

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Integrated Marketing Communications (IMC) has been arising among organizations and companies to improve their marketing performance to the targeted audience. The popularity is due to the ability of this strategy to integrate and coordinate some communication channels to deliver their messages effectively (Kotler and Armstrong, 2005:403). Maximizing the use of several forms of communication channels in both conventional and digital media will support the company to establish a strong brand identity, which results in improving their brand equity, and one of them is brand awareness. Brand awareness is the foundation purpose of the marketing field, as it refers to the consumers' consciousness towards a certain brand (Ansari et al., 2019). The higher the level of brand awareness, the more recognized the brand by the customers. The highest level of brand awareness is top-of-mind, which means that when people think about a particular product, they would immediately think about a certain brand without any consideration.

With the significant increase of the Internet users worldwide, counted 4.8 billion users (We Are Social & Hootsuite, 2021), the Internet becomes a promising opportunity for companies to reach their potential customers and retain their existing ones in a real time and more personalized way. The Internet has also reached its highest popularity as a communication channel with its uniqueness to provide access for the market (Grubor and Jaksa, 2018). Internet marketing enables companies to accomplish their

communication marketing objectives through Internet connection and modern technologies connected to the Internet. The shifting of fulfilling supply and demand activities to online channels is inevitable, considering the fact that the Internet has been attached into daily life, which provides opportunities for marketers to connect to the target market.

Internet marketing varies; it involves any marketing strategies that are applied with the support of the Internet. One of the most popular ones is social media marketing. Based on the marketing statistics namely Not Another State of Marketing Report 2021 which is launched by Hubspot (2021), social media marketing is placed as the most popular marketing approach, reaching nearly 70%. As expected, the same report also concludes that social media, mostly Instagram, (approximately 80%) is used by organizations for executing their marketing strategy. The 62% of respondents that apply social media marketing chose social listening as a marketing tactic by establishing a direct relationship with the social media users and listening to their feelings towards these interactions. This tactic is considered as effective to understand the way to support, engage, and drive the targeted users to become loyal customers.

Social media marketing does help companies and organizations to build relationships with the social media users and connect with them in a direct, personalized, and interactive way (Blakeman, 2018). With the features of social media that integrate communication technology to deliver information and socialize in the form of visuals and words, it supports the goal of companies to attract and reach attention and insights from other social media users. In other words, it provides beneficial opportunities for companies to enhance brand awareness, which will lead to escalate their sales and

profits (Ansari et al., 2019). The statement is also relevant with the research result conducted by Ardiansyah & Sarwoko (2020), stating that the frequent usage of social media as their marketing communications strategy influences their brand awareness, resulting in the tendency of positive purchase decisions. They also need to maximize their presence and channel integration on social media to expose their products and allow customers to share experiences and actively engage, generating the awareness (Chierici et al., 2018). Thus, it is important for marketers to be able to attract potential customers through content that are engaging and interesting for their target market.

As stated by PT Zona Edukasi Nusantara, this company holds three values as their mission, which are *Cerdas*, *Cerah*, and *Asik* (CCA). They strive for creating a competent generation in Indonesia through these values. *Cerdas* refers to the ability to think critically in grasping information received, instead of memorizing it. *Cerah* that means the individual ability to think and crosscheck information based on evidence. Lastly, *Asyik* refers to the eagerness and motivation to connect with others and understand others' way of thinking. PT Zona Edukasi Nusantara attempts to influence their potential and existing customers with their value in order to fulfill their mission. Hence, through these values, the content and the information provided on social media accounts owned by PT Zona Edukasi Nusantara has to focus on disseminating information the right way to the targeted social media users, while also taking relevant and credible data, and challenging and creative ideas into account.

PT Zona Edukasi Nusantara, or commonly known from their brand name since 2004 (Zenius Education), is considered as the suitable company to conduct the internship program and to support the intern's observation of this report regarding the

social media marketing strategy in building brand awareness. This consideration is based on the fact that PT Zona Edukasi Nusantara has just launched its new business unit, Zenius for Professional (ZenPro). ZenPro is a learning platform aimed for fresh graduates and professionals to enhance their skills on professional work and business. Launched in August 2021, ZenPro focuses on its corporate brand awareness to be acknowledged by their target market so that they are able to compete with the existing and incumbent competitors. In this state, the role of social media marketing is considered as a pivotal asset that is capable of supporting the marketing plan of ZenPro. This type of marketing exists to introduce ZenPro to their target market through social media.

Social media marketing would be beneficial for ZenPro to conduct since social media is considered as one of the effective channels to reach wider people and generate corporate brand awareness as a new business unit of PT Zona Edukasi Nusantara. The social media division of ZenPro consists of a Content Writer/Content Creator team, TikTok Content team, Instagram Content team, and Graphic Designer team. Other related divisions in doing their job, such as Sales team, Partnership, Brand Marketing, and Product team, also support these positions. So far, social media interns of ZenPro are responsible for creating content with the main focus on one of the most popular social media sites, Instagram. Thus, this report will observe the social media marketing activities in ZenPro conducted on Instagram.

This internship program is under the *Program Magang dan Studi Independen Bersertifikat (MSIB)*, which is a part of Kampus Merdeka launched by *Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi Republik Indonesia*

(Kemendikbudristek). Kampus Merdeka is one of the policies established by Kemendikbudristek that offers several programs targeted for higher education students to enhance their skills in the professional world as preparation for their future career.



Figure 1.1 Logo of Magang Merdeka  
Source: Instagram Magang Merdeka (@magangmerdeka)

The *Magang Bersertifikat Kampus Merdeka* (MBKM) program in PT Zona Edukasi Nusantara had opened 30 positions for 11 divisions. From 19.834 student candidates applying for 30 positions, PT Zona Edukasi Nusantara decided to process 74 students to experience the professional work in Zenius. In percentage, the acceptance rate for this internship period in this company was less than 0.5%. The accepted students are then assigned for their own job responsibilities based on their positions, mentored by 22 specialists or division leaders.

ZenPro as a part of PT Zona Edukasi Nusantara is also involved in the program of MBKM, hiring some students as their interns, which are involved in their business operation in several divisions, especially in the social media division. By this program, it is hoped to support ZenPro in spreading the corporate brand awareness during the internship period to the existing and potential participants of MBKM program.



Figure 1.2 Poster Thank You Message from Zenius to Kampus Merdeka Participants  
Source: Instagram Magang Merdeka (@magangmerdeka)

Joining this program, the intern is committed to fulfill the work responsibilities in PT Zona Edukasi Nusantara for four months, while also reporting the experience gained on this report.

## 1.2 Purpose of the Internship

The purpose that the intern wants to achieve in the internship program is:

- 1) To learn in the practical context of social media marketing strategy conducted by ZenPro on Instagram @zenproid in building corporate brand awareness.

- 2) To fulfill the responsibilities of the *Magang Bersertifikat* program by Kampus Merdeka launched by *Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi* of Indonesia.

### **1.3 Scope and Limitation**

During the execution of the internship program, the intern is assigned with several responsibilities to be accomplished by the PT Zona Edukasi Nusantara. PT Zona Edukasi Nusantara is one of the startup companies in Indonesia that engages in the field of online education. Furthermore, the intern has selected PT Zona Edukasi Nusantara as the company to conduct the internship program as a content writer intern under social media division. This position is believed will help the intern to gain more knowledge and information correlated with the topic of this internship report.

The internship program of PT Zona Edukasi Nusantara placed the Intern in ZenPro under the division of social media. The intern is given the responsibility to research, observe, and provide constructive ideas for ZenPro's social media content to the practices of strategy implementation and improvement to ZenPro's key stakeholders in social media and campaign teams. The expected outcome of the mentioned responsibility is to help brighten the future of Indonesian citizens by sparking a love of learning through ZenPro's social media content. The main scope of the social media marketing activities will be limited to social networking Instagram, as the intern fulfills and applies the job's responsibilities mostly for Instagram content. In other words, the content of this report will be led to social media marketing on one of the social networking sites, Instagram, and how it can achieve the brand awareness of ZenPro. The

rest of the report will also use the term social media and social media marketing to refer to social networking sites, which will be discussed further.

## **1.4 Period and Location of the Internship**

### **1.4.1 Location of the Internship**

The internship program is conducted fully on online platforms in order to support the Indonesian government's regulation to minimize the spread of Coronavirus by restricting physical contacts and limiting business operations at offices. The mentor through instant messages will supervise the activities of the intern, and all meetings and reports will be conducted on online platforms. The communication channels and other digital applications that are used are Zoom, Google Meet, Google Calendar, Google Drive, Google Docs, Google Spreadsheet, and WhatsApp.

### **1.4.2 Period of the Internship**

The internship program practice lasts for four months, starting from 23 August 2021 until 31 December 2021. The company has determined the working hours and the working procedure of the internship program. The internship will be conducted with Work From Home (WFH) system, considering the pandemic of COVID-19, carrying a full-time based working hours in five working days from Monday to Friday at 09.00-18.00.



At the time this report was written, the intern was still actively working at PT Zona Edukasi Nusantara as Content Writer Intern under Social Media Division in ZenPro. This written report is an activity that is conducted from August 2021 to December 2021.

