

The Effect of Social Media Content and Hashtags on Brand Image Formation in Culinary SME

Adinda Syahda Alya Sabrina¹ , M. Ariza Eka Yusendra² , Trufi Murdiani³ , Lilla Rahmawati⁴

¹⁻⁴ Digital Business, IIB Darmajaya, Indonesia

Email: sadinda837@gmail.com, arizaeka@darmajaya.ac.id, trufimurdiani@darmajaya.ac.id, lillakeling@darmajaya.ac.id

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ABSTRACT

This research discusses the efforts of SME in the culinary field of Cafe businesses in overcoming public perceptions of the price of food and drinks which are considered expensive by using brand image improvement strategies through Instagram social media with video content and the use of hashtags. The purpose of this study is to explore whether video content and hashtags can help cafe culinary businesses to create an affordable brand image for their target market. The case study used is Zozo Garden cafe with the hashtag #ZozoGakMahallLagi. This type of research is exploratory quantitative research, the population is Instagram users and the sample studied was 120 respondents using non-probabilty sampling method. The data analysis tool in this study uses multiple regression analysis. The results in this study indicate that video content has a positive and significant effect on the formation of the Zozo Garden brand image. The use of hashtags has a positive and significant effect on the formation of the Zozo Garden brand image. Obtained in this study the results of multiple linear regression analysis are hashtags have a greater influence than video content variables. Based on the results of this study, it can be concluded that video content and the use of hashtags have an influence on the formation of the Zozo Garden Brand Image in Bandar Lampung.

Corresponding Author: M. Ariza Eka Yusendra

Digital Business, IIB Darmajaya, Indonesia

Email: arizaeka@darmajaya.ac.id

1. INTRODUCTION

Today is characterized by the rapid growth of the food and beverage business, which has resulted in increasingly competitive competition in this sector. With the development of the Food And Beverages business in Indonesia, especially cafes as a place to gather, hold events, or just enjoy menu dishes at the cafe. In a competitive business environment, intense competition encourages business actors to be creative, continue to innovate, and build a unique brand image in playing their role to be able to compete. Zozo Garden, as one of the popular hangout destinations in Bandar Lampung, carries the theme of indoor and outdoor gardens. However, Zozo Garden previously had a perception or review from the public that the price range of food and drinks was too expensive for its class.

Based on data from the we are social website in 2023, it shows that 86.5% of social media users use Instagram, up from the previous year with a percentage of 84.8% in 2022. Research conducted by Hootsuite (We Are Social), a site themed Global Digital Report, states that 60.4% of Indonesians or around 167 million are active users of social media from a total population of 276.4 million. The presence of social media makes behavior between individuals more interactive in disseminating information. Social media, makes it easier for users to interact with each other, get information, send messages for private or open to the public. Instagram social media is one of the important tools in supporting marketing communication strategies. Instagram, as a photo and video sharing application that can be downloaded for free, allows the delivery of fast information to a wide audience.

Some previous research shows that there is a relationship between visual content and consumer buying interest. content marketing is content that can come in a variety of formats including: blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes and images, and six important criteria that become benchmarks in marketing content to assess its quality are relevant, accuracy, value, easy to understand, easy to find, consistency. Video content itself has become a strategy used by businesses to carry out their marketing on social media platforms.

Through the hashtag #ZozoGakMahalLagi, Zozo Garden tries to form a positive brand image and convince consumers that Zozo Garden is not expensive anymore. The use of hashtags can be considered as a more targeted form of communication because it facilitates audiences in building identities, classifying messages, increasing message searches, and linking messages to topics incorporated in hashtags. Instagram social media is the largest platform known to the world and Indonesia. The definition of brand image means a perception or view of consumers towards a brand that is formed through interactions, experiences and information received by consumers, the elements that become benchmarks in brand image are strength, uniqueness, excellence.

Based on the background described above, researchers tried to explore whether video content and the hashtag #ZozoGakMahalLagi were able to help Zozo Garden to create an affordable brand image for its niche target market so that it could increase their competitiveness among the fierce competition in the cafe/resto business in Bandar Lampung. The selection of Instagram as a strategy to promote Zozo Garden is a strategic decision, because by displaying information about Zozo Garden with video content uploaded to Instagram social media is thought to be able to significantly shape the brand image of Zozo Garden, because consumers have various perceptions and references to Zozo Garden from the influence of the video content presented.

2. LITERATURE REVIEW

Promotion through social media has a major impact on external factors that influence consumer perceptions of a product, which will then affect consumer buying interest. Instagram social media strongly supports marketing strategies with its main point that emphasizes visualization. The four elements of an online or offline marketing include product, price, location, and promotion. [1].

Content marketing is that content can come in a variety of formats including: blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes and images, etc. [2]. So it can be concluded that video content is part of one of the digital marketing-based content marketing strategies with distribution channels in the form of

internet platforms such as Instagram social media, with the aim of building communication with the audience and forming a brand image or company image to attract consumer buying interest.

Hashtag or hashtag can be interpreted as a public curation system through the use of keywords on social media, which functions to facilitate the search for information with specific themes or content and hashtags are also a communication tool to convey certain value perceptions to audiences using information technology media. [3]. The use of hashtags can be considered as a more targeted form of communication because it facilitates audiences in building identities, classifying messages, increasing message searches, and linking messages to topics incorporated in hashtags [4].[4]. With hashtags, users can be actively involved in searching, organizing, and engaging in specific topics or conversations on social media platforms. Hashtags play a diverse role in the social media ecosystem, the functions carried out by hashtags cover a variety of aspects, ranging from vote gathering, identity markers, information summarization, marketing strategies and product branding, space for opinions [5].[5]. The higher the number of hashtag usage, the greater the effectiveness and impact of the communication achieved. [6]. Thus, anyone who sees a hashtag can click on it and be taken to a page that displays a feed of all the latest links from that hashtag.[7]. The success of campaigns that utilize hashtags is highly dependent on the level of engagement of social media users. [8].

3. METHOD

This type of research uses exploratory quantitative research. this type of exploratory research aims to explore a phenomenon with a focus on data analysis techniques. The approach in this study is quantitative using a survey method through distributing questionnaires, statements are made using a scale of 1 - 7 to represent respondents' opinions with a respondent perception measurement scale using the Likert Scale. The population of this study were Instagram social media users and 29,300 Instagram followers of @zozo.garden (as of February 7, 2024). The sample was taken using a non-probability sampling method with voluntary sampling technique, namely the respondent's willingness to participate in the study by filling out a questionnaire. Determination of sampling in this study using the formula from the Gpower application with a number of predictors of 2, an effect size of 0.15, an error probability of 0.05 and a power of 0.95 so that the minimum sample size in this study was obtained was 107 respondents and rounded up to 120 respondents. There are independent variables in this study, namely video content (X1) and hashtag usage (X2) and the dependent variable is brand image (Y).[9].

The research model used is analyzed using regression analysis as shown in figure 1.

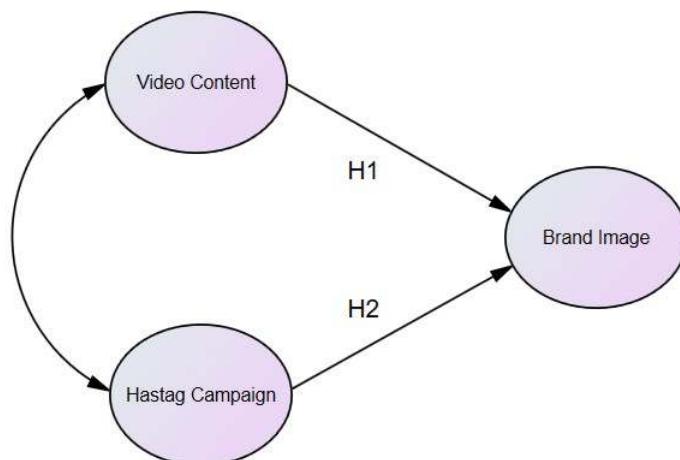


Figure 1. Theoretical Frameworks

H1: Video content has a positive influence on the formation of Zozo Garden's brand image.

H2: The use of the hashtag #ZozoGardenGakMahalLagi has a positive influence on the formation of the Zozo Garden brand image.

4. RESULTS AND DISCUSSION

The regression equation and t test results in table 1 above that the video content variable has a regression coefficient value of 0.356 and the known significance value (sig) of video content is $0.00 < 0.05$, it is concluded that hypothesis 1 is accepted that video content has a positive influence on the formation of the Zozo Garden brand image. This means that the more relevant the content of the video content, the brand image will also increase significantly. The hashtag variable has a regression coefficient value of 0.381 and it is known that the significance value (sig) of the hashtag variable (X2) is $0.00 < 0.05$ hypothesis 2 is accepted that the use of the hashtag #ZozoGakMahalLagi has a positive influence on the formation of the Zozo Garden brand image. This means that the higher the engagement of the hashtag #ZozoGakMahalLagi, the brand image of Zozo Garden will also increase.

Table 1. Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.282	.958	2.381	.019
	ContentVide	.187	.047	.356	4.001
	o				
	Hashtag	.381	.066	.513	5.761
					.000

Source Data Processed, 2024

This study proves that there is a significant influence of video content on the brand image of Zozo Garden which has a positive impact. Multiple linear regression analysis shows that video content has a coefficient value of 0.356. This indicates that the relevance of video content with accurate information, clear flow, and easy to understand by the audience, as well as the ease of access to content on Instagram are key factors in improving Zozo Garden's brand image. [10-12]. The complete analysis results can be seen in the following table:

Thus, the generation and distribution of interesting content will be able to reach a wider target audience which will affect the brand image of consumers to the company. With these results, it is expected that Zozo Garden will continue to optimize in creating and distributing relevant video content.

It was found in this study that hashtags have a greater influence than video content variables, based on the results of multiple linear regression analysis, the hashtag variable has a coefficient value of 0.513, which means it is almost twice as large as the video content regression results. After observation on Instagram Zozo Garden, the number of posts using #ZozoGakMahalLagi is 152 posts as of March 25, 2024, where the use of the hashtag #ZozoGakMahalLagi on Instagram will continue to increase because Zozo Garden is consistent in posting content on Instagram. There are also positive comments on Instagram from consumers that Zozo Garden is really not expensive anymore. Hashtag #ZozoGakMahalLagi directly communicates the message that Zozo Garden is not expensive which contributes to the formation of Zozo Garden's brand image positively. It can be

concluded that the use of hashtag #ZozoGakMahalLagi has a significant influence in the formation of Zozo Garden brand image in Bandar Lampung. Hashtags made with memorable words, relevant to the message to be conveyed, and often used in social media content have been proven effective in increasing engagement and brand image. [10, 13].

From this research, it is suggested that Zozo Garden needs to improve the quality of video content and engagement using hashtags to strengthen brand image. Some steps that can be taken by the company include:

1. Ensure that video content contains easy-to-understand and relevant information, such as showcasing new menu items, drink-making processes, promos, and ongoing events.
2. Use creative video content concepts with clear and relatable storytelling for the audience.
3. Good quality video production includes the use of cameras that produce clear images, good lighting, clear audio, and attractive video editing.
4. Increase hashtag variants, recommended 3 - 5 hashtags only and optimize the use of hashtags by including them in every post and ensuring consistency in the use of relevant hashtags.
5. Actively interact with the audience through comments, direct messages, and encourage them to participate with likes, comments, and shares.
6. Utilize social media analytics tools to measure video content performance and hashtag engagement, and optimize strategies based on the results.

5. CONCLUSION

Based on what has been discussed previously, the problem that this research wants to raise is the impact of video content and the use of the hashtag #ZozoGakMahallagi on Instagram social media on the formation of Zozo Garden's brand image. The conclusion that can be drawn from the analysis and discussion that has been done is that video content has a significant positive influence on the formation of Zozo Garden's brand image. Video content that is relevant and easy to find is an important factor in the formation of Zozo Garden's brand image. The use of the hashtag #ZozoGakMahallagi on Instagram has a significant positive influence on the formation of Zozo Garden's brand image. The use of the hashtag #ZozoGakMahallagi has memorable words and unique characteristics, which is a factor in providing additional information about Zozo Garden to the audience.

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