

Analysis of the Influence of Social Media on Brand Awareness of MSMEs in Garut Regency

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Abstract– The rapid development of social media has an impact on brand awareness among the community in MSMEs in Garut Regency. Social media can play an important role and provide benefits to the development of consumer awareness in people's consumer behavior. The purpose of this study is to identify social media analysis that can influence brand awareness of MSMEs in Garut. The research method of quantitative descriptive study, by analyzing the influence of social media on brand awareness of MSMEs in Garut, data collection techniques carried out through observation and questionnaires, data analysis techniques using validity tests, reliability and multiple linear regression. The results of the data analysis that have been carried out using analysis of the influence of social media on brand awareness in MSMEs in Garut Regency shows the importance of using social media platforms in building brand awareness, which can lead to increased sales and consumer loyalty. This active involvement is important for UMKM in Garut to be able to compete with larger and better-known products in the market. The results of the data analysis are interpreted that social media has an important role in supporting its influence on consumer awareness.

Keywords: Influence of social media, brand awareness, UMKM in Garut Regency.

I. INTRODUCTION

Analysis of the influence of social media on business brand awareness shows that social media serves as a significant force in building brand awareness among consumers. The realization of marketing activities carried out through social media can increase brand awareness in a more effective way compared to traditional methods [1]. Social media allows for more direct and personal interaction between brands and consumers, which contributes to strengthening consumer memory of the brand [2]. [3].

Realization in marketing activities according to [1] illustrates that social media can increase brand awareness and brand image, which in turn influences brand loyalty. According [4] noted that in the digital age, young consumers trust brand information coming from social media more than from traditional channels such as television or print advertising. With more content being shared by users on social media, brands can leverage this to increase brand visibility and awareness through more organic and affordable methods.

Social media marketing not only builds brand awareness but can also increase overall brand equity. [3]. Marketing conducted through social media allows companies to communicate with customers in a more immersive way, which strengthens brand image and trust [4], [5]. The influence of social media activities by [6] that can provide celebrity endorsements in building brand awareness among consumers shows that these elements can accelerate the process of achieving brand awareness.

Based on [5], it is shown that active interaction on social media results in strengthening brand trust and brand love, which are important elements in building a positive brand image. the efficacy of digital marketing strategies across various MSME sectors, but do not examine adaptations needed for the specific challenges faced by MSMEs in rural Indonesian settings. In addition, the results of other studies show that consumer engagement through social media activities can significantly increase brand awareness [7]. Consumers who are involved in social media are usually more easily remembered



by brands, leading to increased customer preference and loyalty [8] .

Based on the overall analysis, it is clear that social media is not only an effective marketing tool, but also a strategic platform for building and strengthening brand awareness across various market segments. By using the right approach, companies can harness the power of social media to create a lasting impression on their consumers, which can ultimately improve overall business performance.

Table 1. MSMEs in Garut Regency Based on Scale

S scale of business	%
Big	86
Intermediate	11
Small	1
Micro	2

Source : [9]

The data presented above indicates that most Micro, Small and Medium Enterprises (MSMEs) in Garut Regency are in the micro business category. This is shown by a very significant percentage, reaching 86%. This figure reflects the dominance of micro-enterprises in the MSME structure in the region.

With such a large proportion, it can be concluded that the majority of MSMEs in Garut Regency still have low business valuations and limited operational capacity. This indicates that they generally do not have adequate resources, both in terms of capital, technology, and market reach, so that their business classification remains on a micro scale. This indicates that MSMEs in Garut Regency have difficulty developing their businesses, research on all aspects that hinder the development of MSMEs in Garut Regency needs to be studied, this study will discuss brand awareness influenced by social media.

II. LITERATURE REVIEW

2.1 Social Media

In the context of understanding social media, several definitions involving various perspectives emerge from the relevant literature. Social media

includes communication platforms that often have blurred boundaries, encompassing broader social technology than just a place to socialize [10] . Basically, social media has evolved from just a communication platform to share information among groups with similar interests, to a tool for collecting and disseminating content generated by users [11] . The view on the influence of social media, explains how social media is used as a strategic channel to frame narratives, both in support and rejection of certain viewpoints, creating complex cultural impacts [12] . In addition, the application of the personal social media ecosystem framework can help understand the impact of social media on public health, especially among adolescents [13] .

The indicators that can be used to ignite social media include aspects of content diversity, user interactivity, influence on social behavior, and psychological impact. Content diversity can be seen from the variety of types of information shared, while user interactivity includes how often users engage in discussions or share content [10] . The influence on social behavior includes how social media can shape norms and values in a community, and psychological impact refers to the effects on users' mental health, including phenomena such as Fear of Missing Out (FOMO) [14] . The availability of a systematic framework for analyzing these interactions is essential to improving our understanding of how social media functions in everyday life [15] .

2.2 Brand Awareness

Brand awareness is a key concept in marketing that indicates the degree to which consumers are familiar with a brand and can recognize or recall its products. Based on recent literature, brand awareness can be defined as the strength of a brand's representation in consumers' memory, which includes brand recognition and brand recall. Awareness exists on a spectrum, ranging from mere recognition of a brand's name or logo to the ability to recall its qualities and differentiate it from competitors [16] . Furthermore, brand awareness is critical in influencing consumer behavior; higher brand awareness typically leads to stronger customer loyalty and increased purchase intentions, as consumers are more likely to choose brands they recognize [17] .

In an effort to measure brand awareness effectively, researchers have identified several key

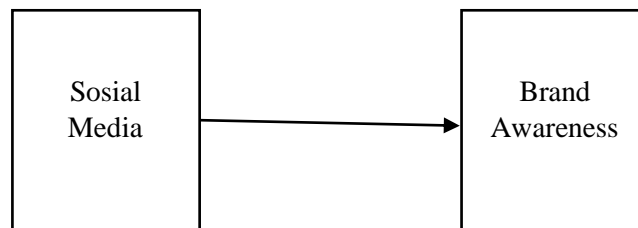


indicators. Commonly cited indicators include (1) Brand Recognition, which is the ability of consumers to identify a brand when they see it; (2) Brand Recall, which is the extent to which a brand can be recalled when triggered by a product category or experience; (3) Top of Mind, which is the brand that first comes to mind when consumers think of a particular product category; and (4) Brand Association, which is the connection consumers make with a brand, often influenced by marketing activities and personal experiences [18]. Collectively, these indicators provide a comprehensive framework for measuring and understanding the dynamics of brand awareness in consumer markets.

In the context of social media's influence on brand awareness, there are a number of studies that provide valuable insights, but also show significant gaps in the literature. Some studies, such as that conducted by [3], reveal the importance of social media marketing in building brand equity, but have not provided a comprehensive view of how different social media platforms influence brand awareness across different market segments. In addition, other researchers have examined the influence of social media marketing activities on brand loyalty through brand awareness, and these studies emphasize mediating variables, although perhaps under-exploring specific communication channels that may influence brand awareness [1]. This suggests that while there is a growing understanding of the relationship between social media and brand awareness, researchers have yet to fully explore how contextual factors and mediating variables play a role in shaping brand awareness across different generational segments.

Furthermore, there is a need for more focused research on the practical application of the findings of this theory in specific industry contexts. The positive relationship between social media and brand awareness, the specific elements that increase consumer engagement in a given context are still poorly understood [19]. The influence of content quality and brand interactivity, however, this research also does not fully identify specific factors for different industry sectors [20]. For example, there is little attention to how different social media approaches function effectively between industries such as cosmetics compared to food and beverages. Therefore, the creation of a research framework that assesses the

impact of various social media elements in specific industry sectors on brand awareness would make an important contribution to the academic and practical environment.



III. RESEARCH METHODS

The research method used is quantitative with a quantitative descriptive research design, researchers focus on collecting and analyzing numerical data to describe certain conditions or phenomena. This method is used to explain existing phenomena, with the aim of providing a clear and detailed picture of the situation being studied, without manipulating the variables being analyzed [21], [22]. The quantitative descriptive method is its ability to provide a clear understanding of the influence or relationship between the variables being studied. For example, research by Renata et al. examines the influence of teacher feedback on students' writing skills, using a quantitative approach to analyze numerical data obtained from respondents [23].

Descriptive research methods aim to explain the current situation in a particular context. A quantitative approach is used to provide a systematic and structured analysis of the data obtained, allowing researchers to describe the characteristics of the population or phenomenon being studied [24]. The data collection technique used is a questionnaire to collect the necessary data [25].

Thus, quantitative descriptive research not only helps in presenting information, but also in making decisions based on relevant data. Quantitative descriptive research methods are effective tools in various research fields, because they can provide a comprehensive and in-depth picture of the phenomena that occur using a systematic and data-based approach.

IV. RESULT AND DISCUSSION

The results of the research that has been carried out in analyzing the influence of social media on brand awareness in MSMEs in Garut Regency can be

identified and interpreted from the results of data analysis according to the method used. Data analysis used in the study through validity, reliability and multiple linear regression tests. The results of the validity analysis identified that out of 18 questionnaires distributed to respondents, after the validity analysis test, 1 question was invalid because its significance value exceeded the Cronbach's Alpha value determined by the researcher.

Based on the data analysis, it was also identified that in identifying the reliability of the scale of the data produced, the reliability analysis test was then analyzed, the results of which can be interpreted as follows:

Table 1. Reliability Test Analysis
Reliability Statistics

Cronbach's Alpha	N of Items
.716	17

Source: Results of processing SPSS IBM 27, 2024

Based on the results of data analysis in table 1, the reliability test with a Cronbach's Alpha value of 0.716 from 17 questionnaire items. The resulting value can be said to be reliable if it is more than 0.70, so the value is reliable.

Table 2. Model Summary
Model Summary

Model	R	Adjusted R	Std. Error of the Estimate
1	R Square	Square	
1	.517 ^a	.267	.241
			2.27374

a. Predictors: (Constant), X

Source: Results of processing SPSS IBM 27, 2024

The results of data analysis through the summary model identified the R square value with a value of 0.267 with a standard error of 2.27374. Furthermore, the results of the summary model analysis can be analyzed through the ANOVA analysis test in seeing the differences in group averages which can be interpreted as follows:

Table 3. ANNOVA
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regressi on	52,710	1	52,710	10.195	.003 ^b
	Residual	144,757	28	5.170		
	Total	197,467	29			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source: Results of processing SPSS IBM 27, 2024

Based on the results of the analysis of the ANOVA test data, it was identified that the mean square value was 5,170. This test helps determine whether the average difference between groups is statistically significant, or whether the difference is only caused by random variation. Analysis with the ANOVA test is used to test whether there are real and meaningful differences between the means of several groups.

Table 4. Coefficients

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Beta		
1 (Constant)	20,741		4.179	.000
X	.442	.517	3.193	.003

a. Dependent Variable: Y

Source: Results of processing SPSS IBM 27, 2024

The results of the coefficient test data analysis are used to measure how much influence the independent variable (predictor) has on the dependent variable (response) in the regression model. Table 4 above shows that it has a significant effect with a value of 0.003, so that social media has an effect on brand awareness.

Analysis of the influence of social media on brand awareness in MSMEs in Garut Regency shows the importance of using social media platforms in building brand awareness, which can lead to increased sales and consumer loyalty. In this context, it allows MSMEs to utilize social media as a powerful marketing tool with a relatively low budget, which is

very important considering the limited resources of many MSMEs in the area [26] [27] .

Social media serves to increase brand awareness in a more affordable and efficient way . Devereux et al. found that small businesses that are able to optimize consumer engagement on social media such as Facebook can generate more 'likes' and comments, which contribute to increased brand awareness [26] . Similar findings also indicate that the use of social media can encourage stakeholder engagement and impact brand perception and brand awareness [28] .

This active involvement is important for UMKM in Garut to be able to compete with larger and better-known products in the market. Leveraging their audience to increase brand visibility and appeal, which triggers buying interest among a wider range of consumers [29] . The use of influencers, when combined with an impactful content strategy, can produce a greater effect compared to traditional methods.

A strategic approach to using social media, choosing the right platform, active consumer engagement, and collaboration with influencers are important elements that MSMEs in Garut need to pay attention to in order to build effective brand awareness. Integrating these elements will help them not only survive but also grow in an increasingly competitive market.

V. CONCLUSION

Based on the results of the research that has been carried out, it can be analyzed that social media plays a significant role and influences brand awareness for MSMEs in Garut Regency, where consumers are aware of filtering brands from each MSME in Garut Regency. The results of the data analysis are interpreted that social media has an important role in supporting its influence on consumer awareness. The importance of using social media platforms in building brand awareness, which can lead to increased sales and consumer loyalty.

This research is expected to provide an important role in identifying the influence of social media on brand awareness for MSMEs in Garut district. The suggestions that are expected can provide opportunities and potential for further researchers in analyzing more deeply the influence of social media on brand awareness in MSMEs in Garut Regency.

VI. REFERENCE

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