DIJEMSS:
Dinasti International Journal of Education Management and Social Science
E-ISSN: 2686-6331
P-ISSN: 2686-6358
DINASTI PUBLISHER
https://dinastipub.org/DIJEMSS dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijemss.v6i2

Social Media Analysis of Brand Awareness and Brand Image on Visitor Levels at Smart Fisheries Village (SFV) on Java Island

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Abstract: The purpose of this study was to conduct a social media analysis of brand awareness and brand image on the number of visitors to the smart fisheries village (SFV) in Java Island. The method used in sampling is the convenience sampling method, namely a sampling technique based on the convenience of researchers with respondents who are met by chance, are considered suitable, and are willing to be data sources and meet the criteria determined by the researcher. Data analysis in this study used SPSS software by conducting correlation and linear regression tests. Based on the results of the analysis that has been done, the calculated r value for the relationship between X_1 (social media) and Y (brand image) is 0.313, which is greater than the r table value of 0.173 and the calculated r value for the relationship between X_2 (advertising) and Y (brand image) is 0.571, which is greater than the r table value of 0.173, so that both variables have a positive effect. The R-square value obtained is 0.873, which states that the social media and advertising variables have an effect on brand image of 87.30% and the remaining 12.70% is influenced by other variables.

Keyword: Social Media Analysis, Brand Awareness, Brand Image, Smart Fisheries Village

INTRODUCTION

The high level of fisheries business in Indonesia and the rapid growth of fisheries business, so it is important for fisheries business actors to adopt smart marketing strategies to compete effectively and build a strong image. Proses pemasaran merupakan suatu kegiatan saling menghubungkan antara keinginan produsen dan konsumen (Asmarantaka et al., 2018) which is an individual process in fulfilling needs and there is a mutually beneficial relationship between producers and consumers (Widiastomo and Achsa, 2021). The marketing process is influenced by various factors that will influence people to be able to fulfill the needs and desires

they expect (Rangkuti, 2017), meanwhile, marketing strategy is a system that contains various relationships to carry out planning and to set prices until promotions occur and distribute products that are useful for satisfying consumers (Kotler and Amstrong, 2008).

In the digital era, social media has a potential role in identifying customer needs and has become a very effective tool for increasing brand awareness of a business (Ebeid, 2014), the more often the brand appears on social media, the more it will support increasing brand awareness of a product (Schivinski and Dabroski, 2015) because the level of communication built by a product will influence a person's level of brand awareness (Ramadayanti, 2019). Brand awareness itself can be interpreted as an understanding of a product, measured by the consumer's ability to remember the brand among other brands (Jin and Phua, 2014), so that effective promotion will increase brand awareness and consumer purchasing interest in the product (Samuel and Setiawan, 2018).

Social media has a potential role in running a business, namely by carrying out promotional activities that have a wide reach without any regional limitations (Haqiqiansyah et al., 2021) and enables two-way communication with customers, news dissemination, and identification of customer needs (Wilis, 2023), so that by optimizing the use of social media it will create a brand image for a business (Ndatangara et al., 2019). Brand image is a perception of a brand which is a reflection of the consumer's memory of their association with the brand (Ferrinadewi, 2008) which consists of several components, including company image, user image and product image (Xian, 2011), so that when a brand has a strong and positive image, the brand will always be remembered and the possibility of consumers buying the brand is very high (Musay, 2013).

Research related to social media and brand awareness has been conducted previously, research by (Ismail and Khalid, 2015) shows that the role of social media helps in bridging the supply chain activities of fishermen in selling fish using the pearson method. Other research by (Srinivasan et al., 2016), (He, 2022), and (Wilis, 2023) shows that social media has a big influence on brand awareness which can influence purchasing and repurchasing decisions of the product.

Although many such studies have been conducted, however, research on the impact of social media use on brand awareness and brand image in the fisheries sector is still limited, especially to directly review the impact of social media on fisheries tourism villages. Therefore, this study aims to help SFV managers in determining the right strategy to introduce and promote SFV tourism villages to the wider community so as to increase visitors.

METHOD

Location of Research

The location of this research is in the Java Island region which was determined by purposive sampling or deliberate determination by the research team considering the aspect that there are 5 Smart Fisheries Village (SFV) locations as tourist villages that are the focus of development of the Ministry of Maritime Affairs and Fisheries.

Sampling Method

The method used in sampling is the convenience sampling method is a sampling technique based on the researcher's convenience with respondents who are met by chance, are considered suitable, and are willing to be data sources and meet the criteria determined by the researcher (Siregar, 2017).

Data Analysis Methods

1. Validity test, is a test that functions to see whether a measuring instrument is valid or invalid. The measuring instrument referred to here is the questions in the questionnaire.

2. Reliability test, is an index that shows the extent to which a measuring instrument can be trusted or relied upon. So that the reliability test can be used to determine the consistency of the measuring instrument, whether the measuring instrument remains consistent if the measurement is repeated.
3. Normality test, is a method that needs to be carried out to find out whether data in a study has been distributed normally or not.
4. Correlation test, aims to determine the level of closeness of the relationship between variables which is expressed by the correlation coefficient (r), used to measure the relationship between variables X and Y (Jabnabillah dan Margina, 2022).
5. Linear regression, is a method used to see the relationship between one independent variable and has a straight line relationship with the dependent variable (Harsiti et al., 2022).

RESULTS AND DISCUSSION

Validity Test Results

Validity test is a test that functions to see whether a measuring instrument is valid or invalid. The measuring instrument referred to here is the questions in the questionnaire.

Table 1. Validity Test Results

Question Code	Validity Test Results	R Table	Conclusion
$X_{1.1}$	0,481	0,206	Valid
$X_{1.2}$	0,535	0,206	Valid
$X_{1.3}$	0,604	0,206	Valid
$X_{1.4}$	0,669	0,206	Valid
$X_{1.5}$	0,511	0,206	Valid
$X_{1.6}$	0,611	0,206	Valid
$X_{2.1}$	0,632	0,206	Valid
$X_{2.2}$	0,388	0,206	Valid
$X_{2.3}$	0,602	0,206	Valid
$X_{2.4}$	0,627	0,206	Valid
$X_{2.5}$	0,557	0,206	Valid
$X_{2.6}$	0,227	0,206	Valid
Y_1	0,701	0,206	Valid
Y_2	0,722	0,206	Valid
Y_3	0,624	0,206	Valid
Y_4	0,725	0,206	Valid
Y_5	0,720	0,206	Valid
Y_6	0,623	0,206	Valid

Source: Research data

From table 1, it can be concluded that the results of the validity test analysis for all questions in the questionnaire are declared valid.

Reliability Test Results

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. So that the reliability test can be used to determine the consistency of the measuring instrument, whether the measuring instrument remains consistent if the measurement is repeated.

Table 2. Reliability Test Results

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
$X_{1.1}$	66.30	88.789	.429	.878
$X_{1.2}$	66.43	87.403	.480	.876
$X_{1.3}$	66.43	86.781	.557	.874
$X_{1.4}$	66.55	84.939	.621	.872

$X_{1.5}$	66.35	87.542	.452	.877
$X_{1.6}$	66.93	83.773	.544	.873
$X_{2.1}$	66.90	81.157	.550	.873
$X_{2.2}$	66.31	88.504	.308	.881
$X_{2.3}$	66.49	85.675	.547	.874
$X_{2.4}$	67.16	80.873	.541	.874
$X_{2.5}$	66.84	81.961	.455	.879
$X_{2.6}$	69.01	90.611	.115	.891
Y_1	66.96	81.131	.640	.869
Y_2	66.51	81.853	.670	.869
Y_3	66.69	83.549	.558	.873
Y_4	66.69	81.949	.674	.869
Y_5	66.48	83.475	.676	.869
Y_6	66.55	84.095	.560	.873

Source: Research data

From table 2, the Cronbach's Alpha value (r count) obtained from 18 question items is greater than the r table (0.468), so the results of this analysis can be trusted or relied upon.

Normality Test Results

The normality test is a method that needs to be carried out to find out whether data in a study has been distributed normally or not.

Table 3. Normality Test Results Kolmogorov-Smirnov

One Sample Kolmogorov-Smirnov Test

			Unstandarized Predicted Value
N			91
Normal Parameters[a,b]	Mean		23.9670330
	Std. Deviation		1.64981232
Most Extreme Differences	Absolute		.093
	Positive		.093
	Negative		.047
Test Statistic			.093
Asymp. Sig. (2-tailed)[c]			.052
Monte Carlo Sig (2-tailed)[d]	Sig		.050
	99% Confidence Interval	Lower Bound	.044
		Upper Bound	.056

Source: Research data

From table 3, obtained a significance value of 0.052, greater than 0.005. Then it can be concluded that the residual value is normally distributed.

Correlation Test Results

Correlation test used in this study is the Spearman correlation test, which is a statistical technique that is often used in examining the relationship between two variables. The correlation test that will be conducted is X_1 (social media) and X_2 (advertising) against Y (brand image).

Table 4. Spearman Correlation Test Results

		Social Media	Advertising	Brand Image
Social Media	Pearson Correlation	1.000	.483	.313
	Sig. (2-tailed)	.	<.001	.002
	N	91	91	91
Advertising	Pearson Correlation	.483	1.000	.571
	Sig. (2-tailed)	<.001	.	<.001
	N	91	91	91
Brand Image	Pearson Correlation	.313	.571	1.000

	Sig. (2-tailed)	.002	<.001	.
	N	91	91	91

Source: Research data

From table 4, the Sig. (2-tailed) value obtained between X_1 (social media) and Y (brand image) is 0.002 < 0.05, which means there is a significant correlation between the social media and brand image variables, the relationship between X_2 (advertising) and Y (brand image) has a Sig.(2-tailed) value of < 0.001; <0.05, which means that there is a significant correlation between the advertising variable and brand image on SFV social media.

Based on the calculated r value (pearson correlation), it is known that the calculated r value for the relationship between X_1 (social media) and Y (brand image) is 0.313 > r table 0.173, so it can be concluded that there is a relationship or correlation between social media variables and brand image. Furthermore, it is known that the calculated r value for the relationship between X_2 (advertising) and Y (brand image) is 0.571 > r table 0.173, so it can be concluded that there is a relationship or correlation between the advertising variable and the brand image variable. Because the calculated r or pearson correlation in this analysis has a positive value, it means that the relationship between the two variables is positive.

Results of Linear Regression Analysis

Table 5. Linear Regression Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873	.762	.759	.029

Source: Research data

From table 5, the R square value obtained is 0.873, which states that the relationship between the two variables in the study is in the strong category, where the social media and advertising variables influence brand image by 87.30% and the other 12.7% is influenced by other variables.

CONCLUSION

Based on the results of the analysis that has been done, the calculated r value for the relationship between X_1 (social media) and Y (brand image) is 0.313, which is greater than the r table value of 0.173 and the calculated r value for the relationship between X_2 (advertising) and Y (brand image) is 0.571, which is greater than the r table value of 0.173, so that both variables have a positive effect. The R-square value obtained is 0.873, which states that the social media and advertising variables have an effect on brand image of 87.30% and the remaining 12.70% is influenced by other variables.

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