businesses.

The use of social media is also one of the scopes of digital literacy, currently widely used by teenagers. The results of a survey by the Indonesian Internet Service Implementation Association (APJII) show a percentage of 99.16% in 2021–2022 (Najwa 2023). This is not surprising because teenagers are an age segment that is looking for an identity and wants to interact with others. (Paramitasari et al., 2024). Technological developments are accelerating both in developed and developing countries, including Indonesia (Nugroho & Purnomo, 2023).

2. LITERATURE REVIEW

Instagram is one of the most popular social media in the world. This social media app has even been downloaded more than a billion times on the Google Play Store and Apple App Store which makes it one of the most used social media. Instagram first appeared on the App Store app store in 2010. At that time, Instagram was developed by a company from the United States called Burbn, Inc. Initially, Instagram was just a social media application that carried the concept of sharing photos and videos, but after being acquired by Facebook, new features were added and increased its popularity until now. (Hasan Bisri & Pitoyo, 2022)

Content marketing is the activity of publishing content that empowers, engages, educates and connects with readers. This content marketing is part of social media marketing, Saputra, (2020) said that the definition of social media marketing is that social media marketing is the act of promoting products or services in the form of products or services on social media platforms using certain strategies (Hasan Bisri & Pitoyo, 2022).

Brand awareness is very important for a company because with the growth of brand awareness in the community, a company will be easily identified by someone. (Afriani Manullang et al., 2023).

The digital marketing trend makes business opportunities for MSMEs in the era of industry 4.0. Digital marketing according to the American Marketing Association (AMA) is an activity, as well as an intuition and process that is complemented by digital technology in creating, conveying, and communicating product values to consumers and those directly related to others (Syukron et al., 2022).

3. METHOD

The method in this study is qualitative and descriptive with an inductive approach. To collect the required data, the following steps are used:

1. Observation (Observation), which is observing the problems that exist on the Instagram account @myrepublicindonesia
2. Interview, which is conducting interviews with several people who use related Instagram social media to fulfill the data that is needed in this study.

There are several questions that I ask several people, including:

1. What type of content is most successful in increasing brand awareness on ig @myrepublicindonesia account

2. What do you think about the use of Instagram social media in increasing brand awareness?
3. What do you think is the role of Instagram content for marketing?

Selection of interviews with 5 informants, who interacted on Instagram social media accounts. Instagram social media accounts @myrepublikindonesia face the fact that consumers who want to buy products from their @myrepublicindonesia have seen and interacted with some content from Instagram @myrepublic Indonesia.

4. RESULTS AND DISCUSSION

1. Research results

The results of the interview revealed several important findings related to the use of Instagram in increasing brand awareness, including:

1. *Types of Content That Work:* Informants identify that engaging visual content, such as high-quality product images and informative short videos, are the most effective types of content in increasing brand awareness. Additionally, interactive content, such as quizzes and polls, gets positive attention from users, which shows that audiences value direct engagement with brands.
2. *Social Media Utilization:* The informants agreed that Instagram as a social media platform is very effective in improving the brand awareness. They argue that the interactions that take place on these platforms allow for the creation of closer relationships between brands and consumers.
3. This shows that users are not only viewing the content, but also feeling engaged and have a personal connection with the brand.
4. *The Role of Instagram Content in Marketing:* The informant states that the content posted on Instagram plays an important role in marketing strategy. Relevant and engaging content can grab consumers' attention and encourage them to make a purchase. The success of content in capturing the audience's attention is often closely related to the quality of the visuals and the message conveyed.



Figure 1. Instagram feed view @myrepublicindonesia
Source: Data Processed, 2024

1. Discussion

Based on the results of interviews and observations conducted, it can be concluded that the content strategy implemented by Instagram accounts @myrepublicindonesia has a significant impact on brand awareness. Engaging and interactive content not only increases brand visibility, but also drives user engagement. From a marketing point of view, the use of social media such as Instagram is particularly relevant, especially in the context of consumer behavior that is increasingly oriented towards visual experiences.

Informants explained that they were more likely to buy a product after seeing interesting content on Instagram, which shows a direct relationship between the content shared and the purchase decision. This indicates that the success of marketing in the digital age relies heavily on the ability of brands to create content that is not only informative but also visually appealing.

Furthermore, this study also highlights the importance of analyzing the content generated from interviews. In this context, companies need to constantly adapt to ever-changing consumer trends and preferences. By understanding the types of content that are most effective in attracting the attention of the audience, companies can design marketing strategies that are more targeted and relevant, thereby increasing brand awareness and sales of their products.

Overall, this study provides valuable insights into how Instagram accounts can be optimally utilized to increase brand awareness among consumers. The interactions that occur on the platform show that brands must build a deeper connection with their audience, not just promote products. Understanding the audience and the content they like will be key to success in marketing strategies in today's digital age.

5. CONCLUSION

Some informants are new to social media from @myrepublicindonesia after searching about social media @myrepublicindonesia and some of the informants feel interested and want to try this @myrepublicindonesia product.

This study highlights the important role of content marketing on Instagram in increasing brand awareness in @myrepublicindonesia PT. Weapons. The results of the study show that:

1. *Content Marketing Effectiveness:* Content marketing strategies implemented by @myrepublicindonesia on Instagram have proven to be effective in introducing brands to audiences. Engaging and relevant content manages to grab consumers' attention.
2. *Content Quality:* High-quality content, both in the form of images and videos, has a profound effect on brand image. Informative and engaging content helps build a positive relationship between the brand and the audience.
3. *Frequency and Consistency:* A consistent posting frequency, i.e. 3 to 5 times per week, helps maintain brand exposure in the eyes of the audience. Regular exposure makes the audience more familiar and remember @myrepublicindonesia brand.
4. *Use of Hashtags and Paid Ads:* The use of appropriate and relevant hashtags and paid ads on Instagram contributes to increased brand visibility. This strategy allows @myrepublicindonesia to reach a wider audience.
5. *Positive Results:* Most of the audiences surveyed felt more familiar with @myrepublicindonesia after viewing their content on Instagram, indicating that the content marketing strategies implemented were successful in increasing brand awareness.

6. *Recommendation:* To continue to strengthen brand awareness,

@myrepublicindonesia advised to continue developing and optimizing your content strategy marketing, with a focus on improving the quality of content and interaction with the audience.

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