

# The Role Of Instagram As The Way To Establish Brand Awareness Of Elhaus

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**Abstract:** The purpose of this research was to determine the role of Instagram as the way to establish brand awareness of Elhaus. The research method applied in this research was qualitative with descriptive study approach. The data obtained from this research through in-depth interviews and secondary data in form documentation of Elhaus's Instagram account @elhaus. The result of this research shows that Elhaus applies the six characteristics of social media by Sulianta (2015), as following term: transparency, dialogue and communication, networking relations, multi opinion, multi form and online promotion power. The conclusion of this research is that Elhaus has successfully reached the top level of brand awareness that is top of mind through Instagram as their social media platform.

**Index Terms:** Brand Awareness, Instagram, Social Media, Top of Mind

## 1. INTRODUCTION

COMMUNICATIONS plays an important role in human life, where everyone must interact with one another by communicating, in building a connection or relationship. Therefore, every human being certainly needs communication in social life. Communication has a broad definition, including: "Communication is basically a process that explains "who", "says what", "with what channel", "to whom", and "with what results or results". (Who? Says what? Which channel? Whom? With what effect?) [2]. "According to Berelson and Steiner (1964) communication is the process of delivering information, ideas, emotions, expertise and others through the use of symbols, such as words, pictures, numbers, etc." [1]. It can be concluded that communication is a tool for delivering information through symbols, images, numbers through certain channels to audiences and has a specific purpose to get results or consequences of that information. With the rapid development of technology, the birth of new media communications or new media has an influence on aspects of communication. In the introductory book on communication theory, new media is electronic media (usually computer-based technology), such as the Internet, e-mail, and digital cable (West & Turner, 2008). In addition, in a book called Mass Communication Theory, new media is a different set of communication technologies that have a variety of the latest features, which are digitally made and widely available for personal use as a communication tool (McQuails, 2010). So, from the two theories above, it can be concluded that new media is a digital communication tool that has a variety of certain features that become a link between message providers to recipients in the form of social networks or commonly called social media. Social media makes it easier for users to communicate without limits of space and time. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users that facilitate them in their activities and collaborations. Therefore social media can be interpreted as a means of connecting in carrying out communication activities digitally. Whereas according to Boyd (2009), social media as a collection of software that allows individuals and communities to gather, share, communicate, in certain cases collaborate and play with each other. Social media has power in user-generated content (UGC), wherlasse users generate content unlike editors as in mass media institutions [3]. Based on the concept above, it can be concluded that social media can

be a communication tool that can present ways of interacting, sharing, and collaborating with other users with technology that form social bonds virtually without limitations of space and time that are far different from traditional media. Included in Instagram, present as a social media that is currently popular among the public. Instagram is a social network that is able to provide an experience of expressing oneself that is different from other social networks. Through Instagram, users are free to share stories, experiences, things they like or hate, and even their selfies without being limited by distance and time with their followers through photos and images, captions, and comments on photos. Instagram is photo and video sharing application records new numbers in terms of usage. Today, Instagram services used by 500 million users per month. "More than 500 million people now use Instagram every month, and 300 million use this service every day. "The Instagram community has more than doubled over the past two years," Zuckerberg wrote while showing a photo of him holding a board that resembled the shape of an Instagram office (CNN Indonesia, 2016). Meanwhile, Instagram itself has 22 million monthly active users in Indonesia. This number is believed continue to increase. Furthermore, Instagram revealed that 500 million users consisted of 80% of users from outside the United States. It's fast, because in September 2015 Instagram users still on 400 million users. Not only that, Instagram says there are as many as 95 million photos and videos published on the platform every day, with 4.2 billion likes per day. Since Facebook acquired Instagram in 2012 and valued at US \$ 1 billion, Instagram has grown to become one of the most popular social media applications in the world (CNN Indonesia, 2016). Instagram is more used as a personal branding media than to interact with other people, it makes a new phenomenon where the use of Instagram as social networking is no longer used as a medium of communication and sharing visual works, but rather leads to the use of Instagram as an effective media personal branding. Reflecting on this trend, many of the companies are utilizing the use of Instagram as a medium to branding their brands. No exception, a company engaged in fashion, one of which is Elhaus. In the competition of local fashion (clothing) products in Indonesia there is one fashion product that uses marketing strategies through social media in particular, which is Instagram, is Elhaus. The large number of Instagram users, who are considered to be very effective in disseminating information, supports the use of Instagram as a social media. So it is

very important for Elhaus to create a good and effective Instagram social media strategy. Elhaus came from Indonesia, which started its business in 2008 by young teenager named Revin Navaro Pieter and Eduardus Adityo who also served as the Art Director of Elhaus. Elhaus's name was successfully known by the people in Indonesia, especially in the scope of young people. Where young people become the sales target of the Elhaus product. "The target market for Elhaus is creative young people whose work does not have to wear formal clothes," said Revin [4]. The rise of social media that is widely used by young people makes Elhaus realize that a good promotion strategy is needed on social media. In 2010 Elhaus started his social media strategy, one of which was using Instagram, but a more effective social media strategy began in 2014. So, this study will discuss Instagram social media strategies from Elhaus in 2014 to 2017. Elhaus itself has been covered several times by local and international online media such as Highsnobiety, Hypebeast, Freemagz, Neighborlist, Seconds, Togetherwhatever, SWA and Blackxperience. One of them is the Freemagz online magazine, which covers Elhaus as one of the top denim brands from Indonesia in 2013 and 2017. Starting from 2010 until now, this brand is one that is consistent amid other local denim brands that come and go. Since the beginning of decorating the archipelago's denim domain, Elhaus also immediately took attention with amazing details. Like their decision to use handmade leather patches and leather raised belt loops [5]. Elhaus becomes topic of conversation among young people today because it appears with unique details and different from the others. This brand based in Jakarta, it began to be established since early 2010 and until now it has become one of the local brands that discussed in Jakarta [6]. Elhaus is a denim label that describes a combination of love for denim and craftsmanship. Featuring, perfect detail and denim that has a soul to possess. Amid the onslaught of Japanese denim, Elhaus became a questionable local brand. The dynamic touch of the product gives a special characteristic as a denim brand from Indonesia that don't have to copy from other countries [7]. In addition, Elhaus is also in category of eight of the best jeans brands from Indonesia. 'This brand fronted by Eduardus Adityo and Raven Navaro is a brand that has enough attention to details. This brand is one of the most unique approaches. This brand sometimes makes something fresh, for example different details. Even though it is rarely seen, there are small details that differ from the others. "Said Direz (Detik, 2012). It can be concluded based on the above quotations, that Elhaus became one of the best local denim brands in Indonesia, especially among young people. Therefore, the author makes Elhaus as one of the speakers in this study. The research focuses on examining how role of Instagram in Elhaus's brand awareness efforts. Research question: (1) What is the role of Instagram in Elhaus's brand awareness efforts?; (2) What are obstacles in establishing brand awareness through Instagram social media?: and (3) How is the solution to overcome these obstacles? Research purposes: (1) To find out role of instagram in the effort to establish Elhaus's brand awareness; (2) To find out the obstacles obtained by Elhaus in forming brand awareness on Instagram; and (3) To find out the solutions made by Elhaus

in overcoming barriers to forming brand awareness on Instagram.

## 2. RESEARCH METHOD

The study entitled the role of instagram as the way to establish brand awareness of Elhaus used a descriptive type of research, which explained in the form of words or narratives about the role of instagram as the way to establish brand awareness of Elhaus. The research method used in the research is a case study research method. The data collection technique carried out in this research is to obtain semi-structured interviews and documentation. The data analysis technique used in this qualitative research is as stated by Miles and Huberman (1984), activities in qualitative data analysis are carried out interactively and take place continuously until complete, so the data is saturated [8]. Activities in data analysis of this study are data reduction, data presentation, conclusion and verification. The validity technique used is source triangulation.

## 3. RESULTS AND DISCUSSIONS

According to Edo, Elhaus is at the top of mind stage. Elhaus's own Instagram also has quite a lot of followers and the audience's interest in the content shared by Elhaus is quite high. Sherdy also stated that Elhaus continues to be active in presenting the latest content they have to maintain this top of mind stage. Based on the results of interviews conducted by researchers, Instagram played an important role in the effort to establish Elhaus's brand awareness. Instagram acts as a digital tool for Elhaus to provide content in the form of photos and videos. Elhaus is always consistent in providing identity representing their target, namely young people. The concept of photos and videos provided by Elhaus is the main attraction for the audience by showing the identity of Japanese style. In this study, it can be seen that Elhaus has reached the highest stage of brand awareness, which is top of mind.

## 4 CONCLUSION

This Instagram role in the formation of Elhaus's brand awareness itself is considered to have reached the highest level of brand awareness, namely top of mind. These results are obtained from the answers of supporting informants who had been interviewed and they mentioned Elhaus's brand name as the main choice of the many local fashion brands that could also be said to be competitive. Based on the results of the interview stated that Elhaus is known as a local fashion brand that has very good quality with friendly prices offered. Most importantly, the Elhaus brand has its own identity, Japanese style so it can attract consumers. One of the ways used by Elhaus to establish brand awareness is to actively communicate and interact with followers and customers on Instagram. Every day Elhaus distributes content in the form of photos and videos on Instagram regularly. Multi form is applied by Elhaus by utilizing features available on Instagram to present contents to followers and customers, namely Instagram feeds, Instagram stories and Instagram live. Based on the results of the interview, the obstacle experienced by Elhaus in trying to establish brand awareness is Instagram algorithm that changes. The solution made by Elhaus to deal with these obstacles is by using a timekeeper. The timekeeper is

an insight feature on Instagram that can be used to see the number of interactions, impressions, discovery, and reach on Instagram.

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