

# INSTAGRAM SOCIAL MEDIA MARKETING ANALYSIS INSURANCE BROKER IN IMPROVING BRAND AWARENESS

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**ABSTRACT.** The technological era is becoming more sophisticated, and technology is becoming more human-like. As time passed, human needs expanded beyond clothing, food, and shelter. Humans should consider other needs such as education, health, and the need for old age. Insurance Broker is one of the insurance marketplaces that sees an opportunity and believes it can help raise Indonesians' technological awareness of insurance. People do not buy insurance and trust insurance because of its innovation and convenience. Insurance Broker must enter the startup insurance market in order for people to recognize brands and transact on its platform. Insurance Broker, according to the author's observations, not only focuses on providing convenience on its platform, but it also employs a variety of marketing strategies, such as introducing its brand via Instagram. In this study, the author intends to conduct research on Insurance Broker's Instagram social media platform. The author is curious about Insurance Broker's Instagram communication strategy for increasing Brand Awareness. As a result, the study is titled "Analysis of Social Media Marketing Instagram Insurance Broker in Building Brand Awareness?"

**KEYWORDS:** social media, marketing analysis, insurance broker, brand awareness

## 1 INTRODUCTION

The technological era is becoming more sophisticated, and technology is becoming more human-like. As time passed, human needs expanded beyond clothing, food, and shelter. Humans should consider other needs such as education, health, and the need for old age. Insurance Broker is one of the insurance marketplaces that sees an opportunity and believes it can help raise Indonesians' technological awareness of insurance. People do not buy insurance and trust insurance because of its innovation and convenience. Insurance Broker must enter the startup insurance market in order for people to recognize brands and transact on its platform. Insurance Broker, according to the author's observations, not only focuses on providing convenience on its platform, but it also employs a variety of marketing strategies, such as introducing its brand via Instagram. In this study, the author intends to conduct research on Insurance Broker's Instagram social media platform. The author is curious about Insurance Broker's Instagram communication strategy for increasing Brand Awareness. As a result, the study is titled "Analysis of Social Media Marketing Instagram Insurance Broker in Building Brand Awareness?"

### Research Objective

1. The author is curious about Insurance Broker's communication strategy for increasing Brand Awareness on Instagram.

## **1.2 Research Significance**

### **1.3.1 Academic Significance**

In addition to learning and evaluating the knowledge gained while pursuing a bachelor's degree in Communication Studies, focus on marketing communication. Researchers are expected to be able to advance communication science research in studies related to Insurance Broker's social media marketing strategy.

### **1.3.2 Practical Significance**

Practically, this research is expected to be a thought-provoking contribution for business people in developing the best social media marketing strategy to increase brand awareness.

## **Research Limitations**

The researcher limits the research context in this study to only the Insurance Broker's Instagram social media marketing strategy, as the number of social media users has increased both in Indonesia and globally as a result of technological advancements. Insurance Broker, as a newcomer startup, must carry out penetration and marketing strategies so that people understand the importance of insurance and can build community Brand Awareness of the Insurance Broker brand, in addition to competing with existing competitors.

## **LITERATURE REVIEW**

### **2.1 Marketing Communication**

Marketing is a social process that allows individuals and groups to get what they need and want by creating, supplying, and freely exchanging valuable goods (Keller, 2016) According to this definition, marketing encompasses the entire system of commercial activities, including planning, pricing, promotion, and distribution of goods and services, with the goal of meeting consumer requirements and desires through high-quality services.

### **2.2 Digital Marketing**

Digital marketing is a type of marketing that promotes products and services through the use of digital media. Websites, video marketing, advertising, social media, and email marketing are all forms of digital marketing media. The goal of digital marketing is to broaden your market reach by utilizing internet-based media. All forms of digital marketing media aim to build relationships with potential customers. We can only educate potential customers about our products or services from here, and then brand them before offering them (Chakti, 2019).

### **2.3 Social Media Marketing**

The benefits of social media are used by companies to make promotions more effective. Business competition has started to use social media, starting from building awareness to increasing loyalty. The most important thing using social media is to interact with consumers in order to create consumer needs and customer satisfaction. Information needs are also very much needed by consumers to get the latest news needed. According to As'ad, H. Abu-research Rumman's journal *The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan* (2014), social media marketing is measured along several dimensions such as online community, Interaction, Content Sharing, Accessibility, Credibility.

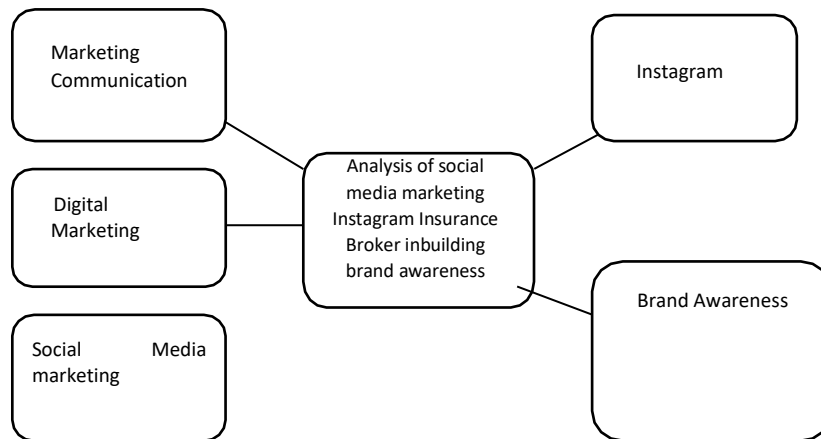
### **2.4 Instagram**

Instagram is a photo-sharing app that allows users to take pictures or photos and apply digital filters to change the appearance of photo effects before sharing them on social media platforms like Instagram. The five main Instagram menus are all at the bottom of the page (Atmoko, 2012).

### **2.5 Brand Awareness**

Brand awareness is made up of two aspects, according to (M. G. Parameswaran Keller, 2015):

1. Brand recognition is the ability that is owned and felt by consumers to recognize a brand when given a signal, or in other words, consumers can recognize a brand by requiring assistance from the product's characteristics.
2. Brand recall is a reminder to consumers of a brand on a product that a company has offered to them.



**Figure 1** Research Analysis Model

### 3. METHODOLOGY

#### 3.1 Research Approach

##### 3.1.1 Qualitative Approach

As stated, qualitative research is a philosophical method of inquiry with a philosophical approach, so the research approach in this proposal is qualitative. Anthropology, sociology, and various applied fields of study such as journalism, education, social work, medicine, and law can all be traced back to the origins of what is now known as qualitative research (Tisdell, 2016). As stated previously, qualitative methods are used in this study to maximize results while also obtaining valid data that can be transformed into valid research materials. By using a case study approach and method in this study, the author hopes to be able to explain in detail how Insurance Broker uses Instagram to increase brand awareness.

##### 3.1.2 Object & Subject of the research

According to (Sugiyono 2017), an object of research is a scientific goal in collecting and obtaining data with the goal of learning certain things about something that is objective, valid, and useful (certain variables). The authors of this study focused their investigation on Insurance Broker, specifically in the area of Instagram social media marketing. Insurance Broker is a brokerage firm that also engages in a number of digital activities. The information gathered from various sources will be strong and reliable. Based on the problems investigated, the information gathered will be processed and packaged in the most efficient manner possible. The use of qualitative methods will produce results from the research being carried out.

#### 3.2 Data Source

##### 3.2.1 Primer Data

Primary data, according to Wardiyanta (Sugiarto, 2017), is information derived from reliable primary sources, such as information from sources. The author spoke with Insurance Broker's Head of Social Media. The method of data collection that will be used is through interviews and observations.

##### 3.2.2 Secondary Data

Secondary data, according to (Sugiyono 2017), is data that is not directly given to the author but can be obtained from other people or through document files. The author used several previous research journals that were relevant to the topic that he or she was writing about. Secondary data from the author can also be found in reference books on the same research topic.

##### 3.2.3 Data Collection Techniques

At this point, the author decides on a qualitative approach that necessitates precise data. Data can be gathered through interviews, observations, documentation, and triangulation, according to (Sugiyono, 2017). The authors use the following data collection techniques in this study:

1. Conduct an interview

Experts refer to this method of data collection as in-depth interviews or in-depth interviews. According to experts, because this interview technique is irregular, the questions asked do not have to be written on a list of questions, but are instead made more flexible and free to ask based on the context discussed.

2. Additional Sources of Information

The author uses additional informants to gather more information and can be distinguished from key informants. Insurance Broker's Instagram followers may contain up to two additional informants. The resource people were chosen because they have been following and interacting with Instagram Insurance Broker for at least three months. Why did the author select Insurance Broker customers and non-customers as followers? The author is curious about their experiences with Insurance Broker's Instagram content. The authors are expecting the two categories to provide additional information in order to obtain more valid research results.

3. Observation by a non-participant

Non-participant observation was used as additional data in this study. This study was not comprehensive; instead, it focused solely on activity on the Instagram Insurance Broker social media platform. From the time the author conducts research in September 2021 to October 2021, the author observes what Insurance Broker content contains and how to interact with followers on Instagram. The observations made are to see how Insurance Broker content is created and what features are used. Observations made on Instagram Insurance Broker will be compared with the results of the data obtained after interviews from sources.

4. Documentation

The author found the documentation for this study by searching for literature, which included reading and studying books, looking at previous research journals, articles, and news in the media.

### 3.2.4 Data Analysis

The last is to draw easy-to-understand conclusions for yourself and others. The data analysis technique in this study uses the opinion of Sugiyono (2017: 246). The activity in data analysis consists of three steps, namely data reduction, data display, and conclusion drawing (verification). Here are the details :

1. Data Reduction

The author uses data reduction because the author wants to provide a clearer explanation.

2. Data Display

Data Display is the process of gathering important data and using it to make structured and logical statements. It will be more presentable if the data is displayed in a clear manner. Structured data is presented in a way that keeps undesirable elements out.

3. Concluding Drawing (Verification)

The stage of research conclusions derived from previous data analysis, namely data reduction and data display, is known as concluding drawing. The author confirms, sharpens, and revises conclusions about scientific proportions regarding the reality that is still being researched during the concluding drawing stage.

### 3.2.5 Triangulator

Triangulation, according to Moleong (2014), is a technique for determining the validity of data by combining it with information from other sources. Triangulation is a technique for determining the validity of data obtained from research data sources. In this study, the author will also employ triangulation theory. The validity of the data obtained is checked using theoretical triangulation, which is based on the selected theory. Arian Wijaya, a practitioner and expert in the fields of social media and marketing communications, was chosen as the author's triangulator subject. For the past 6 years, he has been the head of marketing at a fintech startup, where he is in charge of social media and public relations. The author uses this method to conduct an in-depth analysis and compare the results of interviews and non-participant observations related to the role of social media marketing as Insurance Broker's marketing communication strategy in brand awareness building.

## **RESULT AND DISCUSSION**

This study's findings were obtained using a qualitative approach and the case study method. Interviews with key informants, including the Head of Social Media at Insurance Broker, additional informants, including two Insurance Broker Instagram followers, and a triangulator, a marketing communications practitioner, were used to gather primary data. Non-participant observations are used by the author to round out the research data.

The study's findings suggest that Instagram can be used as a marketing communication strategy for increasing Brand Awareness. The strategy makes use of the social media marketing and brand awareness concepts. The study's findings were derived from in-depth interviews with key informants, including Insurance Broker's Head of Social Media. Additional results were obtained from additional informants, including as many as TWO Insurance Broker Instagram followers. According to the guidelines for conducting in-depth interviews, the author arranges several questions to obtain more complete information. The guide is also built around the author's indicators for the concept's operationalization. The findings are, of course, based on the study's purpose, namely, Insurance Broker's communication strategy for brand awareness.

## **4. CONCLUSION**

Based on the author's research and discussion when conducting an analysis with several related theories. Based on the findings, the authors can conclude that social media is currently one of the marketing communication strategies that Insurance Broker frequently employs in the development of brand awareness through the use of Instagram social media. The theories, concepts, and indicators used in this study were successful in analyzing social media as Insurance Broker's marketing communication strategy in building Brand Awareness. The first concept used in this study is Instagram social media marketing, which has five components: online communities, interaction, content sharing, accessibility, and credibility. The second concept is Brand Awareness, which is divided into two categories: brand recognition and brand recall. In the analysis of Instagram as a social media marketing tool for brand awareness, the author can draw several conclusions, including:

1. Instagram Insurance Broker has been used in accordance with social media marketing components such as online communities, interaction, content sharing, accessibility, and credibility.
2. The online communities component in using Instagram Insurance Broker has been carried out by maximizing the use of existing features on Instagram to build online communities that are followers of Instagram Insurance Broker.
3. The sharing of content component of using Instagram Insurance Broker has gone a long way by using Instagram Insurance Broker as a tool to convey product-related information to consumers and to entice followers to repost (re-share) content on the platform.
4. In terms of accessibility, Insurance Broker does not charge users to use Instagram Insurance Broker.
5. Insurance Broker increases credibility by always listing all social media used in every visual that is uploaded and showing that the account is blue ticked or verified when using it on Instagram.
6. Building Brand Awareness can be used as a solution to ensure that the public is aware of Insurance Broker as a brand that engages in financial education media and also operates a marketplace insurance. Insurance Broker makes the most of social media marketing to raise Brand Awareness and make Insurance Broker a household name.
7. Insurance Broker's stages of category recognition in carrying out Brand Awareness by developing an activation program that is the company's trademark, namely as a financial education medium.
8. From this content, Insurance Broker uses Instagram live to share their program experiences in order to elicit positive emotions from consumers, causing them to want to follow the program again when it is held again because they are reminded of the interesting experiences they had previously.

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