

# Digital Marketing Effectiveness Through Social Media (Facebook, TikTok, Instagram) Against Te Boo Boo

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**Abstract**— Offline and online digital marketing strategies for brand recognition have different effects on product sales, so researchers conduct research using brand recognition strategies through social media, Instagram, Facebook, and TikTok. This research aims to measure the effectiveness of digital marketing through social media on Te Boo Boo brand awareness. Measuring the engagement rate of posts on social media can be used to determine how much people know about the Te Boo Boo business. The method used in this research is to measure the engagement rate of daily posts on social media Instagram, TikTok, and Facebook per month. Daily engagement rate measurement data were collected for two months. Comparisons were made in the context of days between engagement rates and daily sales data for two months. The results found in the study were that the comparison between engagement rate and sales results showed a correlation. However, it was insignificant due to the influence of offline events that were also applied, such as participating in bazaars and night markets. Research showed that when promotions used endorsement programs, sales showed a sharp upward pattern.

**Keywords**— digital marketing, brand awareness, engagement rate, social media, marketing.

## I. INTRODUCTION

The Association of Indonesian Internet Service Providers (APJII) stated that there were 210.03 million internet users in Indonesia in 2021-2022. This number has increased by 6.78% from the previous period (APJII, 2022). This means the internet has dominated and even become a major part of Indonesian people's lives. All people of the world often use social media for entertainment. One of the most used social media is Instagram. According to Bambang, Instagram is an application from a cellphone used for social media, similar to one similar to digital media, which has almost the same function as Twitter but only has a comparison that lies in taking pictures and videos for sharing data for social media users. users[1].

Based on its global advertising audience reach figures, Instagram had at least 1.318 billion users worldwide as of January 2023. This figure shows that 21.1% of all people aged 13 and over worldwide use Instagram [2].

TikTok is an application that provides special effects that are unique and interesting and can be used by users of this application to easily create cool short videos that can attract the attention of many people who see them [3].

The data published in the company's recent blog post shows that TikTok had 1 billion monthly active users worldwide as of September 2021. Meanwhile, the company's self-serve advertising tools show that marketers can reach 1.051 billion users

aged 18 and over in TikTok in early January 2023. The company's most recent ad audience figures show that 18.7% of all people aged 18 and over worldwide use TikTok[4].

Facebook is a web-based PC technology platform and mobile devices. Facebook, as a social media platform, offers technological features for users to be able to use and use for free and openly for various purposes [5]. That Facebook has 2.963 billion monthly active users as of January 2023. Facebook ranks first as the world's most active social media platform. The total number of people using Facebook each month increased by around 5 million (+0.2%) in three months by January 2023. The latest figures show that around 37.0% of people worldwide use Facebook.[6].

In doing online shopping, selling online, and digital marketing, a platform is needed for shopping or selling, namely social media. Social media is a medium for socializing with each other online, allowing humans to interact without being limited by space and time, such as Facebook, Instagram, Tik Tok, etc. Universally, Social Media is interpreted as an online meeting space that introduces massive, lightning, converged virtual public communication.

According to Van Dijk in Nasrullah (2015): Social media is a media platform that focuses on user presence Which facilitates them in their activities or collaboration [7]. If you are doing business, of course, you need to introduce a logo so that the logo or brand is known to many people, especially in technology and digital. This subject is also referred to as Brand Awareness. According to Durianto et al. (2017), Brand Awareness is the ability of potential consumers to identify and recall the existence of a brand as part of a particular type of product [8].

The world of marketing through digital media is constantly developing very quickly. The development of internet technology has changed human lifestyles so that marketing media has become more efficient and effective. Marketing is one of

the core activities in a business or company to build solid relationships and provide satisfaction to consumers [9].

Doing business on Social Media requires marketing activity efforts with marketing strategies on Social Media. One of the marketing activities used is Digital Marketing. Digital Marketing is a marketing strategy companies, or businesses use to market products or services offered to customers using social media [10].

Te Boo Boo has utilized internet technology and social media in conducting digital marketing as part of a relatively new culinary business.

The business problem in Te Boo Boo is introducing the brand or brands from Te Boo Boo to the public using social media. In presenting the Te Boo Boo brand on social media, digital marketing is needed, which is used to measure engagement rates and calculate algorithms from social media to find out how much people know about sugarcane drinks so that it can affect sales turnover reports. Because with brand awareness, the brand Te Boo Boo will be understood by many people, so people will be interested in buying products from Te Boo Boo. Te Boo Boo creates brand awareness with specific strategies.

The above, researchers try to discuss it further in a study entitled "Effectiveness of Digital Marketing through Social Media (Facebook, Tik Tok, Instagram) on Te Boo Boo Brand Awareness".

The purpose of this research is to measure and find out the engagement rate of Te Boo Boo's brand awareness on social media, the relationship or relationship between brand awareness and sales of Te Boo Bo products, and the best strategy that can be used to increase Te Boo Boo's brand awareness through digital marketing media Social.

## **II. METHOD**

This case study aims to find out and measure the engagement rate of the Te Boo Boo social media so that people can find out

how much people know about the Te Boo Boo brand. The research object used is the use of business systems in social media Te Boo Boo with the research sample, namely consumers and social media followers from Te Boo Boo. This study using the type of data that is quantitative data.

In this study, researchers will use quantitative testing. This study uses primary data, namely observations (photos, reels, feeds, IG Stories, Videos, and Ads posted on social media.), to obtain detailed and clear information and secondary data, namely journals and data from the official website of the institution.

For data collection using the observation method, namely the researcher will process it to see the development of insights, ups, and downs, etc., and documentation, namely using documentary evidence such as photos, reels, feeds, IG Stories, and videos posted on social media. Researchers will process to see the progress of insight, ups, and downs, and so on.

Where the test is carried out by analyzing engagement rate measurements with the business system of social media seen, such as total likes, comments, and share strategies used to increase the engagement rate, and each post is seen as progress from time to time, increasing or decreasing then each post will be analyzed to the total average is calculated using the engagement rate formula and tables and diagrams are made as an illustration of the development of engagement rates and sales turnover reports and then correlated with sales turnover reports.

Then proceed to the calculation of the average results of all posts on social media using the following calculation formula:

$$\frac{(\text{like, comment, share})}{\text{total audience}} \times 100 = \text{average result.}$$

Grouped by the measurement results:

1. 0-0.68% : Low Awareness.
2. 0.68% - 1 % : Average Awareness.
3. 1%-5% : Good Awareness.
4. > 5% : Awareness is very good

### III. RESULTS AND DISCUSSION

A comparison of engagement rate data on three social media, namely Instagram, TikTok, and Facebook, and with sales turnover reports for two months is written in this chapter. The discussion is divided into result and discussion sections.

#### 3.1 RESULT

Data collection was carried out in 2 periods, namely 2 February and 30 March 2023. The trial was conducted from 3 February – 30 March 2023. The results of the engagement rate test are presented in Figures 1 – 2, while the sales turnover report is presented in Figures 3 and 4.

#### Social Media Engagement Rate

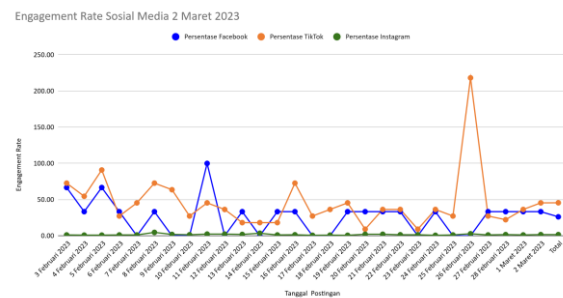


Figure 1. Social Media Engagement Rate Diagram as of March 2, 2023

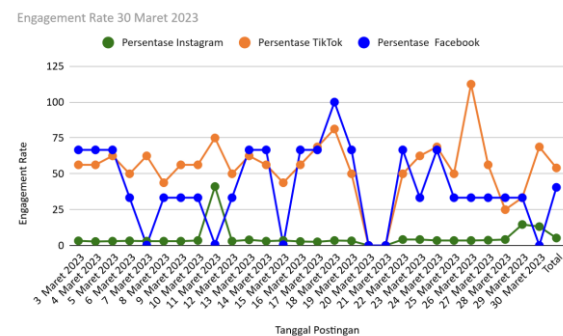


Figure 2. Social Media Engagement Rate Diagram as of March 30, 2023

Based on Figures 1 and 2, the highest social media engagement rate is TikTok (45.60) as of March 2, 2023, and TikTok (54.09) as of March 30, 2023, the most neutral social media engagement rate is Facebook (26.19) as of March 2, 2023, and (40.53) as of March 30, 2023, the lowest social media engagement rate is Instagram (1.64) as of

March 2, 2023, and (5.20) as of March 30, 2023.

The increase in engagement rate (ER) on February 25 and 26, 2023, when using social media ads is shown in Table 1.

**Table 1. Table of Instagram Posts when Using Social Ads**

Date	L	C	S	Q	F	ER
25/02/2023	5	0	0	5	424	1.18
26/02/2023	12	0	0	12	424	2.83

Note: L=like, C=Comment, S=Share, F=Followers, ER=Engagement Rate, T=Total

Table 2 shows the increase in the Engagement Rate on March 11, 2023, when using a program.

**Table 2. Instagram post table when using selebgram.**

date	L	C	S	Q	F	ER
11/03/2023	173	3	2	178	433	41.11

Note: L=like, C=Comment, S=Share, F=Followers, ER=Engagement Rate, T=Total

Table 3 shows the increase in the Engagement Rate on February 26, 2023, when using interesting content and trending songs.

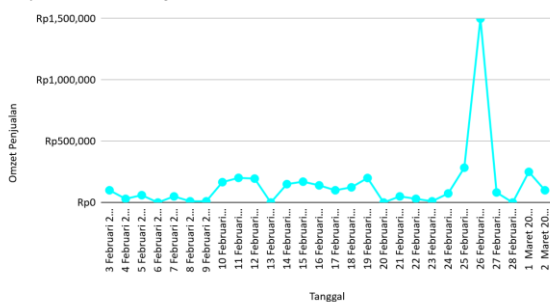
**Table 3. Table of TikTok posts when using interesting content and trending songs**

date	L	C	S	Q	F	ER
26/02/23	23	0	1	24	11	218.18

Note: L=like, C=Comment, S=Share, F=Followers, ER=Engagement Rate, T=Total

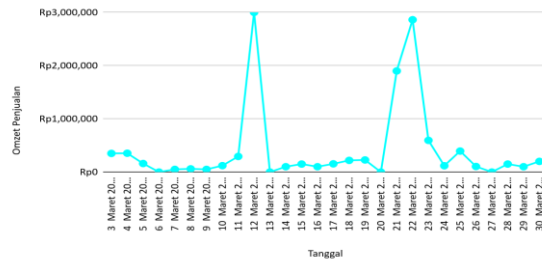
**Sales Turnover Report**

Laporan Omzet Penjualan 2 Maret 2023



**Figure 3. Sales Turnover Report as of March 2, 2023**

Laporan Omzet Penjualan 30 Maret 2023



**Figure 4. Sales Turnover Report as of March 30, 2023**

Based on Figure 3, the highest sales turnover on February 26, 2023, as of March 2, 2023, was IDR 1,500,000.00, and the lowest sales turnover on February 6,13,20,28, 2023, was IDR 0.00.

Based on Figure 4, the highest sales turnover on March 12, 2023, to March 30, 2023, was IDR 3,000,000.00, and the lowest sales turnover on March 6,13,20,27, 2023 was IDR 0.00.

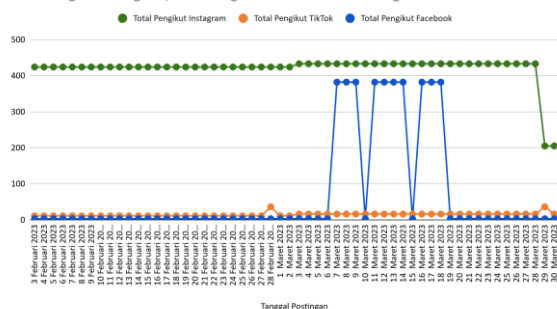
**Table 4. Sales Turnover Report When using selebgram.**

Date	Sales Turnover
March 12, 2023	IDR 3,000,000

When using celebgram, the sales turnover report becomes IDR 3,000,000 and is shown in Table 1.

**Social Media Followers**

Total Pengikut Instagram, Total Pengikut TikTok dan Total Pengikut Facebook



**Figure 5. Social Media Followers**

Based on Figure 5, the highest social media followers are Instagram (433), neutral social media followers are TikTok (16), and the lowest social media followers are Facebook (3).

### 3.2 DISCUSSION

#### Correlation between Social Media Engagement Rate and Sales Turnover

Based on the correlation formed between social media engagement rates and sales turnover reports, it shows that the sales turnover on February 26, 2023, is in Figure 3. The sales turnover report as of March 2, 2023, is IDR 1,500,000, which has a correlation with the engagement rate of TikTok posts in Figure 1 on February 26, 2023, on the social media engagement rate diagram report that TikTok as of March 2 which has the highest engagement rate is 218.18, because this TikTok post uses a trending song, has interesting visualization and clear information or content so that makes the post it has fyp which increases such a product purchases experience an increase.

The sales turnover report in Figure 4. and Table 4. on March 12, 2023, as of March 30, 2023, is IDR 3,000,000, which is correlated with the engagement rate of Instagram posts in Figure 2. on March 12, 2023, as of March 2, 2023, which is shown .which has the highest engagement rate is 112.5 because this Instagram post uses a celebgram that helps businesses to promote Te Boo Boo beverage products with clear, exciting and solid information so that consumers are interested in trying it so that product purchases experience an increase.

Although there is still something less significant between social media, engagement rates, and sales turnover reports due to the influence of offline events, which are also implemented, such as participating in bazaars and night markets. Apart from that, the influence of the rainy season, hacked accounts, and operational holidays so that the sales turnover report has decreased.

#### Correlation between Social Media Engagement Rate and Followers

Based on Figure 1. and Figure 2. The highest social media engagement rate is TikTok (45.60 ) as of -2 March 2023 in Figure 1. and Tables 1.4 and (54.09) as of -

30 March 2023 in Figure 2. is correlated with social media followers, which shows that the average TikTok follower is 16 in Figure 5. which is neutral for the followers diagram so that in calculating the total average engagement rate for TikTok it is very high because of the very few followers.

Based on Figure 1. and Figure 2. , social media engagement rates that are considered low are Instagram (1.64) as of March 2, 2023, in Figure 1. and (5.20) as of March 30, 2023, in Figure 2. correlated with social media followers in Figure 5 shows that Instagram followers are 424 and 433 which is the highest for the followers diagram so that in calculating the total average engagement rate for Instagram it is minimal due to the very high number of followers.

Based on Figure 5, Instagram personal account followers on March 29, 2023 (205 ) and March 30, 2023 (205), researchers try to post posts on Instagram personal accounts to see whether the engagement rate will decrease or increase, that is, the effect is not too significant for the turnover report. sales but experienced an increase in engagement rate.

Based on Figure 5, on February 28, 2023, and March 29, 2023, the researcher tried to post posts on his personal TikTok account with followers (36) for the result, that is, the effect was not too significant for the sales turnover report, but there was an increase in the engagement rate.

On March 7, 11, and 14, 2023, in Figure 5, the researcher tried to post posts on personal Facebook accounts (382) for the result. That is, the effect was not too significant for sales turnover reports but decreased for engagement rates.

#### Strategies Promotion on Social Media

Based on Figure 1. and Table 1. To increase the engagement rate from Instagram, try using social media ads, namely Instagram Ads, which were carried out on February 25 and 26, 2023, and experienced an increase of 7% from February 25, 2023 to February 26, 2023.

But this has no effect on sales turnover reports.

Based on Figure 2 and Table 2 . , To increase the engagement rate from Instagram, try using a celebrity that has a large increase in engagement rate and sales turnover that occurred on March 11, 2023 in the sales turnover report as of March 30, 2023 in figure 4. and engagement rate of Instagram posts on March 12, 2023 in the social media engagement rate diagram report as of March 30, 2023, which is shown in figure 2.

Based on Figure 1. and Table 3 . , The use of interesting content on Social Media, namely TikTok, has a large increase in engagement rate and sales turnover on February 26, 2023, in the sales turnover report as of March 2, 2023, in Figure 3. and Tik Tok post engagement rate on February 26, 2023, in the TikTok social media engagement rate diagram report as of March 2, 2023, shown in Figure 1.

#### **IV. CONCLUSION**

The conclusions that can be drawn from this research are:

1. The use of social media can be used as a first step for business beginners to market products or services because using social media can find traffic from social media users, such as likes, comments, and shares from followers and followers from social media.

2. By using social media by Te Boo Boo, promotions are carried out more effectively. You can see the number of visitors, likes, comments, and shares from social media accounts with the help of promotions such as social media ads, programs, etc., so as to increase engagement rates from social media

3. In marketing a Te Boo Boo beverage product on social media, it must be able to provide clear and concise information and content so that users of these social media accounts, when viewing advertising posts for the product, receive interesting visual information and wish to explore the account

further. of these ads and can increase engagement rates from social media.

4. In marketing a product on social media, you can use social media ads and programs because this strategy has a big influence on social media engagement rates and sales turnover reports.

5. From the results of the trial, posting interesting content can increase the content's engagement rate.

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