R E S E A R C H   A R T I C L E

The Effect Of Public Relations Strategy On Increasing Brand Awareness Through Instagram Social Media

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Abstract

In the era of Industry 4.0, many people have found ways to increase brand awareness, including through their business ventures. The purpose of this research is to determine the effect of public relations strategies and social media in increasing brand awareness in restaurant businesses in South Jakarta. This research employs a quantitative research method, utilizing a probability sampling technique, namely simple random sampling, and using multiple linear regression analysis. In this study, the population consists of 13,5K social media followers, with a sample size of 100 respondents selected using the Slovin formula. This research has shown that public relations strategies and social media affect increasing brand awareness, as the content shared effectively reaches the public.

Keyword: Public Relations Strategies, Social Media, Brand awareness

Introduction

In this modern era, there are many culinary businesses for the lower middle to upper middle class, culinary businesses in Indonesia are still often in demand by many people because eating and drinking are basic human needs so this is what makes this culinary business of the businesses that are superior to other types of businesses, such as pizza, hotdogs, hamburgers, spaghetti, and so on. Based on data provided by the Central Bureau of Statistics (BPS) Indonesia in 2021 itself, the food and beverage industry contributed 4.95% to Indonesia's *Gross Domestic Product* (GDP), while in the second quarter of 2023, BPS recorded growth of 4.62%.

The number of culinary businesses also affects the increasing competition in the culinary business, there are many owners of culinary businesses who do various ways to deal with the competition to attract public interest, one of the ways that culinary business owners do is to make innovations for easier sales by utilizing information technology that has been widely used by the wider community. Innovations and strategies carried out by culinary business owners are: Public *relations* strategy is a strategy carried out by the company to achieve the goals of the company and is useful for the company in getting success and avoiding future problems (Ampangallo &; Dewi, 2020).

According to Putriana (Putriana et al., 2023), in this digital era, almost all audiences are easy to adapt directly to a technology that is currently growing rapidly to be able to communicate, the presence of social media such as Facebook, Twitter, Instagram, YouTube, and Tiktok can be a major access in conducting communication between humans. In today's digital era, strategies are also found in introducing culinary businesses using Key Opinion Leader (KOL) can also be

called food vloggers to easily get information about food and beverages because food vloggers make reviews in the form of videos by trying different types of food and drinks. In the sustainability of a culinary business, brand awareness or brand awareness is an important part to do, not only useful for logos or known business brands, brand awareness is used as a positive understanding of the public to get to know the culinary business brand further and wider. Brand awareness can also be interpreted as a form of public awareness of the brand of a product as a consideration in choosing products to be purchased from a trust in the brand of a product (Steven &; Fitria Rina Sari, 2019).

Although brand awareness is an important role for a culinary business, many culinary business owners have other challenges, such as changing trends that continue to change every day to become obstacles in increasing brand awareness, this makes culinary business owners try extra in increasing brand awareness For culinary business by observing trends that occur in the community. Trends that occur in society can be observed through social media, where social media always changes trends every day. One of the popular social media platforms today, one of which is Instagram, already has many features that help to develop trends that can be implemented that are of public interest. The development of Instagram into a trend that is implemented so that it makes people search for products produced or sold (Hunaifi, 2023).

The Special Capital Region (DKI) Jakarta has 6 regions, namely, South Jakarta, East Jakarta, North Jakarta, West Jakarta, Central Jakarta, and Thousand Islands. In South Jakarta itself, many culinary businesses sell various types of food, from snacks to heavy meals can be found which makes it attractive for the community. In the Senopati area, South Jakarta, there are many upper-middle culinary businesses with various types of food that can be found, one of which is William's Casual Dining Restaurant. William's Casual Dining Restaurant was established in 2017, William's Casual Dining restaurant is a restaurant that gives an elegant impression, located in the middle of the Senopati and Sudirman Central Business District (SCBD) areas. William's Casual Dining Restaurant is a restaurant that sells different types of food from Asian-Western which has a restaurant concept that serves 4 (four)

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pillars in food, namely, appetizers, main dishes, and desserts and there are also various types of drinks it sells.

Social media is an online media, where users are easy to interact and can create social media content including blogs, social networks, wikis, forums, and virtual worlds (Cahyono, 2020). The social media used by William's Casual Dining restaurant to increase brand awareness is Instagram social media, based on data provided by the databox from the We Are Social report in July 2023, users of Instagram social media in the world reached 1.6 billion users, from this data the State of Indonesia itself ranks 4th in the most social media users reaching 103.3 users. Instagram social media is a social media that is easy to use to carry out public relations strategies in increasing brand awareness. The development of technology makes many people rely on getting information through the internet. So that the party from William's Casual Dining Restaurant uses Instagram social media to provide information related to William's Casual Dining Restaurant such as uploads about food and beverage menus and the atmosphere of William's Casual Dining Restaurant.

This changing era makes many business actors use social media to increase brand awareness to achieve the goal of their business, social media is also useful in building a positive image of the company so that people can trust and try the products they produce. Based on what has been described in this introduction, researchers are interested in researching to analyze the culinary business carried out by William's Casual Dining Restaurant with the title: "The Influence of Public Relations Strategy on Increasing Brand Awareness Through William's Casual Dining Restaurant's Instagram Social Media".

Literature Review

Public Relations Strategy

Strategy is an important part that has the intention to achieve a long-term goal of an organization or company that is made based on the analysis of a situation that makes a certain program in its implementation (Putri, 2019). Public relations strategy can be interpreted as a plan for a program or campaign by looking at the problems that arise to build a program plan for the desired goals of an organization (Ningrum, 2022). A public relations strategy is a strategy carried out by a company to achieve the goals of a company program and prevent problems in the company (Ampangallo &; Dewi, 2020).

Public Relations Strategy Function

Cutlip & Center at Hanifah (Hanifah, 2022), explained that public relations strategies have four functions, here is the explanation:
1. Can help a company's activities to achieve the goals of company management.
2. Can create mutually beneficial two-way communication between a company and the public, such as providing important information from the company.
3. Can assist and serve the public and provide input and direction to the company for the sake of good interests.
4. Can build company relationships either internally with the company team or with external parties with the community or media.

According to Thomas L. Harris in Claretta (Claretta et al., 2022) explained that the public relations mix is a development of the marketing mix developed by Philip Kolter, the public relations mix can also be called the public relations mix is a reinforcement of evaluation that can improve the reputation of a marketing mix company which was originally only 4P (Product, Price, Place, Promotion) is made into 6P (Product, Price, Place, Promotion, Power, and Public Relations).

Fig 1. Marketing Mix Kotler

Source: Kotler Theory

Social Media

Social media is also said to be an online application, a means of communication that aims to interact, upload, and share a material (Effendy, 2020) According to the expert, Shirky defines social media as a media used to share, collaborate, and carry out all actions that are outside institutions and organizations (Krisna, 2021). To analyze social media it is necessary to use diffusion to build a communication innovation to social media users or between members to provide information about communication messages related to certain ideas, this is included in the theory of innovation diffusion.(Rogers, 2003).

Social Media Marketing

Social media marketing is something in the form of business either directly or indirectly that is useful for building awareness, trust, memory of a brand from a good or service, people, who use social media applications such as microblogs, and share social media content (Gunelius, 2011). Social media marketing is a good link from a business brand to its consumers, which provides a very useful offer for companies that are in social media interactions (Budiman, 2021). Social media marketing is an effort from a company to attract public interest to know and use the products produced from the company by utilizing social media as a means of communication with the community (Asyraf, 2020)

Social Media Engagement

According to Anindyaputri in (Fanani, 2021) social media engagement can be interpreted as something that can increase the ability of a company to communicate with its consumers through social media. Social media engagement is a communication process carried out online to build a relationship with others that creates an interaction (Tri Putra, 2023). Social media engagement is a factor that can determine the success of a marketing action that occurs on social media, engagement itself is an act of interaction between social media users to content produced by a company (GreatNusa, 2023). According to Kawasaki (Kawasaki & Fitzpatrick, 2014) there are five social media indicators of social media engagement, namely like, comment, share, followers.

Brand Awareness

Brand Awareness or can also be called brand awareness is an important role in building a product brand in the eyes of the public, is the process of consumers ignorance of a brand to know and trust the brand (Ramdhan, 2023). Brand awareness can be said to be the level of public or consumer knowledge of a brand and the extent to which the brand can be remembered and known by the public or consumers (Yusianti &; Manafe, 2023). Brand awareness is a sign that can be recognized by the public about the goods or services produced as a form of identification that can distinguish from other brands (Saputri, 2021).

According to Keller explained that there is a brand awareness model the model is the Keller Brand Knowledge Pyramid (K-BKP), there are two routes in the brand awareness pyramid that differ between the building route and the blocks route in the building route show that there is a route that is more elaborate by using emotionally, while in the blocks routeThere

is a route that explains using rationality, these six indicators are also assisted by two different routes to build brand awareness. Indicators of brand awareness arealience, performance, imagery, judgments, feeling, resonance.

Fig 2.　　　Brand Knowledge Pyramid (K-BKP)

Source: Keller's Theory

Hypothesis

The hypothesis, formulated in the form of an associative statement, is a provisional answer to the formulation of the research problem. This transient nature arises because the answers are based on relevant theories, rather than on empirical facts gleaned from data collection. Thus, hypotheses serve as theoretical answers to research problem formulations, not empirical answers (Simamora, 2022). The following is an explanation of the hypothesis:

H0 = There is no influence on public relations strategies on increasing brand awareness through William's Casual Dining restaurant's Instagram social media.

H1 = There is an influence on public relations strategies to increase brand awareness through social media Instagram restaurant William's Casual Dining.

Method

Participant characteristics and research design

This study used quantitative research methods. According to Sugiyono, the research method is an ilmah way to obtain data with a specific purpose where this scientific method is with reasonable research, observed by human reasoning using certain steps that are logical and valid data with accuracy between the actual data and the data collected in the research (Sugiyono, 2019). The definition of associative traits itself is a study to determine the relationship between two or more variables which aims to find an influence of causation from a study between independent variables and dependent variables (Sugiyono, 2019).. In this study, researchers conducted a "Cross-Sectional" study, which is a type of research that collects data at a certain time to a predetermined sample and population of 13.5 thousand social media followers and a sample of 100 respondents.

Sampling procedures

In this study, researchers have determined the population, namely all Instagram social media followers of William's Casual Dining Restaurant which amounts to 13.5 thousand Instagram social media followers. Population is an area that generally consists of an object that has certain criteria used to find a conclusion, population applies not only to people or humans but can also be used to objects or objects (Sugiyono, 2019). This study took samples with criteria as Instagram social media followers of William's Casual Dining restaurant. In sampling this study researchers use the slovin formula to facilitate sampling and shorten the use of time needed to conduct research, in this slovin formula there is a percentage of leeway in research if there is an error or margin of error of 10%. So it can be concluded

that the number of samples used from this study amounted to 100 respondents.

Sample size, power, and precision

The sampling technique used is to use probability sampling techniques where the population has the same chance of being sampled, in this probability sampling technique researchers use a type of simple random sampling, which is a drawing technique that is carried out randomly by doing equality without looking at population members from a level where population members are followers of social media William's Casual Dining restaurant Instagram.

The primary data in this study is by conducting data collection techniques using a closed questionnaire, which is a type of data collection that uses a questionnaire questionnaire with a list of questions where the answers have been determined by researchers with the selection of 1 of 4 predetermined answers (Kurniawan &; Puspitaningtas, 2016). Researchers used a closed questionnaire by sending messages via Direct Mesagger (DM) through the researcher's personal Instagram social media account to followers from Williams Casual Dining restaurant's Instagram social media. Secondary data is data obtained not from the first party, or can be said to be data obtained from organizations or companies (Kurniawan &; Puspitaningtas, 2016). In this study, researchers used secondary data by conducting direct surveys and conducting interviews with one of the staff of the Williams Casual Dining restaurant to obtain research data sources.

Identity of Respondents

This study uses research that disseminates questionnaire data to respondents, so that in filling out the questionnaire the respondents are required to fill in personal identity in the form of gender and age which aims to make it easier for researchers to get the data being studied. This study distributed questionnaires to 100 respondents, therefore it can be grouped gender and also age as follows:

1)　Respondent's Gender

Gender in filling in self-identity is important because it makes it easier for researchers to find out the data filled in by respondents.

Table 1.　　　Respondent's Gender

Respondent's Gender	Number of Respondents	Percentage
Man	33	33%
Woman	67	67%
Sum	100	100%

It can be seen from the table above of respondents who filled out questionnaires that have been distributed through Direct Messager social media Instagram personal researchers, that the majority of respondents are women with a total of 67 respondents who have a percentage of respondents of 67% and for the minority of respondents are men with the number of respondents as many as 33 people who have a percentage of respondents of 33%.

2)　Age of Respondents

The purpose of filling in the age in the identity of respondents is to find out the different ages that fill in the questionnaire data. Based on table 2, it is explained that there is a majority of age filling, namely with respondents who have the age of 18-28 years with a total of 69 respondents who have a percentage of 69%, then the second most age is at the vulnerable age of 28-38 years, which is as many as 21 respondents who have a percentage of 21%, in third place is the age of respondents less than 18 years as many as 8 respondents with a percentage of 8% and the last one is old Age over 38 years as many as 2 respondents with a percentage of 2%.

Table 2.　　　Age of Respondents

Age	Sum	Percentage
< 18 Years	8	8%
18-28 Years	69	69%
28-38 Years	21	21%

> 38 Years	2	2%
Sum	100	100%

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Results and Discussion

Descriptive Analysis Test

Conducted a descriptive analysis test on questionnaire research data that had been filled out by 100 respondents to see an overview of the overall data such as the average value (mean), highest (maximum), lowest (minimum), and standard deviation from 2 independent variables, namely public relations (X1) and social media strategies (X2), and 1 dependent variable, namely brand awareness (Y).

Table 3.   Descriptive Analysis Test

Descriptive Statistics				
N= 100	Minimum	Maximum	Mean	Std. Deviation
Public Relations Strategy (X1)	33	60	51,48	4,270
Social Media (X2)	19	40	31,49	5,821
Brand Awareness (Y)	35	60	50,78	4,469

From table 3 shows that there is an N value in the form of the number of respondents, namely as many as 100 respondents from each variable, namely variables X1, X2, and Y. Based on the results of the descriptive analysis test conducted, we can describe the results of the data obtained by the researcher are:
1) The variable of public relations strategy (X1), from the data above, it can be explained that the minimum value obtained is 33, while it has a maximum value of 60, then the average value obtained is 51.48 with a standard deviation of 4.270.
2) Social media variable (X2), it can be explained that social media has a minimum value of 19, while the maximum value obtained is 40, then the average value of social media is 31.49 with a standard deviation of 5.821.
3) Brand awareness variable (Y), it can be explained that brand awareness has a minimum value of 35, while the maximum value is 60, and the average value of brand awareness is 50.78 with a standard deviation of 4.469.

Classical Assumption Test

This test is carried out to see whether the data being used has a deviation from classical assumptions or not. In this classical assumption test, two tests were used, namely the data normality test and the data multicollinearity test. The results of the two tests, namely data normality and multicollinearity, are as follows

Normality Test

In research, the normality test is useful for testing whether in a regression model has variables that are confounding or residual that have a normal distribution, in the normality test method carried out by researchers, researchers use a nonparametric test method. In this case, researchers use Kolmogorov Smirnov's One Sample method.

Table 4.   Normality Test Results

Asymp. Sig. (2-tailed)	Criterion	Information
0,200	> 0.05	Normal Distributed

Data normality testing has the following criteria:
1.   If the Significant value > 0.05, it can be concluded that the data distributed is normal.

2.   If the significant value < 0.05, it can be concluded that the distributed data is abnormal.

In table 4 it can be seen that the significant value produced by Asymp. Sig in the form of 0.200 is greater than 0.05, therefore it can be concluded that the distributed data is normal because the significant value produced is > 0.05.

Multicollinearity Test

In research, the multicollinearity test aims to test a regression model whether it has a correlation between one variable and another, where a good regression model should not occur a correlation between independent variables, multicollinearity tests can be known by looking at the value of Variance Inflaton Factor (VIF) and tolerance values.

Table 5.   Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Public Relations Strategy	0,796	1,256	No symptoms of multicollinearity occur
Social Media	0,796	1,256	No symptoms of multicollinearity occur

In this test has the following criteria:
1.   If the tolerance value > 0.100 and VIF <10.00, it can be concluded that there are no symptoms of multicollinearity.
2.   If the tolerance value < 0.100 and VIF >10.00, it can be concluded that symptoms of multicollinearity occur.

It can be seen from table 5 that the variables of public relations and social media strategies have the same tolerance and VIF values of 0.796 and 1.256, in accordance with the criteria that if the tolerance value > 0.100 and the VIF value < 10.00 so that it can be concluded that the results of the multicollinearity test do not occur symptoms of multicollinearity.

Test the hypothesis

Hypothesis testing is useful for knowing the proof of hypotheses that have been based on existing research, in this hypothesis test has three tests, namely t test, F test, and coefficient determination test.

Test t (Partial)

This t test or partial test has a purpose to test whether there is an influence between the independent variable and the dependent variable.

Table 6.   Test Results t

Coeffiencents					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16,061	3.715		4,323	0,000
X1	0,488	0,081	0,467	6,056	0,000
X2	0,304	0,059	0,396	5,147	0,000

In the t test, it has its own criteria to find out whether there is an influence or not as follows:
1.   If the significant value < 0.05 and the t-count value > t-table, namely t-count > 1.984, it can be concluded that H1 is accepted and H0 is rejected by the independent variable to affect the dependent variable.
2.   If the significant value > 0.05 and the t-count value > t-table, namely t-count > 1.984, it can be concluded that H0 is accepted and H1 is rejected the independent variable has no effect on the dependent variable.

Based on table 5, public relations (X1) and social media (X2) strategies have a significant value of 0.000, that is, the value is less than 0.05. and the t-count values of X1 and X2 are 6.056 and 5.147 which are values exceeding the t-table value of 1.984, it can be concluded that H0 is rejected and H1 is accepted and the dependent variable affects the dependent variable. That way the hypothesis states that the sub-variables of public relations strategy, social media partially affect brand awareness.

F Test (Simultaneous)

The F test or simultaneous test has a test purpose to test whether all independent variables can have a significant effect on the dependent variable, so that the results of the F test can be seen as follows:

Table 7. F Test Results

ANOVA					
Type	Sum Of Square	Df	Mean Square	F	Sig.
Regression	1071,394	2	535,697	57,369	,000[b]
Residuals	905,766	97	9,338		
Total	1977,160	99			

Test F or simultaneous test has the following criteria:
1. If the significant value < 0.05 and the F-count value > F-table then it can be concluded that H1 is accepted and H0 is rejected.
2. If the significant value > 0.05 and the value of F-count > F-table then it can be concluded that H0 accepted H1 rejected.

Based on table 6 it can be seen that the significant value is 0.000 which is less than 0.05 and the F-calculated value is 57, 369 where the value is more than 3.09 so that the conclusion is that H1 is accepted and H0 is rejected, thus the hypothesis states that the sub-variables of public relations strategies, social media simultaneously affect brand awareness.

Coefficient Determination Test (R²)

Coefficient determination test (R^2) has the aim of knowing how much the ability of the independent variable in explaining the dependent variable, in this study researchers used SPSS version 26 application to test the determination of the coefficient (R^2). So that the results can be seen from the following table, along with an explanation of the results of the coefficient determination test (R^2).

Table 8. Coefficient Determination Test Results (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,736	0,542	0,532	3,056

From table 7 above shows that (R^2). or is an Adjusted R Square has a value of 0.532 or 53.2% indicating that it gets the influence of public relations strategy variables (X1) and social media variables (X2). Where 53.2% of brand awareness variables are explained by independent sub-variables while the remaining 46.8% (100%-53.2%) are influenced by other variables outside of variables that have not been studied by researchers.

The analysis revealed that social media variables have a significant influence on increasing brand awareness of William's Casual Dining restaurant. With a coefficient value of 0.304, this finding shows that any efforts to increase the use of Instagram social media, such as increasing interesting content, increasing interaction with followers, and conducting promotional activities regularly, will contribute to increasing brand awareness among social media users. In today's digital era, social media plays a very important role in building and increasing brand awareness of a product or company. Through Instagram social media, William's Casual Dining restaurant can reach a wider audience, build closer relationships with consumers, and promote its products effectively. Content that is interesting, current, and in accordance with the tastes of the audience can help increase engagement and ultimately increase brand awareness among social media users.

Overall, the results of this analysis confirm that both public relations and social media strategies have a positive and significant influence in increasing brand awareness of William's Casual Dining restaurant. These two variables complement each other and play an important role in efforts to build and strengthen brand awareness among the public or potential consumers. Thus, based on the results of data processing through SPSS and data analysis carried out, it can be concluded that public relations and social media strategies have proven to have a significant influence on increasing brand awareness of William's Casual Dining restaurant. This finding is supported by the results of validity, reliability, multiple linear regression analysis, classical assumption tests, and hypothesis tests carried out comprehensively.

Limitation Of The Study

In the public relations strategy variable, this variable has three main dimensions, namely, publicity, advertising, community relations where these three variables have six indicators, from the publicity dimension there are respondents who answer very agreeably so that it can be said that this publicity dimension is a dimension that has a positive value in accordance with the public relations strategy carried out. In the advertising dimension, respondents who answered the questionnaire were respondents who answered in agreement and strongly agreed, this is in accordance with the success of the public relations strategy by introducing William's Casual Dining restaurant to the public through advertisements, other people's reviews, and also foodvloggers who create content. In the community relations dimension, respondents who answered the questionnaire were respondents who answered in agreement and strongly agreed, in accordance with the public relations strategy carried out that public relations is very important because it can build a positive image of the company so that the company can run well and can build public trust.

This social media variable has two dimensions, namely interaction and useful content, from these two dimensions it has four indicators, in the interaction dimension respondents who answer the questionnaire are respondents who answer in agreement and strongly agree, this is in accordance with the importance of social media to increase brand awareness Where social media is part of the object that can build a company's brand awareness to the wider community. In the dimension of quality content, respondents who answered agreed and strongly agreed, because by sharing the resulting content or uploading photos from a social media attracts the attention of its users so that it helps in increasing brand awareness to other communities.

In the brand awareness variable, there are two dimensions, namely brand recognition and brand recall which have six main indicators, In the brand recognition dimension, the respondents who answered the questionnaire were respondents who answered in agreement and strongly agreed, this shows that people know from the business name, business logo so that it can be said that there is success in the brand awareness that is being built. In the brand recall dimension, respondents who answered affirmatively and overwhelmingly, this fits the definition of brand recall brand recall which is an involvement of consumers to remember a brand.

Conclusions and Recommendations

The results of this study concluded that having positive and significant values and public relations strategies that have been carried out by William's Casual Dining restaurant to increase brand awareness through Instagram social media are quite effective, but there are still respondents who answer disagree or strongly disagree, the reason for the existence of respondents who answer disagree or strongly disagree is because there are respondents who just follow the Instagram social media account of William's Casual Dining restaurant and do not pay attention to more details of the information that has been spread by William's restaurant; s Casual Dining through Instagram social media accounts, this shows that the public relations strategy for increasing brand awareness through Instagram social media that is carried out has just reached public understanding and knowledge.

Suggestions

The obstacles found in this study can be suggested, including in the context of public relations strategies, William's Casual Dining Restaurant in order to maximize content planning for content to be uploaded on Instagram social media so that it can attract visitors later to visit William Dinning's restaurant. Then,

be more responsive to feedback from William's Casual Dining restaurant's Instagram social media followers, this is part of the way to optimize the content on each platform because each social media platform has its own uniqueness and features so that interesting content posted through the Casual Dining restaurant's Instagram can better reach every level of Instagram social media followers. Furthermore, harness the power of influencers to increase brand exposure from William's Casual Dining restaurants, by identifying influencers who fit demographic conditions so that not only for certain circles but by increasing brand awareness through influencer collaborations on Instagram social media will expand reach and influence more effectively..

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