The Impact of Social Media Campaign on Green Coffee Image at Instagram @BLACKPASSION.ID

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ABSTRACT

In recent years, the research on social media especially Instagram becomes gradually popular along with the upsurge of the developing number of users. This is an opportunity for companies to use social media as a campaign tool, specifically to build the image of a product through campaigns on social media. In this research, an evaluation of the impact of social media campaigns on the green coffee image is conducted on Instagram @blackpassion.id. In the study, researchers use a quantitative approach as a research methodology. There are two variables used in this study, the independent variable "the impact of social media campaign" (X), and the dependent variable "green coffee image" (Y). The studied population are followers of Instagram @blackpassion.id, 920 followers. In this study, researchers obtained a sample of 90 followers. Further the researchers use a simple linear regression analysis to analyze the data. The result shows that campaign messages delivered on Instagram @blackpassion.id can be well received by respondents. So that there is an impact of the campaign through social media.

ABSTRAK

Dalam beberapa tahun terakhir, penelitian tentang media sosial khususnya Instagram menjadi populer secara bertahap seiring dengan meningkatnya jumlah pengguna yang berkembang. Hal ini menjadi peluang bagi perusahaan untuk menggunakan media sosial sebagai alat kampanye, khususnya untuk membangun citra suatu produk melalui kampanye di media sosial. Dalam penelitian ini, evaluasi dampak kampanye media sosial terhadap citra kopi hijau dilakukan di Instagram @blackpassion.id. Dalam penelitian, peneliti menggunakan pendekatan kuantitatif sebagai metodologi penelitian. Ada dua variabel yang digunakan dalam penelitian ini, yaitu variabel bebas "dampak kampanye media sosial" (X), dan variabel terikat "citra kopi hijau" (Y). Populasi yang diteliti adalah followers Instagram @blackpassion.id sebanyak 920 followers. Dalam penelitian ini, peneliti memperoleh sampel sebanyak 90 follower. Selanjutnya peneliti menggunakan analisis regresi linier sederhana untuk menganalisis data. Hasil penelitian menunjukkan bahwa pesan kampanye yang disampaikan di Instagram @blackpassion.id dapat diterima dengan baik oleh responden. Sehingga ada dampak dari kampanye melalui media sosial.

Introduction

Nowadays, not many people know about green coffee, this is because "green coffee is a product that is still new and not widely known by the public, so it requires a process to introduce the product" (Leasca, 2018). This was made clear by Griffin (n.d.) who mentioned that "from the results of research from all the black coffee connoisseurs, I examined that only 20% were familiar with green coffee and its contents and benefits." This is an opportunity, in addition to this product being a new product, the consumer market for coffee consumers in Indonesia is also still very broad, from here Black Passion as a beverage sales company in the roasted coffee line, expanded their business into green coffee line, so they started producing this product which is based on the results of previous studies of green coffee.

At present, in Indonesia, there are already several competitors selling green coffee, both from other country and from Indonesia. From other country, mostly the product comes from America and Australia namely Purely Inspired Green Coffee, Pure Green Coffee Natural Genius, Nutri Herbs Green Coffee etc. the average product sold is green coffee extract in capsules or pills that are ready to drink, so the prices offered to tend to be expensive, around IDR. 500,000 - 800,000 per bottle contain 30 – 50 capsules or pills.

Other competitors are from Indonesia, where most sell green coffee still raw but ready to be brewed, so the price offered is far cheaper than products from other countries, namely around IDR. 20,000 - 100,000 per 200 – 250 grams. Several local brands can be found on the market, namely Healthy Noona Green Coffee, Beyond Green Coffee, My Green Coffee, Go Slim Green Coffee, Organic Green Coffee, Grefie Green Coffee, etc.

In the other side, the green coffee product also has competitors from other types of products that have similarities benefits provided and comes from the same natural resources. The current competitors which have been recognized by many people are green tea. This product a lot familiar with to the market and easy to find the products that are widely circulated in supermarkets, so the products can be easily recognized by consumers, including the price offered is also cheap. Among them are Kepala Djengot, Tong Dji, Sariwangi Green Tea, and Mustika Ratu Slimming Tea.

With the occuring conditions, Black Passion is trying to do a product campaign to introduce the products to consumers, so that consumers can recognize the products that have been produced. This is in line with Wilcox et al. (2015) that the consumers might not be able to recognize, or even buy the product if the producer do not make a campaign of the product. In addition to this, through a communication campaign conducted by Black Passion, consumers are expected to be able to distinguish green coffee sold by Black Passion from products sold by competitors who sell similar products as the means of campaign itself, as explained by Grunig (1992), "through campaign activities, then something can be distinguished from the others, so that something can be seen the difference".

In the campaign activities, Black Passion as a local green coffee producer, also has to compete with competitor in creating a good image of the product, so that consumers can differentiate the product from other, also arouse interested in buying the product offered, including to inform and to influence the audience with communication activities, as explained by Rice & Atkin (2013) state that, "communication campaigns can be defined as purposive attempts to inform or influence behaviors in large audiences within a specified period using an organized set of communication activities". From here, we can see that, there is a purpose of communication campaign, which is to inform or to influence the audience so that a good image or expected image can be formed in the eyes of the public.

Boyd & Ellison (2008) define social media as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections." From this, it can be illustrated that the nature of social media is relationship building and dynamic. Black Passion, in the communication campaign, uses social media especially Instagram. Social media become popular these days, as mention by Raudeliuniene et al., (2018) state that "the popularity and versatility of social networks allows organizations to reach their chosen target audience and, by using appropriate marketing

and communication tools, not only convey information, but also establish relationship with customers, create a dialogue and offer products (services) that suit their individual and constantly changing needs best".

From the popularity of social media, this condition can create opportunity to attract people in spreading the information. It occurs because "researchers and practitioners argue that the prevalence of social media networks is related to the opportunity of attracting as many people as possible, identifying the audience, speeding up the processes of information spread and storage, increasing interactivity, establishing relationships and improving image, and increasing visibility" (Liu et al., 2016).

Sheikhahmadi & Nematbakhsh (2017) states that "due to their large number of users, social media networks encourage organizations to change their campaign into a social media campaigns, adapt to changing user's informational needs and new forms and platforms of social networks". This is also "define a campaign on social media networks as a means of communication of a specific length with a target user applied by an organization that seeks to inform, motivate, persuade or influence the target audience for the purpose of achieving organization's communication aims and using appropriate social networks and their platforms to do that" (Raudeliuniene et al., 2018). On the other hand, we can understand that, the social media campaign is a communication activity carried out through social media networks, to inform, motivate, persuade or influence the target audience to achieve organization's communication aims.

Research Methodology

In this study, researchers used a quantitative approach as a research methodology. According to Kriyantono (2010), quantitative research is research that describes or explains a problem whose results can be generalized (author's translation). Whereas according to Hamidi (2007) quantitative research is research that prioritizes the measurement of variables using calculations (numbers) or statistical tests.

This research uses quantitative methodology technique, because this research goes through the calculation of statistical tests so that the answers can be known based on the hypothesis that has been delivered. After knowing the definition of the research methodology, researchers used a quantitative approach, because this study consisted of two variables, namely X and Y which will be examined through statistical data analysis, this study was conducted to examine the effect of using social media on brand image.

Result and Discussion

The Impact of Social Media Campaign

Social media has become popular these days, as mention by Raudeliuniene et al., (2018) state that "the popularity and versatility of social networks allow organizations to reach their chosen target audience and, by using appropriate marketing and communication tools, not only convey information but also establish relationship with customers, create a dialogue and offer products (services) that suit their individual and constantly changing needs best". Through social media, can easily to attract as many people as possible, identify the audience, speed up the processes of information spread and storage, increase interactivity, establish relationships and improving image, and increase visibility (Liu et al., (2016).

Therefore, this is a good opportunity for companies to carry out campaigns through social media, because campaigns have long been accepted as a means for forming attitudes, increasing knowledge, and achieving social and behavioral change (Cappella, 2003). The social media campaign by Black Passion through Instagram @blackpassion.id, carry out message campaign that aims to educate, provide knowledge to the public about the importance of green coffee. Message considers to be influencing and arise attention, interest, desire even action, because campaign objectives are all influencing on the content and form of a message. These factors must be considered when choosing words and visuals that will be meaningful and interesting to the target audience (Pride et al., 2009). So, in the message campaign it

should try making the target audience move through attention, interest, desired and then action (Pride et al., 2009).

As suggest by Cutlip et al., (2011), to ~~having~~ the effective message campaign, must pay attention to 7 (seven) C, namely, Courtesy (attention to being invited to speak), Concreteness (avoiding abstract concepts), Completeness (complete, containing relevant, information), Correctness (true and accurate), Conciseness (simple, concise), Clarity (clear and easy to understand), Consideration (weighing the situation and conditions). From this 7C, it is expected that the campaign messages delivered can be well received, so that it can have an impact on the campaign.

To be able to find a description of the impacts arising from the social media campaign conducted by Black Passion, it can be seen from the results description of this study, the impact of a campaign starts from dimensions of *"Courtesy"* about the statement *"the message conveyed has shown respect in the form of sincere, polite, judicious, thoughtful, and enthusiastic,"* as much as 62.20% of respondents agreed and the rest of the respondent answer strongly agree as much as 37.80%. From this number, shows that the campaigns have the impact of being able to invite attention and invite to speak as a result of the message conveyed has shown respect in the form of sincere, polite, judicious, thoughtful, and enthusiastic. This is consistent with the opinions from Murphy et al., (1997), courtesy dimension, always "show the expression, but also show the respect for the receiver. In the communication should be sincere, polite, judicious, thoughtful and enthusiastic. Both viewpoints and feelings should be taken into consideration".

While in the dimension of *"Courtesy"* about the statement *"the message delivered is a positive message and has a good focus on the audience"* 56.70% of respondents agreed and the rest of the respondent answer strongly agree as much as 43.30%. This number states that the campaigns have the impact of being able to invite attention and invite to speak as a result of the message delivered is a positive message and has a good focus on the audience. This is consistent with the opinion of (Murphy et al., 1997) that the campaign on the courtesy dimension "Important to understand the audience and their emotions as craft the message. A courteous message is positive and focused towards the audience. It is not biased and shows respect for the audience/receiver".

The impact of the campaign on the *"Concreteness"* dimension of the statement *"the message delivered has provided information that is important for education"* 67.80% of respondents answer are strongly agreed, and the rest are answered agree with the statement as much as 32.20%, this means that there is an impact of a concrete message that is avoiding abstract concepts has been implemented, where the campaign message delivered has been able to provide information that is important for education. This is in line with a statement from Murphy et al., (1997) stated that concrete communication not only strengthens the audience's confidence but is also unlikely to be misinterpreted and provide the receiver with the necessary information needed to make an educated decision. Whereas in the dimensions *"Concreteness"* about statements *"the message delivered is specific and clear, not vague or general messages"* as many as 55.60% of respondents stated agree and the rest of respondent answered strongly agree as much as 44.40%, this means that there is an impact of a concrete message that is avoiding abstract concepts has been implemented, where the campaign message delivered is specific and clear, and not vague or general message. This is in line with Murphy et al., (1997) statement, "Communication should be specific and clear, not vague or general".

In the dimension of *"Completeness"* about the statement "*all information presented is in accordance with the needs desired by the audience"* as much as 61.10% of respondents agreed and the rest is answered strongly agree as much as 38.90%. It means that the campaign has had the impact of completeness of information containing relevant information, due to the message delivered following the needs desired by the audience. This is consistent with the statement from (Murphy et al., 1997) "communication is effective or complete when it contains all the necessary information the audience or receiver needs for the result desired".

While in the dimension of *"Completeness"* about the statement *"the message delivered is in according with the thoughts of the recipient of the message"* as much as 66.70% of respondents stated strongly agree, and as much as 27.80% agree with this statement. This means that the campaign has had the impact of completeness of information containing relevant information, due to the message delivered is in accordance with the thoughts of the recipient of the message, so from here it is in line with the opinions from Murphy et al., (1997) "consider the receiver's mindset and convey the message accordingly".

In the dimensions of *"Correctness"* about the statement *"the message presented is an accurate message, because it already uses writing with proper grammar, spelling, and punctuation."* The result shows that as much as 55.60% of respondents agreed, and the as much as 25.60% answered strongly agree, but 18.90% respondents answer hesitate about this statement, this means that, although as many as 55.60% of respondents agreed with this statement, although there is an impact in this dimension, it is recommended that corrective evaluations be carried out in this section. Like the opinion expressed by Murphy et al., (1997) "correct communication boosts the receiver's confidence level and has greater impact". This statement also supports in the dimension of *"Correctness"* of the statement *"the correctness of the message conveyed is understandable and easy to remember,"* as many as 56.70% of respondents stated strongly agree and the rest of the respondents answer are agreed as much as 43.30%, this means that that the campaign has an impact as a result of true and accurate message, due to the correctness of the message convey us understandable and the message are easy to remember.

In the dimension of *"Conciseness"* about the statement *"the message delivered is quite concise and easy to understand"* as much as 56.70% of respondents answered strongly agree and those who answered agreed as much as 37.80%. in this dimension, the impact of simple and concise messages is found as a result of the message delivered is quite concise and easy to understand. This is in line with the opinion of Murphy et al., (1997) which states that "generally, people receive a lot of information every day; don't add to the clutter! Say or write as little as needed to get the point across and the message will be more appealing and much easier to comprehend". While in the *"Conciseness"* dimension of the statement *"the message presented is quite necessary and relevant,"* as many as 73.30% of respondents stated strongly agree, and the rest of respondents answered agree as much as 26.70%. From this, it shows that in this dimension, the impact of simple and concise messages is found as a result of the message being conveyed quite necessary and relevant. This is in line with the opinion of Murphy et al., (1997) which states that "concise message is both cost-saving and time-saving and it highlights the main message by keeping the information presented relevant and necessary".

In the *"Clarity"* dimensions of the statement *"the message delivered is clear and there is no misinterpretation, because it uses the right level of language"* as much as 56.70% of respondents strongly agreed, and as much as 42.20% agree with the statement. In this dimension, there is an impact of delivering messages that are clear, and easy to understand, is the result from the message delivered are clear and there is no misinterpretation because it uses the right level of language. This is in line with the opinion of Murphy et al., (1997) which states that "communicating with clarity means getting the message through to the audience plainly so they won't misinterpret the message. Be sure to use the right language level to the audience". Still at the same dimension of *"Clarity"* but in the statement *" The message conveyed has used the right words and attracted attention."* Whereas much as 67.80% of respondents stated strongly agree about this statement, and the rest of the respondent answered agree as much as 32.20%. In this statement, it is found that there is an impact in delivering messages clearly and easy to understand, as a result of the message delivered has used the right words and attracted attention. This is in line with the opinion of Murphy et al., (1997) which states that "it is important to establish a definite purpose to the communication. Use words that are appropriate and attention-grabbing so that the receiver knows that the message is relevant to them".

The impact of the campaign on the dimensions of *"Consideration"* about the statement *"the communication style conveyed has understood the viewpoint of the audience and showed empathy,"* as

much as 57.80% of respondents expressed strongly agree and the rest answered agree as much as 42.20%. This means that impacts are arising from weighing situations and conditions, as a result of the communication style has understood the viewpoint of the audience and show empathy. This is in line with the opinion of Murphy et al., (1997) which states consideration simply means to show empathy in the communication style. Understanding the audience and communicating empathy is a big step towards getting the desired result". Then in the dimension of *"Consideration"* about the statement "the message delivered is a positive message and able to show optimism," as much as 50.00% respondents strongly agree, then as much as 47.80% respondents answer agree. This means that impacts are arising from weighing situations and conditions, as a result of delivering messages with positive messages, as well as messages delivered able to show optimism. This is in line with the opinion of Murphy et al., (1997) who argue, to be able to have an impact, a message must "keep the message positive and show optimism".

Green Coffee Image
Campaign activity aims to form a positive image of the product. It is needed because through a positive image it is expected to strengthen the image of the product being campaigned (Metallinos, 1998). Where the image can be defined as "describing the object reflection, also a feeling of impression about an object" (Percy & Rossiter, 1992). "The impression, picture, or impression that is right (in accordance with reality) on the figure of the existence of various personnel policies or services of an organization or company" (Jefkins, 2016). To produce the desired impression, "image is composed of elements that go beyond an individual's perception" (Balmer & Gray, 2000). Setiadi (2003) explains about the element of the image, namely tells hope along with external marketer campaigns; as a filter that affects the perception of company activities; function of consumer experience and expectations; and has an important influence on management.

From here, it can support the brand image, because "brand image as summation of brand associations in the memory of consumer which leads him towards brand perception and brand association including brand attributes, brand benefits and brand attitude" (Keller, 1993). In line with this, a brand image is discussed "how the consumers perceive the brand" (Aaker, 1996), "so that it can distinguish between the brands of existing competitors" (Aaker, 1991).

Especially in terms of building the green coffee image, with the hope, green coffee can have the expected image, because expected image is an image desired by management, and "the image that can be expected is usually formulated and applied to something relatively new, when the audience does not have sufficient information about it" (Jefkins, 2016), and also good image as positive image or ideal image, because "the ideal image is the right impression, which is entirely based on experience, knowledge, and understanding of the real reality" (Jefkins, 2016).

In this research, based on the dimensions of *"Tells Hope Along with External Marketers Campaigns,"* about the statement *"the information provided has been able to increase knowledge about green coffee"* almost all respondents answered agree that as much as 72.20% and the rest are answered strongly agree as much as 27.80%. This means that on this dimension, through Instagram @blackpassion.id can give hope to consumers, because the information provided, has been able to increase knowledge about green coffee. This is in line with (Cappella, 2003), stated that "communication campaigns have long been accepted as a means for forming attitudes, increasing knowledge, and achieving social and behavioral change". In other statements from this dimension, *"the information provided can shape consumer hope for green coffee,"* respondents who answered strongly agreed as much as 62.20%, and as much as 36.70% respondents answered agree. This means that on this dimension, through Instagram @blackpassion.id can give hope to consumers, because the information provided can shape consumers hope for green coffee. This is means with "what is called the image of hope is indeed something that connotes better" (Jefkins, 2016).

In the dimension of *"Filter That Affects the Perception of Company Activities"* about statement *"information about green coffee from Black Passion is well received,"* respondents who answered agree

and strongly agree amounted to the same amounting to 50.00% each. This shows that Instagram @blackpassion.id has an impact so that it can filter the perception of green coffee, so that it can form the expected image, because information about green coffee from Black Passion is well received. From here it does not mean that the image has been formed properly, because "to build the image in individual perception, is not an easy way, need long term process. Than move into the second statement, stated *"Information about green coffee from Black Passion is appropriate and looks good,"* from this statement, respondents who answered strongly agreed as much as 62.20%, and respondents answered agree are as much as 32.20%, this means Instagram @blackpassion.id has an impact, so that it can filter the perception of green coffee, so that it can form the expected image, because the information provided about green coffee from Black Passion is appropriate and looks good. This is about "how the consumers perceive the brand" (Aaker, 1996), and from here, it is understandable that "perception and feeling about a brand has an influence on consumer behavior".

On the dimensions of *"Function of Consumer Experience and Expectations"* about the statement *"information about green coffee can reflect the consumers experience,"* Respondents who answered agreed as much as 54.40%, then respondent answer strongly agreed as much as 28.90%, although there are 16.70% respondents hesitate about this statement. This means that Instagram @blackpassion.id, consider having the effect of being able to reflect consumers 'experience and expectations because information about green coffee can reflect the consumers' experience although it still needs to be re-evaluated, because there are still opinions from consumers who doubt about this. Instagram @blackpassion.id, consider having the effect of being able to reflect consumers 'experience and expectations, because information about green coffee can reflect the consumers' experience, although it still needs to be re-evaluated, because there are still opinions from consumers who doubt about this. We know that consumers experience is very closely related to "the way's companies bring value to their customers" (Kotler & Armstrong, 2012). Without value, consumers will not be able to feel the experience. This is related to the second statement, stated *"information about green coffee is in line with consumers expectations,"* with the number of respondents who answered agree as much as 44.40% and respondent are answered strongly agree as much as 48.90%. Instagram @blackpassion.id, consider having an impact able to reflect consumers' experience and expectations because information about green coffee is in line with consumers expectations. And when this is appropriate, we can understand that the goal of marketing communications can be achieved, because "marketing communication provides the means by which brands and organizations are presented to their audiences" (Fill & Jamieson, 2006), which can automatically form an image resulting from "impression that is right (in accordance with reality) on the figure of the existence of various personnel policies or services of an organization or company" (Jefkins, 2016). From here, it is not surprising if this is in line with the expectation of consumers.

In the dimensions of *"Important Influence on Management"* in the statement *" Information about green coffee can cause the desire of consumers to communicate with Black Passion,"* We can see the result, that as much as 72.20% of respondents stated strongly agree with this opinion, then as much as 26.70% respondents are answered agree. From this, we can understand that Instagram @blackpassion.id has an important influence on management because information about green coffee can cause the desire of consumers to communicate with Black Passion, so that the image can be well drawn. When desire arises, it can be understood that image element is considered successful because it can "interpreted as a describing the object reflection, also a feeling of impression about an object" (Percy & Rossiter, 1992). Likewise, with the second statement stating, *" Information about green coffee can reflect about Black Passion,"* from the result shows that as much as 70.00% of respondents strongly agree with this statement, and as much as 27.80% respondent are agreed. From this, we can understand that Instagram @blackpassion.id has an important influence on management because information about green coffee can reflect on Black Passion. This is in line with the opinion of Keller (1993) which states "image as

summation of brand associations in the memory of consumers which leads to brand perception and brand association including brand attributes, brand benefits and brand attitude".

The Impact of Social Media Campaign on Green Coffee Image at Instagram @blackpassion.id

The campaigns on social media networks can be categorized according to many attributes. One of which, according to the objective, is to forming the image, improving brand image, sales promotion, knowing the customer better, maintaining the relationship with the customer, increasing consumer engagement, generating consumer traffic to other online media tools, reducing marketing expenses, and others (Ashley & Tuten, 2015), where one of them is to form an image, wherein this study is to form the image of green coffee through Instagram @blackpassion.id.

Instagram is a mobile application, which allows users to share their photos and videos to their followers (Dubovik, 2013). Nowadays, the popularity of Instagram is rising. "Instagram getting more popular in the business industry because now Instagram become a new marketing tool in social network marketing. Many business people use Instagram as their new platform to market their products and services (Huey & Yazdanifard, 2015), Instagram can help a company to promote their products or services (Bevins, 2014), even Instagram marketing is an effective way to advertise a product (Silva et al., 2013).

Based on the results of the distribution of questionnaires, data have been obtained that meet the test instrument, namely the validity and reliability tests. After analyzing the data by using simple linear regression analysis, the results show that there is the impact of the social media campaign on green coffee image at Instagram @blackpassion.id. This is because the value of the "f" test is sig. 0,000. this number illustrates that the impact of the social media campaign at Instagram @blackpassion.id has influenced the green coffee image.

The magnitude of the impact of the social media campaign at Instagram @blackpassion.id that affects green coffee image, is 0.263 or 26.30%, while the remaining 0.737 or 73.70% is explained by other factors not included in the equation model. This shows that there are still other factors that support the image of green coffee of consumers. This other factor could be a suggestion for further research.

Conclusions

From the results of research on the impact of social media campaigns on green coffee image at Instagram @blackpassion.id, the following results as conclusions are obtained (1) The impact of social media campaigns on Instagram @blackpassion.id, most respondents answered strongly agree with the percentage of 95.60%. This illustrates that campaign messages delivered on Instagram @blackpassion.id can be well received by respondents. So that there is an impact of the campaign through social media. Also green coffee image on Instagram @blackpassion.id, as many as 94.40% of respondents answered strongly agree. This illustrates that the image of green coffee campaigned on Instagram @blackpassion.id has been well received by respondents; (2) There is an influence of the impact of the campaign carried out by Black Passion through Instagram on the image of green coffee. This is because the result of the value of the f test is obtained sig. 0,000. while the magnitude of the effect is 26.30%, while the remaining 73.70% is influenced by other factors not included in the equation; (3) In the dimension of *"Correctness,"* as much as 55.60% of respondents agreed, and as much as 25.60% answered strongly agreed, but 18.90% respondents answer hesitate about this statement, this means that, about the statement *"the message presented is an accurate message, because it already uses writing with proper grammar, spelling, and punctuation."*; and (4) On the dimension of "*Function of Consumer Experience and Expectations"* about the statement *"information about green coffee can reflect the consumers experience,"* respondents who answered agreed as much as 54.40%, then respondent answer strongly agreed as much as 28.90%, although there are 16.70% respondents hesitate about this statement.

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