Evaluation of Instagram Social Media Marketing to Plan New Strategy Formulation in Menantea Store

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ABSTRACT

Social media allows marketers to connect and engage potential customers. This led many marketing professionals to refocus on their social media marketing strategy. Menantea is one of the most talked about Food and Beverage brands in 2021. Their existence surprised the public because they gained 100k followers in just 3 days. The purpose of this research is to determine how to evaluate the usage of social media Instagram Menantea and to propose a social media marketing strategy for Menantea. This form of research is taken as descriptive quantitative research. The research population is followers of Instagram Menantea. This study used a non-probability sample approach known as purposive sampling, with the minimal sampling size obtained using the slovin formula. Methods for gathering data include in-depth interviews, surveys, and Forum Group Discussions (FGD). Pearson's product-moment validity test and Cronbach's Alpha formula were used to evaluate the questionnaire's reliability. The results demonstrated that social media marketing on Instagram Menantea was effective and generated a positive response from followers.

ARTICLE INFO

INTRODUCTION

Internet, social media, mobile applications, and other digital communications technologies have become a part of billions of people's daily lives throughout the world. According to the most recent statistics for October 2021, there are 4.55 billion active internet users, amounting to 57.6 percent of the worldwide population. People are

spending more time online seeking information, purchasing products and services, interacting with other customers about their experiences, and connecting with businesses. Organizations have responded to this shift in customer behavior by using digital and social media into their company marketing strategies. The development of social media today is increasingly making it easier for people to get the need for information. One of the social media that is increasingly used today is Instagram. Instagram is a social media that is used to share moments (either photos or videos) with other people around the world. Instagram is on the 3rd rank of the most used social media in Indonesia based on Hootsuite.

Instagram users were able to post a wide range of information, including business and news. Instagram is becoming utilized for more than just sharing photos and videos. Menantea is one of them that uses Instagram to increase interaction for their business and as a marketing technique. Menantea is a F&B company that focuses on creating a fusion tea drink that is created and combined with real fruit such as apples, strawberries, and oranges to give it a fresher and more unique flavor. Menantea is Indonesia's

first local brand that sells fusion tea with genuine fruit. Menantea's aim is to update the way fruit tea drinks are consumed by utilizing the most sophisticated technologies in operational systems in the F&B business.

Menantea's history is from one of Indonesian YouTuber's video named Jerome Polin Sijabat (Jerome). Jerome owned a YouTube channel named "Nihongo Mantappu". The video showed Jerome's trial and error to make a fruit tea. And when he made it, he called his brother, Jehian Panangian Sijabat (Jehian) and challenged him to make the same fruit tea and to "sell" it because it was so delicious. Jehian, who is his brother and also his manager, tried to fulfill his request. Jerome wants him to make an F&B Brand for him while Jerome is in Japan. Then, Jehian approaches Bisma, Sylvie, and Hendy to help him when Jerome's wish comes true. After 2 weeks, Menantea itself has just officially opened a shop on April 10, 2021, located at Tomang, Jakarta. They've since formed a social media account named @menantea.toko (Toko is an Indonesian word that means store in english). In three days, they gained 100,000 Instagram followers. Due to the obvious pandemic condition,

JANUARY 2021   **Most Used Social Media Platforms**
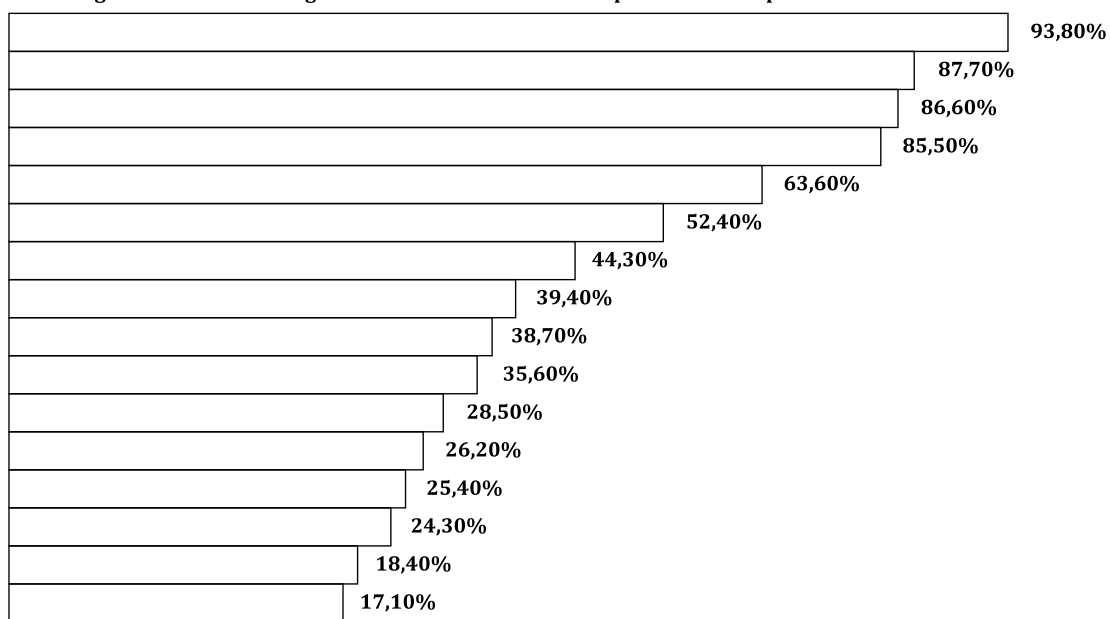**Percentage of Internet Users Aged 16 to 64 that has used each platform in the past month**

Figure 1. Most Used Social Media Platforms

Menantea is still expanding its outlets; they mostly utilize social media to market their products and introduce them to new audiences and potential clients.

Menantea's Instagram account, @menantea.toko, now has 676k followers. In comparison to other F&B media social accounts, this figure is excellent and significant. However, this may be the major issue and a significant obstacle for Menantea in being consistent and present on social media. Since social media is "unseen" and digital in nature. Once they have lost their excitement, other people or brands will take their place. When trends change so quickly, they must select the best social media marketing campaign for their product. Nevertheless, some individuals notice their good social media marketing plan for Instagram. Menantea's Instagram is growing at a rapid pace. However, Menantea has only used weekly or monthly insight comparisons to analyze the efficacy of Instagram's social media performance. We discovered a flaw, notably the lack of a comprehensive evaluation of Instagram content. Menantea needs information on customer behavior and attitudes on the use of social media platforms such as Instagram. Therefore, the research question in this study is determining how to evaluate Menantea's usage of social media marketing through Instagram in order for Menantea to develop marketing plans based on indicators that have not been effectively used to communicate with the market.

LITERATURE REVIEW
Marketing Concept
Marketing is the process by which businesses generate value for their consumers and establish strong customer connections in ways to collect that value (Kotler & Armstrong, 2014). The American Marketing Association (AMA) describes it as "the activity, combination of institutions, and process for generating, communicating, delivering, and exchanging value-added solutions for consumers, clients, partners, and society at large."

Social Media Concept
Social media is defined by Dave Chaffey as a type of media that focuses on individual engagement and peer-to-peer communication, with the capacity to create user-generated content (UGC) and exchange messages and comments among various users. According to Van Dijk (2013), as stated by Nasrullah in the book Social Media (2016; 11), "Social media is a media platform that concentrates on the existence of users who assist them in their activities and cooperating. As a result, social media may be viewed as an online medium (facilitator) that improves user relationships as well as a social connection. Kaplan and Haenlein in Prastowo's (2020) research explain that social media is an internet-based application group built on the foundation of Web 2.0 ideology and technology, and authorize the creation and exchange of user-generated content. Based on the three definitions of social media given above, it is possible to infer that social media, in general, may be described as a space or place to send and receive information, where users can connect and engage in social media. Businesses and consumers may both communicate on social media.

Social Media Marketing Concept
Marketing on social media monitoring and enabling customer–customer connection and involvement over the web in order to foster positive engagement with a firm and its brands. Most companies appear to be using social media platforms as a broadcast medium for material to be sent out to the broader public - the polar opposite of the concept of social media (Chaffey, 2015). According to Kim and Ko (2012), social media marketing is a two-way communication that seeks empathy with users, and a brand's social media activity provides an opportunity to both reduce the importance of the brand and increase brand value (brand value) by creating a platform for exchanging ideas and information with the public. They also define social media marketing as a five-dimensional program that requires;

a. Entertainment, according to Agichtein et al. (2008), is the result of fun and games coming from social media experiences. The hedonic approach sees social media users as pleasure seekers who like being entertained and amused, as well as experiencing joy (Manthiou, Chiang, & Tang, 2013).

b. Interaction, social media communication or interaction is significantly altered by social media interactions (Gallaugher & Ransbotham, 2010; Kaplan & Haenlein, 2010). According to Daugherty, Eastin, and Bright (2008), social interaction is a significant incentive for content creation. Consumers can get help and have a place to discuss and exchange ideas through social media. Social interaction, according to Muntinga et al. (2011), refers to users who utilize social media platforms to meet like-minded people, interact with them, and chat to them about certain items or companies. As a result, customer interaction with marketers and other consumers is critical in developing trust. Customers will gain more exposure if the brand interacts more in the online brand community on social media - from broad information to specific details about the brand (Prastowo, 2020).

c. Trendiness, because they trust more information sources from companies than sponsored communications through traditional promotional activities, consumers are increasingly turning to various sorts of social media for information (Mangold & Faulds, 2009; Vollmer & Precourt, 2008). Muntinga et al. (2011) define trend information about social media as having four sub-motivations:

   1. Supervision is a social observation of a person's surroundings.
   2. Knowledge refers to brand-related information gathered by customers in order to learn more about a product or brand by leveraging the knowledge and expertise of other consumers.
   3. Pre-purchase research, such as reading product reviews or series about the brand community in order to make well-

informed purchasing selections.

   4. Inspiration, which is related to customers getting new ideas through following information about brands. As a result, brand-related data can be used as a source of inspiration.

d. Customization, the amount of customization, according to Schmenner (1986), is the extent to which a service is tailored to fit individual tastes. According to Martin and Todorov (2010), brands can customize and exhibit personality by personalizing their websites, resulting in higher brand equity and loyalty. In the world of social media, personalization refers to a message's target audience. According to Zhu and Chen (2015), depending on the extent of message customization, there are two sorts of posts: personalized messages and broadcasts. Only certain people or a small number of visitors are targeted by customized messaging (e.g. Facebook posts). A broadcast, on the other hand, is the substance of communication that is sent to anyone who is interested (e.g. Twitter).

e. Word-of-mouth (WOM), through word of mouth, social media can connect conversations between online customers and other consumers regarding brands (Muntinga et al., 2011). WOM has more trust, empathy, and relevance for consumers than information sources developed by marketers on the web, according to research by Gruen, Osmonbekov, and Czaplewski (2006). Because customers may develop and disseminate brand information to friends, associates, and other contacts without any constraints, social media is a great medium for WOM (Kim & Ko, 2012; Vollmer & Precourt, 2008).

Ejupi on Eliot and Handoko's (2020) research stated that social media is very different from other marketing platforms. For example, the sports apparel industry is currently concentrating on tracking the sales of its items included in social media campaigns. Other industries, such as food and beverage, are beginning to value social media user engagement metrics (such as

likes, comments, and shares). As a result, it is critical to understand why and how organizations use social media, as well as for business purposes. According to Pratiwi (2020): "Social media marketing is a method of promoting various company content to social media users in a variety of methods.This activity is carried out in order to discover the best formula for communicating information required to direct business goals and improve sales". According to Gunelius on Sulistyo (2020), social media marketing has numerous key objectives, including:

1. Establish active communication with customers, including comments, criticism, and product recommendations.
2. Create and expand brand awareness among customers.
3. As a way of spreading information and changing customers' negative perceptions to positive perceptions.
4. Promotions in the form of unique discounts with the purpose of showing thanks to customers and meeting short-term marketing objectives, notably increasing sales statistics
5. Market research will be valuable to see customer responses to marketed items, as well as learn more about consumer features of marketed products and rivals in the product market.

Instagram Concept

Instagram is made up of the words insta and gram, which means "instant telegram." This is due to its capacity to instantly publish photographs and videos to all corners of the globe via the internet network, especially by uploading the photo or video to the Instagram account beforehand. Because of Instagram's capacity to display information, this social media platform frequently becomes a promotional platform for items made by its users; even the study results of the latest Hootsuite Social Trends 2021 survey indicated that Instagram is in the first position of 61%, where company actors still believe in allocating additional cash for marketing through Instagram. The reason for this is that Instagram is seen to be the most effective tool for capturing

market share (Sulistyo 2020). Instagram is used by business people in marketing their products, it becomes easier because it is the first target is the person who is closest to the owner, it can also be through friends who initially said by word of mouth while showing an Instagram account, this communication is very effective for sellers, with Instagram media it is easier for sellers to show photos or catalogs of goods they sell (Putri 2013). Through Instagram, the marketing can vary from personal business accounts to using Instagram ads as well as making endorsements to influencers. (Kusumasondjaja, 2019).

Instagram characteristic

Instagram is specifically dedicated to establishing digital relationships through photos. However, with the development of the era, Instagram has also developed with various new features. Not only sharing photos, but now we too can share videos and direct communication features between users (Direct Message or Live Streaming). (Atmoko, B., 2012)

1. Followers/followers of the social system on Instagram are to follow other user accounts or have Instagram followers. Thus communication between fellow Instagram users themselves can be established by giving likes or comments on photos uploaded by other users.
2. The main use of Instagram is as a place to upload and share photos with other users. The photos uploaded are not limited to a certain number. But for uploading photos, Instagram itself has a ratio size limit.
3. Instagram has effects that users can use when they want to upload certain photos.
4. In Instagram, there is a hashtag or the symbol (#) as a code that makes it easier for Instagram users to search for something as desired. This hashtag can link uploads of different photos.

RESEARCH METHOD
Type of Research
The type of research used is descriptive with a quantitative approach. Descriptive research is

research that provides a clearer picture of situations. This research is also intended to explore and clarify a phenomenon or social reality by describing a number of variables related to the problem and a rigorous unit (Mulyadi, M., 2011). Variables were measured as the degree to which respondents use social media as the (1) Entertainment; (2) Interaction; (3) Trendiness; (4) Customization; (5) Word of Mouth.

Population and Sample
The defined population for this research is @Menantea's Instagram followers and the method used in this research is a survey. According to Sanapiah (1982) the survey method is a research method aimed at a large number of individuals or groups, with the survey method, the description of certain characteristics of a population, namely attitudes, can be done by taking a number of individuals as samples that can represent the attitudes of the population. The survey is also defined as "the collection of information from a sample of individuals through their responses to questions" (Check & Schutt, 2012, p. 160). As the researcher is about to evaluate the marketing strategy using social media that Menantea has done, it is relevant to use surveys as the method.

Non-probability sampling with purposive sampling was utilized in this study. Non-probability sampling, according to Sugiyono (2016), is a sampling approach that does not give equal possibilities or opportunities for each member of the population to be picked as a sample. Purposive sampling is a sampling approach for data sources that takes specific factors into account. (Sugiyono, 2016) The Slovin formula was used by the researcher to determine the number of samples.

$$n = \frac{N}{1+N\,(e)^2}$$

n = Numbers of respondents
N = Number of populations
e = Margin of error

The percentage of allowance used in the calculation of the Slovin formula in this study is 10%. The results of these calculations are rounded up to achieve the following suitability of the number of respondents:

$$n = \frac{434000}{1+434000\,(0.1)^2} = \frac{434000}{4341} = 99.97 = 100 \text{ sample}$$

Data Collection Method
Sources of research data obtained from; (1) Primary Data Source; obtained from the direct distribution of questionnaires to predetermined research targets or respondents. The questionnaire will contain questions or statements related to the formulation of the problem or the research question in this study; (2) Secondary data sources; data obtained through library books, reports of scientific works related to the object of research, notes, and digital journals.

The questionnaire measurement uses a Likert scale. According to Ridwan (2003) the Likert scale is used to measure a person's attitude about social events or phenomena. In the tool or instrument used, namely the questionnaire, there will be several questions or statements that have five categories of answers, which are as follows:

Table 1. Likert Scale

No.	Alternative Answer	Values
1	Totally Agree (SS)	5
2	Agree (S)	4
3	Indecisive (N)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

Research Instrument Test
Before processing the data, a questionnaire was assessed to for validity and reliability on the responses of 30 respondents. Sugiyono (2016:177) in Setiawan, Utari, and Hartati (2019:592) defines validity as the degree of precision between the data that really occurs on the object and the data collected by researchers to determine the validity of an item.

RESULT AND DISCUSSION

Validity testing is used to see if a questionnaire is valid or not based on each of these components. The following table shows the results of the validity test used in this study:

Table 2. Validity Test

Question(n)	r-count	r-table 10% (n=20)	Description
1	0.501	0.,3783	Valid
2	0.51	0.3783	Valid
3	0.58	0.3783	Valid
4	0.545	0.3783	Valid
5	0.488	0.3783	Valid
6	0.679	0.3783	Valid
7	0.712	0.3783	Valid
8	0.417	0.3783	Valid
9	0.581	0.3783	Valid
10	0.45	0.3783	Valid
11	0.695	0.3783	Valid
12	0.679	0.3783	Valid

The results of the validity test on the question items regarding the source of information (table 2) have a value of rcount > rtable so that all questions are considered valid.

The reliability test is concerned with the amount of trustworthiness, dependability, consistency, or stability of measurement outcomes (Indrawati, 2015: 155) in a measurement (Zahra & Rina, 2018: 50). SPSS reliability test using Cronbach Alpha. Sugiyono (2012: 220) in Zahra & Rina (2018: 50) declares an instrument dependable if the Cronbach Alpha value is greater than 0.6. The following are the findings of this study's reliability test:

Reliability Statistics

Cronbach's Alpha	N of Items
.788	17

Based on the table above, it can be seen that the reliability of the information source variable is 0.788. Because it is greater than 0.6 then the instrument is declared reliable or consistent.

Respondent Characteristic

Respondents from this research study were followers of Menantea's Instagram account who were selected using a simple random sampling technique. The number of respondents from the questionnaire that was distributed was 219 respondents.

Table 3. Respondents Characteristics

Variable	Number of respondent	Percentage (%)
Gender/Sex		
Woman	187	85.4%
Man	32	14.6%
Age		
17-25 years old	209	95.4%
26-35 years old	8	3.7%
35-45 years old	2	0.9%
Last Education		
Elementary	2	0.9%
Junior High School	13	5.9%
Senior High School	150	68.5%
Diploma	8	3.7%
Bachelor	45	20.5%
S2	1	0.5%
Occupation		
Student	177	80.8%
Private sector employee	23	10.5%
Entrepreneur	5	2.3%
Others	14	6.4%
Monthly Average Income		
< Rp. 2.000.000,-	168	76.7%
Rp. 2.000.000,- s/d Rp. 4.000.000,-	33	15.1%
Rp. 4.000.000,- s/d Rp. 6.000.000,-	10	4.6%
Rp. 6.000.000,- s/d Rp. 8.000.000,-	5	2.3%
> Rp. 10.000.000,-	3	1.4%
Frequency of accessing Instagram		
> 6 times in a week	146	66.6%
5 - 6 times in a week	26	11.9%
3 - 4 times in a week	26	11.9%
1 - 2 times in a week	21	9.6%
Duration of accessing Instagram		
< 1 hour a day	29	13.2%
1 - 3 hour a day	112	51.1%
4 - 6 hour a day	47	21.5%
> 6 hour a day	31	14.2%

Based on the table above, female respondents dominate as much as 85.4%, namely 187 respondents. Based on age, as many as 209

respondents aged 17-25 years old with a percentage of 95.4%. In terms of education and occupation, as many as 150 respondents have studied in high school and as many as 177 (80.8%) respondents are students. Then, based on the average monthly income, 168 respondents or equivalent to 76.7% of the total have an average income of less than Rp. 2.000.000,- and 43 other respondents have income between Rp. 2,000,000 to 6,000,000. According to the table, the frequency of respondents accessing Instagram in a week is 146 (66.6%) respondents accessing more than six times a week and 112 (51.1%) respondents accessing about 1 to 3 hours a day.

Frequency Description Analysis

A variety of average assessment criteria were utilized to respond to the description of each research variable. The average assessment criteria employ intervals to calculate the length of the interval class, and the formula used by Sudjana (2008: 79) is:

$$\text{Interval class length} = \frac{range}{number\ of\ class\ intervals}$$

Where:
Range = Highest value – Lowest value
Number of class intervals = 5
So, Length of class interval = $\frac{5-1}{5}$ = 0.8

Table 4. Scale Range

Scale Range	
1.00 – 1.79	Strongly disagree
1.80 – 2.59	Disagree
2.60 – 3.39	indecisive
3.40 – 4.19	Agree
4.20 – 5.00	Strongly Agree

Entertainment Dimension

According to the frequency distribution displayed in the table, 144 respondents (or 63 percent) strongly agree that Menantea's Instagram is amusing. Then there are 147 who strongly agree (or 67.1 percent) that Instagram content is interesting. As a result of the two indicators above having a mean of 4.6 and 4.61 with mode (the data value with the highest frequency in a distribution) 5 with a combined mean of 4.605, this figure is in the interval 4.20 – 5.00 which means that the respondent strongly agrees with the statement that Instagram menantea may be entertaining.

Interaction Dimension

According to the frequency distribution shown in the table, 101 respondents (or 46.1 percent) strongly agree that it is possible to share information with other users on Menantea's Instagram. There are two questions regarding how menantea.toko enables conversations and exchanges with other users. The first question is whether I feel I can discuss and exchange opinions with other people through the Instagram account @menantea.toko. The result is that there are 78 respondents (35.6 percent) who agree. The second question is regarding the @menantea.toko Instagram account platform that allows the "Menantea" brand to be able to interact with customers, the result is that there are 176 respondents who strongly agree. In addition, 115 respondents (or 53.5 percent) are the convenience of voicing opinions through the brand's social media. As a consequence of the three combined indicators above, with a mean of 4.29 and modes (the data value with the highest frequency in distribution) of 4 and 5. The total

Table 5. Entertainment Dimension

No	Indicator	Frequency					Total
		Strongly Disagree	Disagree	Indecisive	Agree	Totally Agree	
1	The use of social media brands is fun	0	1	11	63	144	219
		0	0.05%	5%	28.80%	65,8%	100%
2	The content of the brand's social media looks interesting	0	1	11	60	147	219
		0	0.05%	5%	27.40%	67.10%	100%

mean of all questions regarding the interaction dimension is 4.18. This means that is in the interval 3.40 – 4.19 which means that the respondent agrees that Instagram Menantea is a space for consumers to discuss and exchange ideas, interact on social media, and provide experiences about users who contribute to social media platforms related to a brand.

Trendiness Dimension

According to the table's frequency distribution, 154 respondents (or 70.3 percent) strongly agree that Menantea's Instagram content is relevant. Then there are 162 respondents who strongly agree (or 74%), stating that Instagram content is quite modern. Since the mean values of the two indicators above are 4.65 and 4.68, respectively, with mode (the data value with the highest frequency in a distribution) 5, the total combined mean of the two indicators is 4.665. This result is within the range of 4.20 – 5.00, indicating that respondents strongly agree that Instagram @menantea.toko shows the most recent information and is in line with current trends.

Customization Dimension

According to the table's frequency distribution, 121 respondents (or 55.30 percent) highly agree that Menantea's Instagram provides customized information search. Then there are 104 people who strongly agree (or 47.5 percent) that Instagram content offers customized service. As a consequence of the two indicators having mean values of 4.28 and 4.36, accordingly, with mode (the data value with the highest frequency in distribution) of 5, the total combined mean of the two indicators is 4.32. This outcome is in the range of 4.20 – 5.00, implying that respondents strongly agree that Instagram @menantea.toko is customized to make it easier for followers to search for and find the information they need, as well as to give the information consumers require.

Word of Mouth Dimension

According to the table's frequency distribution, 118 respondents (or 53.9 percent) strongly agree that they are willing to share brand information, products, or services with friends through the brand's. Then there are 63 respondents whoare 63 respondents who

Table 6. Interaction Dimension

No	Indicator	Frequency					Total
		Strongly Disagree	Disagree	Indecisive	Agree	Totally Agree	
1	The social media brand makes it possible to share information with other users	0	2	42	74	101	219
		0%	0.90%	19.20%	33.80%	46.10%	100%
2	The social media brand enables conversations and exchanges with other users	3	15	57	78	66	219
		0	0.05%	5%	35.60%	30.10%	100%
		0	0	5	38	176	219
		0%	0%	2.30%	17.40%	80.40%	100%
3	Ease of giving opinions through the brand's social media	34	10	30	30	115	219
		15.50%	4.60%	14%	13.70%	52.50%	100%

Table 7. Trendiness Dimension Frequency

No	Indicator	Frequency					Total
		Strongly Disagree	Disagree	Indecisive	Agree	Totally Agree	
1	The brand's social media content is up-to-date information	0	1	11	55	154	219
		0	0.05%	5%	25.10%	70.3	100%
2	The brand's use of social media is quite modern	0	1	11	45	162	219
		0	0.05%	5%	20.50%	74.00%	100%

Table 8. Customization Dimension Frequencyy

No	Indicator	Frequency					Total
		Strongly Disagree	Disagree	Indecisive	Agree	Totally Agree	
1	The brand's social media offers customized information search	0	4	30	64	121	219
		0	1.80%	14%	29.20%	55.30%	100%
2	The brand's social media provides customized services	1	5	28	81	104	219
		0.50%	2.30%	13%	37.00%	47,5%	100%

Table 9. Word of Mouth Dimension Frequency

No	Indicator	Frequency					Total
		Strongly Disagree	Disagree	Indecisive	Agree	Totally Agree	
1	The willingness to share brand information, products, or services with friends through the brand's social media	1	6	24	70	118	219
		0.5	2.70%	11%	32.00%	53.90%	100%
2	The urge to share content from the brand's social media pages on personal social media accounts	5	29	65	57	63	219
		2.3	13.20%	30%	26.00%	28.80%	100%

strongly agree (or 28.8 percent) that they might post content from the brand's social media pages on their personal social media accounts. Thirty percent of respondents are unsure about sharing Menantea's Instagram posts on social media. As a result of the two preceding indicators having a mean of 4.36 and 3.66, respectively, with modes (the data value with the highest frequency in distribution) of 5 and 3. With a total combined mean of 4.01 for the two indicators. This indicates that it is in the range 3.40 – 4.19, showing that respondents agree that Instagram Menantea encourages them to spread 'word of mouth' information and therefore many respondents are willing to share Menantea's posts on their personal social media.

Mean Score Analysis

1. Entertainment Dimension
   The result of Entertainment Dimension's mean variable is 4.605 in the interval of 4.20 - 5.00. This indicates that respondents strongly agree with the statement that Instagram @menantea.toko may be entertaining.

2. Interaction Dimension
   The result of Interaction Dimension's mean variable is 4.18 with an interval of 3.40 - 4.19. This indicates that respondents agreed that Instagram @menantea.toko created a space for consumers to interact with each other on social media and provide experiences about users who contribute to social media platforms related to a brand.

3. Trendiness Dimension
   The result of Trendiness Dimeosion's mean variable is 4.665 in the interval of 4.20 - 5.00. This indicates that respondents strongly agree that Instagram @menantea.toko shows the most recent information and is in line with current social media trends.

4. Customization Dimension
   The result of Customization Dimension's mean variable is 4.32 in the interval of 4.20 - 5.00. This indicates that respondents strongly agree that Instagram @menantea.toko is customized to make it easier for followers to search for and find the information they need, as well as to give the information consumers require.

5. Word of Mouth Dimension
   The result of Word of Mouth Dimension's mean variable is 4.01 in the interval of 3.40 - 4.19. This indicates that respondents agreed that Instagram @menantea.toko encourages them to spread "word of mouth" information and many respondents are willing to share Menantea's posts on their personal social media accounts.

Table 10. Mean Calculation of Menantea Toko's Dimension Analysis

Number	Dimension	Mean Result
1	Entertainment Dimension	4.605
2	Interaction Dimension	4.18
3	Trendiness Dimension	4.665
4	Customization Dimension	4.32
5	Word of Mouth Dimension	4.01
	Total Mean	**4.365**

The table above shows the calculation of all the dimensions. The result of the calculation is 4.365 with the interval of 4.20 - 5.00. This indicates that consumer's perception towards Menantea Toko's Instagram is positive and agrees with the statement of Entertainment Dimension, Interaction Dimension, Trendiness Dimension, Customization Dimension, Word of Mouth Dimension.

Proposed Marketing Strategy

Based on data collection obtained from primary sources, namely in-depth interviews with business owners, questionnaires, and Forum Group Discussion (FGD) with business practitioners, the proposed marketing strategy will focus on Word of Mouth with the aim of triggering consumers to discuss, promote, recommend, to selling the brand of a product to other potential customers.

1. Create a Referral Program

   Creating a referral program allows more people to have a reason to 'promote' Menantea, whether they realize it or not. According to Shopify, referral marketing is a promotional strategy that encourages existing customers to refer new customers. The invitation in question might be a purchase invitation, an account creation invitation, or a content-sharing offer. According to a Texas Tech study, 83 percent of satisfied consumers are eager to suggest a product or service, but just 29 percent do so. By doing this referral program, Menantea could also give a small appreciation from their loyal customer. For example, if a consumer refers to a friend who makes a purchase, Menantea can provide a financial reward as a sign of appreciation or discount so that this referral program can be done as a cycle (repeatable). Nielsen's study found that 92 percent of customers trust recommendations from individuals they know. Furthermore, a person's chances of purchasing an item were four times higher if it was suggested by a friend. This is because most individuals believe what their friends say more than what the brand says. As a result, one of the most important aspects of referral marketing is client feedback. Which can be gotten for free as one of the conditions to get the reward if this referral program is implemented.

2. Menantea in Secret: A Content Review

   Create new content ideas. This content involved some random people and asked them to try "a secret drink" without knowing that it is a Menantea product. They are free to rate, comment, and also review. This honest feedback will be used to increase the Word of Mouth from one to another. According to Impactplus, People trust testimonials and online reviews as much as personal recommendations, according to 79% of respondents. With online reviews and honest feedback, Menantea's SEO will improve. In fact, internet reviews contribute to 10% of how Google ranks search engine results. Google's algorithm is continually evolving, and the importance of reviews is growing.

3. Find the Mascot Program

   Create a mascot promotion program, wherein the Menantea mascot will wander about in various locations, people who manage to find, take pictures together, and upload them to Instagram will get a promo. The brand's face is portrayed by a special mascot. Menantea's mascot name Bestea, described in the form of cheese foam, has quite the potential to support the mascot program. It offers the business a particular personality that helps it stand out from the vast majority of enterprises in the field. Mascots will help establish brand identification, boost

consumer interaction, and, ultimately, help sell more items by resonating with the audience. Moreover, the mascots also open a bigger possibility for Menantea to be covered by some media and appear in some news portals. Also, since the mascot attracts more people, it might become the subject of discussion in various social media such as Instagram and increase the engagement of @menantea.toko 's Instagram account. When people discuss more about Menantea, it will trigger others to try and experience it themselves.

The activities and options for carrying out a strategic plan are referred to as strategy implementation. It is the process of putting objectives, plans, and policies into action by developing programs, budgets, and procedures. Menantea's functional strategies are proposed in three ways. These methods will be implemented through action plans, which will be explained more below.

CONCLUSION

Social media marketing is essential in the twenty-first century for every business, big or small, to reach its full potential. Customers connect to social media on a regular basis and are exposed to businesses, it has enormous potential for businesses. However, it also poses significant hurdles for organizations since it is a constantly changing, tremendously noisy, and congested environment. In terms of the purpose of the study, this research may demonstrate all of the

issues highlighted at the beginning, including how to evaluate the social media marketing activities carried out by Instagram Menantea. Following the discussion of the analysis, the following findings and suggestions may be derived from this research:

1. The use of Instagram Social Media to promote Menantea is considered to have been effective and positive, as indicated by the results of a survey that was issued, wherein almost all respondents responded positively and agreed that each social media marketing indicator had been accomplished.
2. According to the recent survey findings, the Word of Mouth indicator had the lowest average compared to the others, although it was still within a safe range. As a result, Menantea must constantly strive to increase Word of Mouth when at the same time manage the other indicators.
3. We propose complementary promotional strategies focused on increasing the Word of Mouth indicator . Specifically, the Referral program, Menantea in Secret: A Content Review, and Find the Mascot These three recommendations are the outcome of our combined analysis using applied theory, discussion, as well as consultation with business professionals. We feel the plan will help Menantea in boosting its Word of Mouth indicator, especially for their Instagram social media @menantea.toko.

Table 11. Implementation Plan

Program	Objectives	Key Performance Indicator	Timeline			
			Quarter I 2022	Quarter II 2022	Quarter III 2022	Quarter IV 2022
Referral Program	• Increased Word of Mouth • Increased Sales	• Increased interaction and communication between customers • Sales increase by at least 5%			▓	▓
Menantea in Secret: A Content Review	• Build consumer trust • Increased Word of Mouth	• Total Viewers more than 1 million • Customer Interaction		▓		
Find the Mascot Program	• Create Awareness • Increased Word of Mouth	• The total number of mentions on Instagram exceeds 1,000 • Click-Through Rate more than 2% • Customer Engagement	▓			

Limitation

Considering social media is such a broad area, the use of online questionnaires in this study makes it difficult to know whether the questionnaires were sent to the intended respondents. As a result, the findings of this study cannot be applied to all Indonesian food and beverage brands that are using social media. While 85.4 percent of respondents in this study were female, gender could be used as a moderating variable in future research to avoid bias. This study's sample was limited to Instagram social media followers in order to do more focused research on other social media platforms used by @menantea.toko.

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