Online Promotion Strategy in Increasing Brand Awareness of Bintang Baby Newborn through Instagram Account in 2022-2023

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Abstract

Modernisation is bringing about significant changes in the way individuals communicate and interact. Social media platforms provide a strategic platform for companies to communicate and conduct online promotional activities, one of which is Instagram. In an effort to introduce their brand to the wider community, many companies mainly conduct their promotional activities on Instagram social media. For example, Bintang Baby Newborn, a photo studio company in Yogyakarta, uses Instagram as a promotional venue to increase brand awareness. The purpose of this research is to find out the online promotion strategy that Bintang Baby Newborn has implemented through its Instagram to increase brand awareness in 2022-2023. This research method is descriptive qualitative. The theory used in this research is the theory of promotion mix and brand awareness. The data obtained in this research is through interviews and documentation. The findings of this study show that the online promotion strategy used by Bintang Baby Newborn to increase brand awareness through its Instagram in 2022-2023 is sales promotion, which is an element of promotion mix. The strategy takes the form of offering affordable prices such as savings packages and seasonal promotions by utilizing Instagram features to increase brand awareness such as feeds, reels, stories and highlights. E-WOM indicates the engagement rate of Bintang Baby Newborn (2.73%), which refers to the level of brand awareness in brand recognition. Thus, the online promotion strategy implemented by Bintang Baby Newborn to increase brand awareness on their Instagram social media in 2022 - 2023 has a positive impact on the level of brand awareness.

Keywords: Promotion, Instagram, E-WOM, Brand awareness

Introduction

Along with modernisation, the way of communicating and interacting is transforming for individuals, organizations and businesses alike. The internet and social media have become two important elements that play a crucial role in expanding the reach of information and creating wider business opportunities. Social media platforms provide a strategic platform for companies to communicate and conduct online promotional activities. One of the increasingly popular social media platforms in relation to online promotion is Instagram.

Instagram, as a rapidly growing photo and video sharing platform, has a large number of users and continues to grow from year to year (Alhabash & Ma, 2017). Instagram, as one of the social media platforms that dominate the digital market share, has become a major force in the realm of online promotion. With more than one billion monthly active users by 2021 (Statista, 2023). According to data from Hootsuite social media management platform in January 2020, the number of Instagram users in Indonesia reached 63 million or 78% of the total number of Indonesian citizens (Shahputra & Muktaf, 2023). Instagram is a free application for sharing photos and videos that can be accessed through iPhone, Android, and website devices. On this platform, users are given the opportunity to upload photos or videos into a digital space, with the option to share the content with followers or in friend groups. In addition, users also have the facility to view, comment, and like posts shared by their peers on Instagram (Meta, 2023b). As an application or platform, of course, Instagram social media has features that distinguish it from other applications. Instagram features consist of Profile, sharing photos and videos, live, reels, stories, messenger, explore, shopping threads (Meta, 2023a). In an effort to reach modern consumers who are increasingly online and digitally connected, many companies have switched and shifted most of their promotional efforts to this platform.

In an effort to introduce their brand to the wider community by reaching modern consumers who are increasingly online and digitally connected, many companies are mostly doing their promotional efforts on social media. This makes businesspeople have to do various things so that the business they run can survive in the midst of existing competition. Promotional strategies carried out through social media are very important for companies in running their business for

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business growth through increasing brand awareness. Like Bintang Baby Newborn, which is a photo studio business in Yogyakarta that uses Instagram as a place of promotion to increase brand awareness. Bintang Baby Newborn offers services in the field of photography that takes pictures of babies. This photo studio was formed with the aim of becoming a place for parents who want to capture their baby's moment in the form of photos through shooting sessions with professional photographers without having to worry about their babies during the shooting process.

Promotion is not one single element, but rather a combination of several elements. Ideally, within the marketing mix concept, a company would maximize these promotional elements to engage customers and build clear, consistent, and compelling messages about an organization and its products (Kotler & Armstrong, 2018). According to Hurriyati (in Goh & Julitawaty, 2019), promotion is a form of marketing communication that seeks to disseminate information, influence or persuade, remind the target market of the company and its products to be willing to buy and be loyal to the products offered by the company and the main objectives of promotion are to inform, persuade and influence and remind consumers about the company and its products and provide customer satisfaction. In carrying out promotions, of course, there is a promotion mix to support promotional activities.

The promotion mix according to Kotler & Armstrong (2018) is a specific blend of advertising, sales promotion, personal selling, and public relations, and public relations that companies use to persuasively communicate customer value and build customer relationships. The strategic combination of these variables can optimize to achieve sales goals.

Advertising according to Kotler & Armstrong(2018), is a persuasive message conveyed by a company to the public through mass media to inform, persuade, and also remind the public of the products it sells. Advertising can include all activities involved including the presentation of messages that are not only aimed at a particular person. According to Fandy Tjiptono (in Martowinangun et al., 2019), advertising is a form of indirect communication based on information about the advantages or benefits of a product that is made as attractive as possible so as to create a sense of fun which later changes someone's mind to make a purchase. Advertising can be delivered through one or more media such as bottom line media and top line media in a visual or voiced form.

Sales promotion according to Kotler & Armstrong (2018), is an effort from the company to attract consumer attention to the products being sold with various short-term incentives so that purchases on the product increase. According to Tjiptono (in Martowinangun et al., 2019), it is a direct persuasive form through the use of various intensives that can be arranged to stimulate immediate product purchases and increase the number of items purchased by customers.

Personal selling according to Kotler & Armstrong (2018), is the interpersonal part of the promotion mix, where the sales team interacts with customers and potential customers to build relationships and make sales. With personal selling, entrepreneurs can find out and observe the needs or desires of their potential customers so that they can build preferences and beliefs. According to Tjiptono (in Martowinangun et al., 2019), personal selling is direct communication between sellers and potential customers to introduce their products to potential customers and form customer understanding of a product so that they will try to buy it.

Public relations according to Kotler & Armstrong (2018), is an effort to build good relations with various layers of society to obtain the desired publicity, build a good corporate image, and deal with or deal with rumors, news, and unpleasant events. According to Tjiptono (in Martowinangun et al., 2019), public relations is a comprehensive communication effort from a company to influence the perceptions, responses, beliefs and attitudes of various groups towards the company.

Direct marketing according to Kotler & Armstrong (2018), direct marketing is a direct relationship with individual consumers who are carefully targeted to get a quick response and build direct customer relationships. According to Tjiptono (in Martowinangun et al., 2019), direct marketing is a direct marketing system that uses various communication media in increasing direct responses that are specific and measurable. This form of direct marketing is in the form of catalogs, telephone marketing, mobile marketing and others.

Promotion is very important for companies to improve their business to be more widely known by many people or increase brand awareness among consumers. to increase brand awareness among consumers. Brand awareness refers to a consumer or potential consumer knowing or remembering a brand, product, or service. Brand awareness is a very durable and sustainable asset. A product that has been chosen by consumers so that consumers have dominant knowledge about the product so that it is very difficult to replace with other products (Aaker, 2010).

Brand awareness according to Firmansyah (in Salam & Sukiman, 2021), is the ability of potential buyers or consumers to recognise or remember a brand. Brand awareness is the ability of a consumer so that he can associate it with a certain product category because of this, a consumer can have brand awareness of a brand automatically so that he can describe the elements of a brand without help (Cahyani & Endang, 2022).

Brand awareness can be created through e-WOM which in the context of social media, e-WOM refers to online conversations and recommendations about brands, products, or services that have a significant impact on brand awareness. Henning-Thurau et. al. explain e-WOM or Electronic Word of Mouth as a negative or positive statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via the internet media (Reza Jalilvand & Samiei, 2012). In general, e-WOM communication is the development of WOM which is influenced by the internet (Ardana & Rastini, 2018). On the other hand, e-WOM can affect the extent to which consumers are aware of a brand. When consumers are more aware of brands, they are more likely to engage in discussions

and share experiences with others. The application of e-WOM has a positive impact on today's modern businesses to attract and retain consumers (Sa'ait et al., 2016).

This e-WOM activity causes an increase in the potential for brand perception in consumers who are more effective to a brand with consumer interaction or involvement through social media. This can be known through the engagement rate of content posts uploaded through the media used by businesses. Instagram engagement is a fundamental metric used in social media promotion to measure content performance on the Instagram social media platform (Ramadhan et al., 2023).

Engagement rate shows an indication of the ongoing e-WOM carried out by business account owners with their followers from each uploaded post. Engagement rate is used as a measure of performance on content on social media platforms, especially Instagram (Yudha Amriel & Ariescy, 2022). The involvement of followers in content posts from Instagram can be known through the engagement rate by post. Engagement rate by post is a measure of follower engagement on certain posts. The following is the most common formula you need to calculate the engagement rate on social media:

Engagement Rate Formulas

- **ER post = Total engagements on a post / Total followers *100**
- **Average Er by post = Total ER by post / Total post**

(Source : Sehl, K., & Tien, S. 2023. *Engagement Rate Calculator + Guide for 2023*)

Social media marketing experts largely agree that good engagement is between 1% and 5%, but the more followers you have, the harder it is to achieve. Hootsuite's own social media team reported that the average Instagram engagement rate was 4.59% in 2022 with 177 thousand followers (Sehl & Tien, 2023). By looking at the engagement rate of a brand, we can find out whether the brand is well known or not. According to Aaker (in Wardhana & Adithya, 2022), brand awareness has levels from the lowest to the highest, namely unaware of brand, brand recognition, brand recall, top-of-mind awareness.

Unaware of a brand is the lowest level of the brand awareness pyramid where consumers are unaware of the brand's existence. At this stage, customers may wonder or be unsure if they recognise the brand mentioned.

Brand recognition is a higher level than unaware of a brand where consumers know and recognise the existence of a particular brand. This level will determine whether consumers will choose to buy the product brand or not.

Brand recall is a higher level than brand recognition where at this level consumers not only know about the existence of a brand but consumers will still recognise and remember the brand spontaneously without using the help of a reminder.

Top-of-mind is a higher level than brand recall where a brand has become the first choice or it can be said that the brand is the main brand that first appears in the minds of consumers compared to various other brands in the minds of consumers.

Instagram, with its various features, is the main choice for developing businesses by conducting various promotional strategies. Bintang Baby Newborn realizes the competition to develop its business. Unlike other photo studios that generally offer photo services such as graduation, wedding, and self photos, Bintang Baby Newborn focuses on baby newborn photo services. Baby newborn photography services are still relatively new and few, especially in the north Berbah area, Yogyakarta. In addition to wanting to capture precious moments such as couples who want to capture the moment during their wedding, many couples want to capture the moment of their newborn baby through photos. To realize this desire, couples sometimes find it difficult to get the baby photos they want. This makes Bintang Baby Newborn stand out among the public. This photo studio was originally only a photography service in 2000, then the establishment of a photo studio in 2015 with a more professional place, equipment, and team. The instagram account @bintang.babynewborn was created and started to be active in 2019 which when it was first created had only dozens of followers so that currently it has 11.4K followers. By utilizing Instagram as a promotional media, Bintang Baby Newborn has succeeded in introducing their brand by attracting attention and being able to compete with other similar businesses.

The special characteristics of Bintang Baby Newborn that make it stand out are displayed through its Instagram account which always prioritizes the use of masks, hair protectors, gloves, and medical gowns as a representation of hygiene. In addition, the interesting uniqueness displayed is that there is a milk break session at the baby photo shoot, which is the time given for the baby to take a short break by giving milk. With the priority of hygienists that is considered, this milk break session makes customers not worry about their babies and trust Bintang Baby Newborn for the comfort and safety of their babies. Customers will also get satisfactory photo results when the baby is calm and in a good mood. Bintang Baby Newborn has complete costumes and props that support each photo theme. The content uploaded by Bintang Baby Newborn's Instagram account is also enlivened by photo shoot sessions using traditional clothes and certain ethnic clothes. Bintang Baby Newborn. Bintang Baby Newborn overall service is designed to fulfill customers' desires and ensure a satisfying baby photo experience. This strengthens the reason for researchers to take Bintang Baby Newborn as a research object. The research period taken is during 2022-2023 because during this period, the Bintang Baby Newborn account is more active in posting activities and the content displayed is more following the trend.

This research will examine more deeply the promotional strategies used by Bintang Baby Newborn through its Instagram account in increasing brand awareness in 2022-2023. This is researched because to find out what strategies they use and whether the strategies they use are effective in increasing brand awareness.

Literature Review

Literature review contains a description of the theories, findings and other research materials obtained from reference materials to serve as the basis for research activities (Trijayanti et al., 2022). The previous research that became literature review in this study:

The first previous research conducted by Nugroho & Azzahra (2022) with the title "Utilisation of Instagram as a Promotional Media for Bro.do Business Social Commerce" in their research explains how the Brodo brand uses the characteristics of publications available on Instagram to maximize the effectiveness of its promotions. The information and objectives that Brodo wants to convey are organized by prioritizing communicating its vision as a high-quality local brand. The real evidence is reflected through the implementation of the six publication elements used by Brodo, namely active, content, packaging, branding, positioning, and impact, as well as the concept of Instagram which involves aspects such as likes, follows, comments, and mentions.

The second previous research conducted by Mahdyatiara (2020) with the title "Cleveland Cyclewerks Promotion Strategy Through Instagram Social Media in Increasing Brand Awareness and Sales During the Covid-19 Pandemic" in his research explained that promotional strategies in the form of: 1) Advertising programme; 2) Promotion by prioritizing sales carried out personally (Personal Selling); 3) Promotions that are carried out prioritize aspects of adding intensity to the value of the product (Additional Value of Product); and 4) Promotion by increasing publicity, successfully placing the Cleveland CycleWerks brand up to stage two of the pyramid, namely the brand recognition stage.

The third previous research conducted by Tampubolon et al. (2016) with the title "Coffee Shop Promotion Strategy Through Instagram Social Media (Descriptive Study on @crematology Account)" in his research explains that the Crematology Coffee Roaster brand seeks to increase its brand awareness through 7 strategies, including 1) Target Marketing, by directly targeting specifically what kind of consumers are being targeted; 2) Message Tailoring, designing messages specifically tailored to the needs and preferences of the target; 3) Interactive Capabilities, enabling high engagement from customers who are generally already interested in the products they visit on the website; 4) Information Access, allowing site visitors to quickly obtain relevant product and purchase information when consumers have visited a particular site including real-time updates; 5) Sales Potential, increasing sales by responding to consumers quickly and responsively; 6) Creativity, unique and attractive profile design; 7) Market Potential, market potential to increase sales to consumers who are active in using social media.

In contrast to previous studies that still focus on brands that sell products, this research was conducted by taking a focus on brands that sell services to be able to find out the online promotion strategies implemented to increase brand awareness.

Method

In this study, a qualitative approach was used. Qualitative research aims to explain phenomena in the deepest possible way through the collection of the deepest possible data (Kriyantono, 2006). The qualitative approach seeks to explore the object more deeply so as to produce descriptive data that can describe the problem under study. The object of research in this study is the social media Instagram @bintang.babynewborn.

In this study, the data collection techniques used to obtain data are through interviews with informants and documentation. Through interviews, researchers gain insight and information directly from informants. Documentation is a data collection method used to obtain data and information in the form of books, archives, documents, written figures and images in the form of reports and information that can support research (Sugiyono, 2013). This research obtained documents in the form of Instagram content @bintang.babynewborn which can be seen and given directly by Bintang Baby Newborn.

The informant selection technique used in this research is purposive sampling technique. The purposive sampling technique is an informant selection technique through sample withdrawal by determining the group of participants who become informants according to selected criteria that are relevant to the object of research (Lenaini, 2021).

Data analysis is used to systematically search and compile data obtained through interviews and documentation. The data analysis technique used is the Miles and Huberman model. According to Miles and Huberman, there are 3 stages in conducting data analysis, namely data reduction, data presentation, and conclusion drawing (Sugiyono, 2013). In the data reduction stage, researchers summarize, select and focus on important aspects related to the research topic in order to provide a clearer picture and facilitate the next data collection process. In the data presentation stage, after the data has been reduced, the researcher processes and presents the interview data and the data from the documentation of the

@bintang.babynewborn Instagram content using the analytical knife, namely the theoretical framework with the main theory of promotion mix and brand awareness. The final step in the conclusion drawing stage, the researcher answers the formulation of the problem formulated from the start, but maybe not, because as has been stated that the problems and problem formulations in qualitative research are still temporary and will develop after the research is in the field. Qualitative research produces new findings in the form of a description or description of an object that was previously unclear so that it becomes clearer (Sugiyono, 2013).

The data triangulation technique is carried out to check the validity of data that utilize something else, outside the data for the purposes of checking or comparing the data The triangulation technique used in this research is source triangulation. Patton (in Moleong, 2018), explains source triangulation as a checking technique by comparing and cross-checking the degree of trustworthiness of information obtained through different times and tools in qualitative research. In achieving data validity, researchers will compare interview data with documentation data.

This research is based on the concept of promotion mix, especially in the context of sales promotion. The promotional mix includes various marketing communication elements that companies use to influence consumer perceptions and behavior. Sales promotion, as one of the important components of the promotional mix, offers direct incentives to consumers or trade parties to encourage specific purchases or actions.

Result and Discussion

This research provides an in-depth description of the online promotion strategy used by Bintang Baby Newborn through its Instagram account in increasing brand awareness in 2022-2023. In this section, the researcher will present the results of the analysis of the interview results which were analyzed using an analytical knife with the main theories of promotion mix and brand awareness.

Promotion Strategy of Bintang Baby Newborn through Instagram

Promotion according to Kotler & Armstrong (2018) is all kinds of ways that companies do to share information on product advantages and persuade consumers to choose these products. Promotion is not a single element, but a combination of several elements. Promotion mix is a broader and more comprehensive concept. The promotion mix includes all activities carried out by the company to promote its products. The promotion mix according to Kotler & Armstrong (2018) a specific blend of advertising, sales promotion, personal selling, and public relations, and public relations. Through interviews, this study found that Bintang Baby Newborn online promotion strategy through its Instagram account uses one of the five elements of the promotion mix to attract consumer attention, namely sales promotion.

Sales Promotion

Sales promotion is an important element in the promotional mix, as explained by Kotler & Armstrong (2018), is an effort from the company to attract consumer attention to the products being sold with various short-term incentives so that purchases of products increase. Sales promotion in general, can be defined as a series of promotional activities carried out to increase sales directly and immediately. The main objectives of sales promotion involve stimulating purchases, increasing consumer awareness, and introducing products. Bintang Baby Newborn, through the interview results, shows that Bintang Baby Newborn uses Instagram social media to implement its promotion strategy, namely sales promotion as an important part of the promotion mix. Bintang Baby Newborn focuses on sales promotion by providing affordable price offers, such as saving packages and seasonal promos. The interview results show that this strategy is not only to increase short-term sales, but also to contribute to brand awareness. By providing incentives such as theme bonuses complete with customized properties on certain holidays or seasons, Bintang Baby Newborn succeeds in creating an impetus for consumers to recognize and own its services. As stated by the owner of Bintang Baby Newborn "by providing several packages including saving packages, promos on holidays or certain seasons such as Ramadan promos, 17 August, Christmas promos and others in the form of bonus 1 theme complete with custom properties". By providing budget packages and seasonal promos, Bintang Baby Newborn is trying to create a short-term impetus for consumers to choose its services.
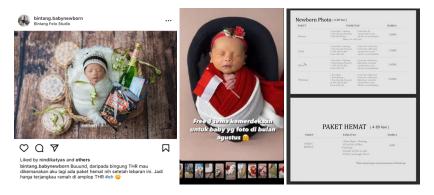
Figure 1. Budget packages and seasonal promotions.
(*sumber : Media sosial instagram @bintang.babynewborn*)

Bintang baby newborn understands the importance of this strategy to capture consumer attention through relevant and attractive incentives. As for efforts to support this sales promotion strategy, Bintang Baby Newborn emphasizes the uniqueness of its social media content. Bintang Baby Newborn emphasizes that the photo and video content displayed on Instagram is the result of internal work, not the work of other parties. As said by the social media account manager, "Bintang Baby Newborn has its own standards, the photo and video content displayed on Instagram is the result of our own work, not the work of others". In their standards, Bintang Baby Newborn's team of photographers have criteria involving visual quality, compatibility with the theme, and the ability to capture unique expressions in babies. As conveyed by Bintang Baby Newborn's photographer, "a distinctive photography style is used for promotional content such as focusing on natural moments by capturing expressions, choosing angles and themes harmonized with clothing or accessories". The sales promotion strategy used as a key element of the main focus of this strategy to create brand awareness among consumers creates an impetus for consumers to recognize and choose Bintang Baby Newborn services. By providing incentives through sales promotion, Bintang Baby Newborn succeeded in building a positive impression of its brand. Bintang Baby Newborn not only builds brand awareness but also shapes brand perception as a valuable option in the baby newborn photography industry. The internally generated content with high quality and focus on the baby's natural moments became the main attraction.

Utilization of Instagram features as a Promotional Media

In addition to presenting quality content, Bintang Baby Newborn is also wise in utilizing the features provided by Instagram. Utilizing features such as feeds, reels, stories, and highlights provide greater opportunities to reach and interact with audiences. This strategy reflects a deep understanding of Instagram user behavior and at the same time shows Bintang Baby Newborn commitment to continue to innovate in delivering their promotional messages so as to optimize the spread of their promotions. From the interview with the owner of Bintang Baby Newborn, it was found that the use of Instagram features helps in expanding audience reach and building closeness with followers. As said by the owner "Bintang promotional strategy on Instagram utilizes the use of Instagram features especially feeds, reels, stories, and highlights to expand the reach, and build a strong affinity for this photo studio on Instagram ".

Figure 2. Feeds, reels, stories, and highlights.
(*Source: Sosial media instagram @bintang.babynewborn*)

Bintang Baby Newborn uses these features to achieve various aspects of its promotional strategy, feeds display interesting content uploaded, reels present creative video content, stories provide stories uploaded with a direct temporary dimension, and highlights save Bintang Baby Newborn content that is worthy of attention. By utilizing these features, Bintang Baby Newborn not only expands audience reach but also builds an impression on the minds of followers. Thus, this strategy supports efforts to effectively increase brand awareness on Instagram social media.

E-WOM and Brand Awareness

Electronic word of mouth (e-WOM) has a significant influence on brand awareness. Henning-Thurau et. al. explain e-WOM or Electronic Word of Mouth as a negative or positive statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via the internet media (Reza Jalilvand & Samiei, 2012). Through e-WOM, businesses can be recognized by other communities because the more information or opinions about a product that spreads through online media, the higher the brand awareness that customers have. In other words, increasing e-WOM can increase brand awareness Raharja & Dewakanya (in Sumampouw et al., 2022). E-WOM is a negative or positive statement about a brand or product that is digitally implemented using the engagement rate indicator.

Table 1. Engagement rate of @bintang.babynewborn posts in August 2022.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
31 August 2022	39	11.400	0,34%
13 August 2022	41	11.400	0,36%
2 August 2022	29	11.400	0,25%

Average ER by post = Total ER by post / Total post
= 0,34% + 0,36% + 0,25% / 3
= 0,32%

Based on Table 1 above, the average ER post Bintang Baby Newborn in August 2022 is 0.32%.

Table 2. Engagement rate of @bintang.babynewborn posts in September 2022.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
2 September 2022	22	11.400	0,19%
8 September 2022	24	11.400	0,21%
29 September 2022	21	11.400	0,18%

Average ER by post = Total ER by post / Total post
= 0,19% + 0,21 % + 0,18% / 3
= 0,19%

Based on Table 2 above, the average ER post Bintang Baby Newborn in September 2022 is 0.19%.

Table 3. Engagement rate of @bintang.babynewborn posts in October 2022.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
11 October 2022	21	11.400	0,18%
15 October 2022	22	11.400	0,19%

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
31 October 2022	20	11.400	0,17%

Average ER by post = Total ER by post / Total post
= 0,18% + 0,19 % + 0,17% / 3
= 0,18%

Based on Table 3 above, the average ER post Bintang Baby Newborn in October 2022 is 0.18%.

Table 4. Engagement rate of @bintang.babynewborn posts in November 2022.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
18 November 2022	22	11.400	0,19%
19 November 2022	20	11.400	0,17%
15 November 2022	28	11.400	0,24%

Average ER by post = Total ER by post / Total post
= 0,19% + 0,17 % + 0,24% / 3
= 0,2%

Based on Table 4 above, the average ER post Bintang Baby Newborn in November 2022 is 0.2%.

Table 5. Engagement rate of @bintang.babynewborn posts in December 2022.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
6 December 2022	15	11.400	0,13%
22 December 2022	19	11.400	0,17%
30 December 2022	25	11.400	0,22%

Average ER by post = Total ER by post / Total post
= 0,13% + 0,17 % + 0,22% / 3
= 0,17%

Based on Table 5 above, the average ER post Bintang Baby Newborn in December 2022 is 0.17%.

Table 6. Engagement rate of @bintang.babynewborn posts in January 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
13 January 2023	26	11.400	0,23%
19 January 2023	19	11.400	0,17%
25 January 2023	20	11.400	0,17%

Average ER by post = Total ER by post / Total post
= 0,23% + 0,17 % + 0,17% / 3
= 0,19%

Based on Table 6 above, the average ER post Bintang Baby Newborn in January 2023 is 0.19%.

Table 7. Engagement rate of @bintang.babynewborn posts in February 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
11 February 2023	18	11.400	0,16%
20 February 2023	19	11.400	0,17%
28 February 2023	21	11.400	0,18%

Average ER by post = Total ER by post / Total post
= 0,16% + 0,17 % + 0,18% / 3
= 0,17%

Based on Table 7 above, the average ER post Bintang Baby Newborn in February 2023 is 0.17%.

Table 8. Engagement rate of @bintang.babynewborn posts in March 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
5 March 2023	34	11.400	0,3%
6 March 2023	29	11.400	0,25%
9 March 2023	28	11.400	0,24%

Average ER by post = Total ER by post / Total post
= 0,30% + 0,25 % + 0,24% / 3
= 0,26%

Based on Table 8 above, the average ER post Bintang Baby Newborn in March 2023 is 0.26%.

Table 9. Engagement rate of @bintang.babynewborn posts in April 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
1 April 2023	31	11.400	0,27%
4 April 2023	22	11.400	0,19%
30 April 2023	28	11.400	0,24%

Average ER by post = Total ER by post / Total post
= 0,27% + 0,19 % + 0,24% / 3
= 0,23%

Based on Table 9 above, the average ER post Bintang Baby Newborn in April 2023 is 0.23%.

Table 10. Engagement rate of @bintang.babynewborn posts in May 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
18 May 2023	23	11.400	0,2%
25 May 2023	46	11.400	0,4%
29 May 2023	45	11.400	0,39%

Average ER by post = Total ER by post / Total post
= 0,20% + 0,40 % + 0,39% / 3
= 0,33%

Based on Table 10 above, the average ER post Bintang Baby Newborn in May 2023 is 0.33%.

Table 11. Engagement rate of @bintang.babynewborn posts in June 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
4 June 2023	16	11.400	0,14%
16 June 2023	21	11.400	0,18%
25 June 2023	18	11.400	0,16%

Average ER by post = Total ER by post / Total post
= 0,14% + 0,18 % + 0,16% / 3
= 0,16%

Based on Table 11 above, the average ER post Bintang Baby Newborn in June 2023 is 0.16%.

Table 12. Engagement rate of @bintang.babynewborn posts in July 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
2 July 2023	20	11.400	0,17%
10 July 2023	15	11.400	0,13%
23 July 2023	13	11.400	0,11%

Average ER by post = Total ER by post / Total post
= 0,17% + 0,13% + 0,11% / 3
= 0,14%

Based on Table 12 above, the average ER post Bintang Baby Newborn in July 2023 is 0.14%.

Table 13. Engagement rate of @bintang.babynewborn posts in August 2023.

Post Date	Total Engagement	Followers	ER Post = (total engagement on a post / total followers *100)
9 August 2023	26	11.400	0,23%
21 August 2023	19	11.400	0,17%
24 August 2023	18	11.400	0,16%

Average ER by post = Total ER by post / Total post
= 0,17% + 0,13% + 0,11% / 3
= 0,14%

Based on Table 13 above, the average ER post Bintang Baby Newborn in August 2023 is 0.19%.

Total Engangement Rate August 2022 - August 2023
= 0,32% + 0,19% + 0,18% + 0,2% + 0,17% + 0,19% + 0,17% + 0,26% + 0,23% + 0,33% + 0,16%% + 0,14% + 0,19%
= 2,73%

The total engagement rate of Bintang Baby Newborn during August 2022 - August 2023 is **2.73%.**

As stated by (Sehl & Tien, 2023), the engagement rate which represents high customer/consumer involvement with a brand or product is at 1% - 5%, the more engagement achieved, the more likely a business can be recognized and remembered by consumers. The high engagement on social media used by business people as a place of promotion, can present that the relationship between followers and account owners is going well, while the engagement rate @bintang.babynewborn has indicated that @bintang.babynewborn consumers have recognized the @binitang.babynewborn brand itself. Thus, Bintang Baby Newborn has been at the second level of brand awareness, namely brand recognition. Bintang Baby Newborn succeeded in its goal to increase brand awareness through its Instagram in 2022-2023 as described in Aaker's theory in Wardhana & Adithya (2022) which states that brand recognition at the brand awareness level is the level where consumers know and recognize the existence of a particular brand.

Conclusion

Based on the results and discussions that have been described, this study can be concluded as follows:

a) The promotional mix carried out by Bintang Baby Newborn to implement promotional strategies through Instagram social media is sales promotion. Bintang Baby Newborn implements its promotional strategy by offering affordable prices in the form of saving packages and seasonal promos. This strategy is supported by the uniqueness of social media content with an emphasis on internal work in Instagram photo and video content.
b) The Instagram features used are feeds, stories, reels, and highlights. Feeds display interesting content uploaded, reels present creative video content, stories provide stories uploaded with a direct temporary dimension, and highlights store Bintang Baby Newborn content that is worthy of attention. The utilization of these Instagram features helps Bintang Baby Newborn expand audience reach in an effort to increase brand awareness on Instagram social media.
c) E-WOM indicates an engagement rate that refers to the level of brand awareness, the result of which is 2.73% which refers to the level of brand awareness on brand recognition. Thus, the online promotion strategy carried out by Bintang Baby Newborn in increasing brand awareness on its Instagram social media in 2022-2023 has a positive impact on increasing the level of brand awareness.

Although the promotional strategy implemented by Bintang Baby Newborn has provided positive results in increasing brand awareness, Bintang Baby Newborn is advised to continue to improve and increase the effectiveness of its promotions. This can be achieved through regular evaluation of strategy performance, including more in-depth analysis of audience feedback and insights. The suggestions that the researchers propose are that the results of this study can be used as a reference in conducting further research and developing an understanding of online promotion strategies on Instagram social media in increasing brand awareness.

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