

The Role of Image in Marketing Communication

W Novianti^{1*}, E H Rahmah²

¹Departemen Manajemen, Universitas Komputer Indonesia, Indonesia

²Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia

Email: *windi.novianti@email.unikom.ac.id

Abstract. The purpose of this research is to describe and analyze the benefits of image to integrat marketing communication through Instagram social media in creating brand awareness, good relationships with consumers in the applied business. In this case, the researchers focused on using the integration of Instagram marketing and effective social media communication. This research used qualitative approach with descriptive methods through interviews and literature studies. The results of this study indicate that the use of Integrated Marketing Communication (IMC) through social media has an influence in determining brand awareness, brand image, and deep relationships with customers. IMC through Instagram can help companies manage the message of a product to create brand awareness in customers.

1. Introduction

In the era globalization, technological development is growing rapidly and impacted to the increasingly intense economic competition. It changed in the mindset of various companies in the business management. According to Soegoto, entrepreneurship is a creative effort that is formed based on innovation and produces something new, has added value, and profitable, so that it can create jobs because the results are beneficial to others [1]. Integrated Marketing Communication (IMC) is a planning and management concept in marketing communication related to communication strategies from various communication disciplines to get clarity, consistency, and great understanding designed to create connected strengths from various fields of communication in marketing such as promotional activities, advertising, and both marketing through media channels and direct marketing. In launching marketing activities, digital technology is one of the choices in integrating marketing communication processes, one of which is social media. IMC affects company performance and product brand equity [2]. Social media is an online media that is used as a communication channel to facilitate interaction with customers, participate, share, and become a forum and a firtual world that has a positive or negative influence on its users [3] . Social media is used for marketing tools in achieving strategic objectives including marketing research, publicity and brands [4]. Today, social media is a channel that can integrate online marketing activities with corporate planning where social media becomes an interactive channel and allows information to be conveyed quickly and efficiently, this business organizations can build better relationships with customers or users of social media accounts [5]. Thus, social media can be used as a digital marketing channel in the business world that can integrate marketing communication processes between consumers and sellers to introduce products and build brands to customers and this makes the customer not only buy the product but also be awareness of the brand on the product.

Valos explained that sales that connected to advertising have a deeper potential in the industrial world to integrate the process of marketing communication with customers through social media not

only to increase product sales but create brand awareness of these products [6]. Other than that, brand communities is an effective tool in the IMC system [7]. In the business environment, IMC has an important role, because it can be used as a cross-channel synchronization and business process driven by audiences in managing content and channels strategically and is the result of brand communication programs that emphasize messages, media, and points of contact with customers [8]. Dahl explained that Implementation of IMC is important to integrate communication messages and promotional activities with social media channels as one of the communication channels that can deliver messages about product sales in growing brand awareness to customers [9]. IMC upgrades the performance in business world that benefits companies in competing with other companies, this affects brand improvement and communication effectiveness in achieving goals and feelings of communication [10].

The purpose of this research is to describe and analyze the benefits of IMC through Instagram social media in creating brand awareness, brand image, and good relationships with consumers in the business. In this case, the researcher focuses on the use of effective integration of marketing communication through social media Instagram to communicate product messages to provide brand awareness in addition to selling products, which can cause pleasure and pride when using product brands. With increasingly modern technology, IMC is needed to facilitate the process of business activities and build good relationships with customers.

2. Method

This research used qualitative method with a descriptive approach to describe the effect of Integrated Marketing Communication (IMC) through Instagram social media in creating brand awareness, brand image, and good relations with customers. To deepen this study, researchers used interview methods and literature studies. The research took Starbucks customers in the social media as interviewee.

3. Results and Discussion

In this era of digital media, marketing activities have changed both from the communication channel used and in the communication process. Currently, changes in marketing activities are visible with the transition from offline to online system that is used through Instagram social media communication channels. In this case, social media becomes a means for conducting marketing communication activities, which creates the rise of online shop accounts on Instagram social media. The phenomenon of social media significantly affects sales, even the company's reputation. Although, indeed the influence of social media will differ according to social media activities which are determined by the extent to which they focus on a few [11]. The use of Integrated Marketing Communication (IMC) through Instagram also makes it easy for companies to do marketing, determine segmentation, targeting, and positioning. In this study, researchers used a focus that is IMC which is a strategy to convey messages and brand awareness to consumers. Integrated marketing is done by combining marketing communication with Instagram. Marketing communication with Instagram is integrated to deliver product messages in creating value or brand of a product, in this case Starbucks coffee.

The Instagram social media channel used by Starbucks was aimed to integrate the marketing communication process to deliver product messages that can create brand awareness, image and customer relationship. Thus, when a customer buys a product, it is not only about buying a product, but also the value and awareness of the Customer about the importance and value of a brand attached to the product. In this case, the company not only benefits from product sales, but also brand awareness, brand image, and deep customer relationships that benefit the company's image or reputation.

IMC conducted by Starbucks through Instagram is quite effective after television media. Now, Starbucks has become a famous brand in several countries, one of which is Indonesia. Starbucks is a strong brand in the minds of consumers and has entered the top of mind stage and reach the upper

middle segment and also the middle class. With this, IMC conducted through Instagram by Starbucks has given awareness of the brand that makes Starbucks known as the best coffee brand. In addition, the integration between marketing communication and the use of Instagram creates a closer relationship with customers because of two-way communication. Starbucks invites its partners to support in creating brands and managing good relationships by providing the best service for its customers. So, this is one of the reasons why Starbucks remains a famous coffee brand. Some of the effects of IMC through Instagram including:

- **Brand Awareness**

Brand awareness is the ability of a potential buyer to recognize and recall a brand as part of a particular product category. Starbucks is branding using IMC through Instagram. Social media has a good potential to become a strategy for promotion, advertise by conveying messages to create awareness to customers about the value or brand of the product as a goal of the Starbucks company.

Figure 1 shows that Starbucks promotes by showing the clean, bright and modern Starbucks brand through products. The language used in Instagram posts is the story of a new espresso coffee launched by Starbucks using the same method as the service Starbucks provides for sweet customers, and to the point. The aroma of coffee can provide pleasure and fluency which activates several genes in the brain, reduces the effects of sleep deprivation, and provides learning or awareness to customers or the public. Starbucks carries out marketing communications through Instagram to deliver a company message that serves exceptional coffee. thus, making coffee remains preferred and desirable by customers.



Figure 1. Brand Awareness

Figure 2 shows that Starbucks held a campaign with #SbuxCupOfCourage to build brand awareness. This activity is one of the strategies carried out by applying the concept of IMC through social media. With a campaign organized by Starbucks, making customers buy products and upload photos with #SbuxCupOfCourage on Instagram social media, which affects the increase in product sales. This proves that the customer is aware of the products provided by Starbucks.



Figure 2. Brand Awareness

- **Good relationship**

Figure 3 shows that Starbucks used IMC through social media in order to get closer to customers in creating two-way communication. In the Instagram social media account managed by Starbucks, it was explained through video that baristas not only benefit about coffee processing but the baristas also taught according to the company's goals to foster and serve customers well, which is as a step in creating good relationship for the company's reputation. In the video uploaded through the Instagram social media account owned by Starbucks, a barista conveys a message regarding the purpose of managing good relationships with customers. Barista prioritizes service quality to create and build deep relationships with customers. the video posting creates feedback from customers through the instagram comments column. This is a form of IMC through social media Instagram.

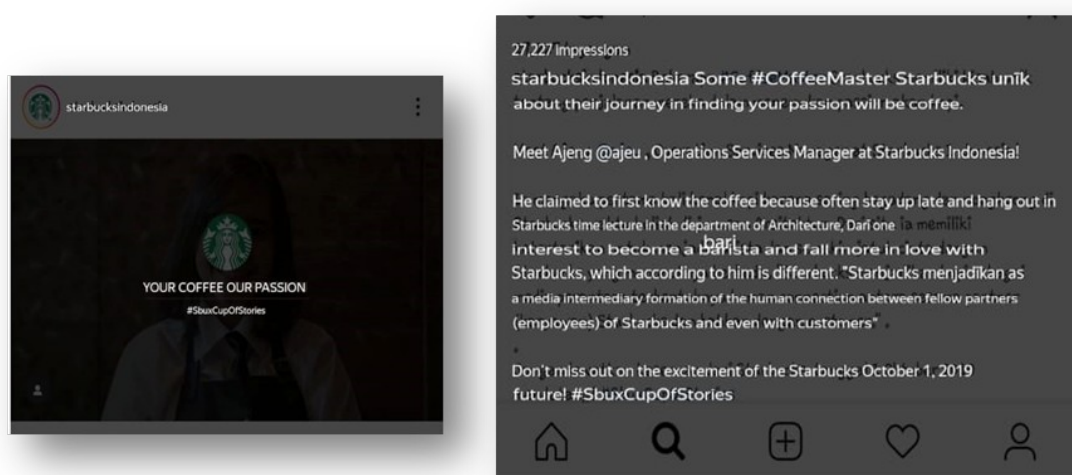


Figure 3. Good Relationship to Customers

- **Brand Image**

It is a known fact that Starbucks has a good brand image, and is a famous and prestigious coffee brand. Starbucks's brand image is embedded in the minds of customers by only seeing the logo that is the identity of Starbucks's products. When people see the "shirtless mermaid logo showing their two fish fins" in the customer's mind, it is thought that it is coffee with the Starbucks brand. Thus, the brand image attached to the community or customers becomes a positive positioning for Starbucks. In this case, can create a good image and reputation for Starbucks companies.

Figure 4 shows IMC conducted by Starbucks through social media, makes it easy for Starbucks to build its brand image to its customers. This is not surprising if customers feel proud when using this brand of Starbucks products, because they know the brand image of Starbucks is a famous coffee brand, prestigious and enjoyed by the middle and upper classes. Therefore, customers feel confident when uploading on social media with the Starbucks brand.

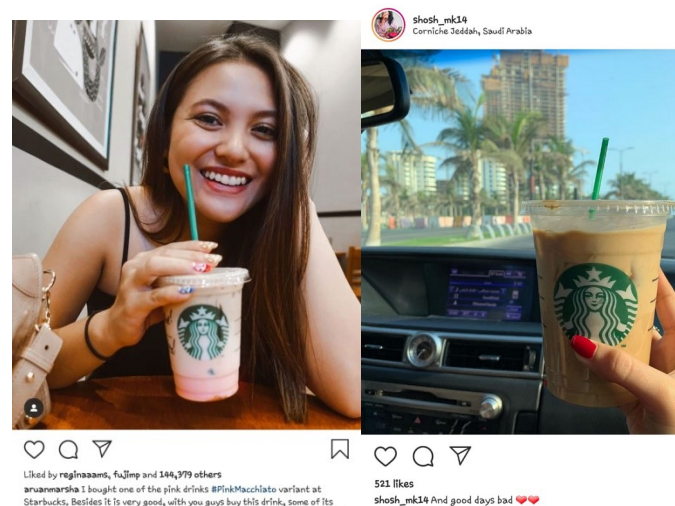


Figure 4. Brand Image

- **Customer Loyalty**

Figure 5 shows IMC that is managed through social media Instagram affects customer loyalty to Starbucks products.

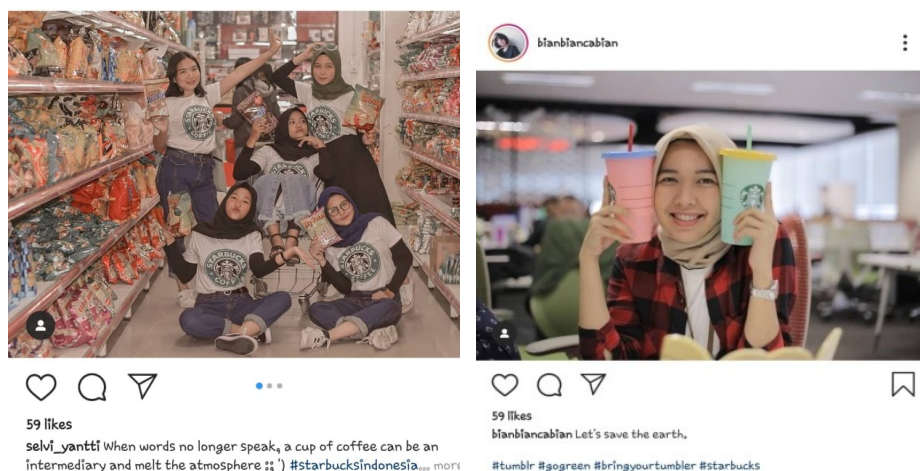


Figure 5. Customer loyalty

Customer loyalty is created from the integration of marketing communication with Instagram social media which is good at maintaining two-way communication. In addition, the offered coffee products has a great quality, but the quality of the services provided by the Starbucks company to customers is a major concern. Starbucks not only advertises its products but also builds the company's image and good name to create customer loyalty and enhance the company's reputation.

4. Conclusion

Integrated Marketing Communication (IMC) through social media is an important thing in today's digital media in the business world. A well managed IMC can facilitate Starbucks in managing its marketing to form brand awareness, image, and good relations with the customer. Therefore, when a company wants to deliver a message in the form of advertisements or promotions, it can easily be done through social media. IMC through Instagram doesn't cost much, and of course a wider market reach makes it easy to determine the company's target, position and makes the message conveyed by Starbucks can be delivered according to its purpose. Thus in the era of digitalization, companies are required to be able to adapt to technological developments, so that their business can survive and compete in global market now.

Acknowledgement

We would like to thank Dr. Ir. Eddy Soeryanto Soegoto, who has provided insights and knowledge to writers relating to entrepreneurship and the authors thank Ms. Senny Luckyardi for providing knowledge and guidance in making scientific work in accordance with international standards. as well as a team of Entrepreneurship lecturers who have provided teaching materials about entrepreneurship to the writer.

References

- [1] Soegoto, E. S., & Huda, M. N. 2019, November. Utilization of Information Technology as Online Business Marketing Media. In *IOP Conference Series: Materials Science and Engineering*, **662**(3), pp. 032018.
- [2] Kitchen, P. J., & Burgmann, I. 2015. Integrated marketing communication: making it work at a strategic level. *Journal of Business Strategy*, **36**(4), pp.34-39.
- [3] Teece, D. J. 2010. Business models, business strategy and innovation. *Long range planning*, **43**(2-3), pp.172-194.
- [4] Ahmed, Q. M., Raziq, M. M., & Ahmed, S. 2018. The Role of Social Media Marketing and Brand Consciousness in Building Brand Loyalty. *Global Management Journal for Academic & Corporate Studies*, **8**(1), pp.154-165.
- [5] Karjaluoto, H., Mustonen, N., & Ulkuniemi, P. 2015. "The role of digital channels in industrial marketing communications" *Journal of Business & Industrial Marketing*, **30**(6), pp.703–710.
- [6] Valos, M. J., Haji Habibi, F., Casidy, R., Driesener, C. B., & Maplestone, V. L. 2016. "Exploring the integration of social media within integrated marketing communication frameworks." *Marketing Intelligence & Planning*, **34**(1), pp.19–40.
- [7] Gabrielli, V., & Baghi, I. 2014. Online brand community within the integrated marketing communication system: When chocolate becomes seductive like a person. *Journal of Marketing Communications*, **22**(4), pp.385–402.
- [8] Manser Payne, E., Peltier, JW, & Barger, VA 2017. Omni-channel marketing, integrated marketing communications and consumer engagement. *Journal of Research in Interactive Marketing*. **11**(2), pp.185–197.
- [9] Dahl, S., Eagle, L., & Low, D. 2015. Integrated marketing communications and social marketing. *Journal of Social Marketing*, **5**(3), pp.226–240.

- [10] Bruhn, M., & Schnebelen, S. 2017. *Integrated Marketing Communication – From and instrumental perspektif to customer-centric*. *European Journal of Marketing*, **51**(3), pp.464–489.
- [11] Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. 2011. Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, **54**(3), pp.241-251.