

The Influence Of Viral Marketing “Clarification Of Video Viral Shopping Drama” On Instagram Towards Brand Awareness Tokomart Tokopedia

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Abstract

This research was conducted to determine the effect of viral marketing on brand awareness at Tokomart Tokopedia. The purpose of this research is to understand and analyze how viral marketing and brand awareness influence the strategies that Tokopedia has implemented on social media. This research uses a quantitative method with a descriptive research type. The sample used in this study employed nonprobability sampling with a total of 100 respondents. The data analysis techniques and methods used are descriptive analysis and multiple linear regression analysis. Based on the test results, the viral marketing conducted by Tokopedia through the social media platform Instagram has a significant impact on Tokomart's brand awareness. This is evidenced by $thitung > ttabel$ ($9.535 > 1.985$) with a significance test of $0.000 < 0.05$. Based on the results of the partial hypothesis test (t-test), it is stated that the variable of viral marketing has a significant effect on brand awareness at Tokomart Tokopedia. Based on the coefficient of determination, it can be concluded that the viral marketing strategy at Tokomart Tokopedia has an impact of 47.6% on the brand awareness of Tokomart Tokopedia, while the remaining 52.6% is influenced by other factors not included in this study. The conclusion of this research is that Tokopedia has made efforts to enhance Tokomart's brand awareness effectively through viral marketing strategies; however, there are shortcomings in several aspects that need to be improved in the future.

Keywords-viral marketing, brand awareness, e-commerce, Instagram

Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh viral marketing terhadap brand awareness pada Tokomart Tokopedia. Tujuan untuk dilakukannya penelitian ini adalah untuk mengetahui dan menganalisis bagaimana pengaruh viral marketing dan brand awareness dalam strategi yang telah Tokopedia lakukan di sosial media. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian deskriptif. Sample yang digunakan dalam penelitian ini menggunakan non probability sampling dengan jumlah responden sebanyak 100 orang. Teknik analisis data dan metode yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda. Berdasarkan hasil pengujian, viral marketing yang dilakukan Tokopedia melalui media sosial Instagram berpengaruh signifikan terhadap brand awareness Tokomart. Hal ini dibuktikan dengan $thitung > ttabel$ ($9.535 > 1.985$) dengan uji signifikansi sebesar $0.000 < 0.05$. Berdasarkan hasil uji hipotesis secara parsial (uji t) dinyatakan bahwa variable viral marketing berpengaruh secara signifikan terhadap brand awareness pada Tokomart Tokopedia. Berdasarkan koefisien determinasinya di dapat bahwa strategi viral marketing pada Tokomart Tokopedia berpengaruh 47.6% terhadap brand awareness Tokomart Tokopedia dan sisanya 52.6% dipengaruhi oleh faktor-faktor lainnya yang tidak diikutsertakan dalam penelitian ini. Kesimpulan dari penelitian ini adalah, Tokopedia telah melakukan upaya dalam peningkatan brand awareness Tokomart dengan baik melalui strategi viral marketing, namun adanya kekurangan dalam beberapa aspek yang perlu ditingkatkan lagi untuk kedepannya.

Kata Kunci-viral marketing, brand awareness, e-commerce, Instagram

I. INTRODUCTION

As technology continues to advance, new innovations are being adopted across numerous industries, particularly in business. Marketing 4.0 has emerged as a key factor driving the evolution of buying and selling transactions. The growth of online interactions is closely tied to the internet, which connects people through its network. In the 4.0 era, where the internet serves as a central link in various areas of life, it has become an essential resource. Social media plays a pivotal role in this, functioning as the fastest medium for spreading information, with users receiving updates instantly as they are posted. The widespread use of social media provides users with numerous options to access the content and information they seek. The growing number of internet users each year presents significant opportunities for several industrial sectors, particularly the business industry, which continues to thrive alongside the internet's growth. Among these, the business sector has experienced some of the most profound impacts from technological advancements, especially in the shift from conventional to digital buying and selling systems.

According to [startupranking.com](https://www.startupranking.com), Indonesia ranked fifth in the 2020 global startup rankings, with a total of 2,193 startups. Among these are e-commerce platforms such as Tokopedia, Bukalapak, Belanja.com, Blibli, Traveloka, and Bhineka. The use of e-commerce in daily life has become a lifestyle, with online shopping for various needs, including clothing and food, becoming a common habit. E-commerce sites that are favoured by many consumers owe much of their success to the marketing strategies used to inform customers about products. This has also been the case for TokoMart, in promoting Tokopedia's latest features.

On March 1, 2021, a TikTok account, @officialrech, uploaded a video without disclosing its origin, which quickly garnered attention from netizens. The video, which featured a drama between a mother and her child cutting in line at a convenience store due to her frustration at not finding a particular item, received an overwhelming response—7.7 million views and 599 thousand likes. Many viewers were enraged by the mother's behaviour in the video, unaware that it was part of a viral marketing strategy by Tokopedia to promote TokoMart.

Two days later, on March 3, 2021, Tokopedia clarified the nature of the video in an official Instagram post, explaining that it was a marketing video created to introduce their latest feature, TokoMart. This post received 26 thousand likes, with many netizens expressing surprise in the comments that the viral video was part of Tokopedia's marketing campaign.

Through this clarification, Tokopedia hopes to position TokoMart as the go-to feature for online shopping. The author is interested in examining the public's awareness of TokoMart, the latest feature from Tokopedia, which was promoted via the "Clarification of the Viral Shopping Drama Video" Instagram post. Brand awareness—the extent to which consumers can recall or recognize a brand—plays a crucial role in brand equity, serving as a reference point for a product or service.

Given the virality of the video on social media, the author aims to explore the influence of viral marketing on brand awareness through the "Clarification of the Viral Shopping Drama Video" post from Tokopedia's official Instagram account. The key research question is: "What is the influence of the viral marketing campaign, 'Clarification of the Viral Shopping Drama Video,' on Instagram on Tokopedia's TokoMart brand awareness?"

II. BESIC THEORY

A. Viral Marketing

Viral marketing is the use of word-of-mouth marketing strategies through the internet by creating marketing emails or marketing concepts whose messages spread between users to other users. (Kloter dan Armstrong. 2014:530).

B. The Viral Marketing dimension

The Viral Marketing dimension is an element used as an indicator of success in viral marketing. Kaplan and Haenlein in Purba (2016) argue that the benchmarks in Viral Marketing are:

1. Messenger is an essential element in creating a viral marketing epidemic and requires the right people to spread the message. To ensure that an ordinary message becomes a viral phenomenon, three groups of messengers are needed: market experts, social relations, and sellers.
2. Message, this aspect has the potential to trigger a viral marketing phenomenon solely through a good, engaging, and impressive message that can be forwarded to others who have the potential to pass it on.
3. Environment, it's not just about delivering the right message to the right people; the environmental conditions also play a role in making the difference between success and failure in the realm of viral marketing.

C. Social Media

According to Dewing, M (2010:1-2), the term social media refers to various internet and mobile-based services that enable users to communicate online and provide content created by creators.

D. Social Media Marketing

Social media marketing is a digital marketing activity that uses social media as an intermediary between producers and consumers to promote the products or services offered by producers.

According to Moreau (2018), Instagram is a social networking application designed for sharing videos and photos from smartphones. Like Facebook and Twitter, Instagram also allows users to create accounts, have user profiles, and maintain a news feed.

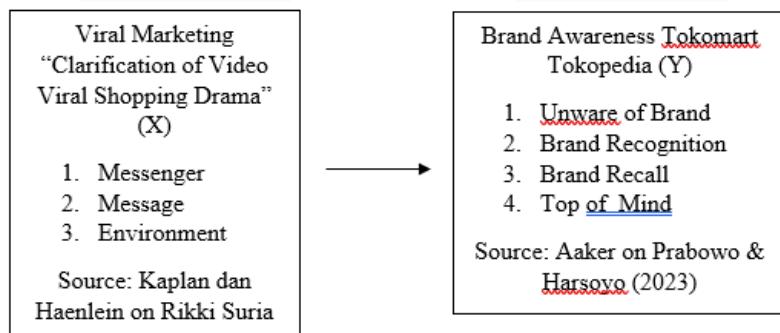
E. Brand Awareness

According to Durianto (2004: 57), brand awareness is the ability of potential buyers to recognize and recall a brand solely from a specific product category. One important aspect of brand equity is brand awareness. A brand has no equity until customers recognize it.

F. Dimensions of Brand Awareness

Durianto (2004: 54) argues that consumers tend to purchase brands they are already familiar with, as they feel acquainted, more confident, secure, and believe that recognized brands are reliable, helping them avoid potential risks. Here is an explanation of the levels of Brand Awareness:

1. Unaware of Brand, which is the lowest level in the Brand Awareness pyramid, where consumers do not know about the brand.
2. Brand Recognition, which is the initial level of knowing a brand, where recognition of a brand re-emerges after being prompted with assistance (aided recall).
3. Brand Recall, which is the ability to remember a brand without any assistance (unaided recall).
4. Top of Mind, which refers to the brand that first comes to consumers' minds. With that said, the brand becomes the first choice for consumers in a specific category among other brands.



Picture 1. Framework

G. Research Hypothesis

Hypothesis is a temporary answer to the research objectives that comes from a predetermined research framework. (Sujarweni, 2015). Based on the previously explained framework, the researcher formulates the hypothesis for this study as follows:

H1: There is a significant influence between The Influence of Viral Marketing "Clarification of Video Viral Drama Shopping" (X) towards Brand Awareness Tokomart Tokopedia (Y)

H0: There is no a significant influence between The Influence of Viral Marketing "Clarification of Video Viral Drama Shopping" (X) towards Brand Awareness Tokomart Tokopedia (Y)

III. RESEARCH METHODE

The researchers used a descriptive technique with a quantitative approach. The sample selected for this study consists of followers of the Tokopedia Instagram account, with a total of 100 respondents who viewed and liked the post "Clarification of the Viral Shopping Drama Video." Operational variables aim to facilitate the creation of questionnaires. The operational variables in this research are as follows: Independent Variables (X): messenger, message, environment, and Dependent Variables (Y): unawareness of brand, brand recognition, brand recall, and top of mind.

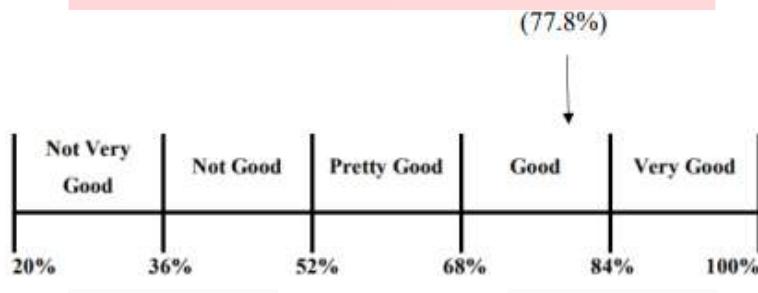
The sampling technique is simple random sampling, which gives every person in the sampling group an equal chance. The data collection technique used in this research is distributing questionnaires online through Google Forms. The data analysis technique employed in this study is the data collection technique.

IV. RESEARCH RESULT

A. Result of Descriptive Statistical Analysis of Variable X (Viral Marketing "Clarification of Video Viral Shopping Drama")

1. Respondents Responses to Messenger Dimension

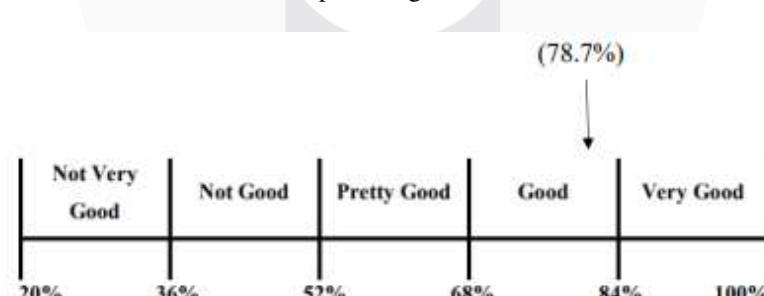
Respondents' responses regarding Messenger in the variable X of viral marketing, it indicates a total score of 1167 with a percentage of 77.8%.



Based on the image above, it indicates that the total score for the messenger sub-variable is 77.8%, categorized as 'Good', which means that respondents received the marketing messages positively.

2. Respondents Responses to Massage Dimension

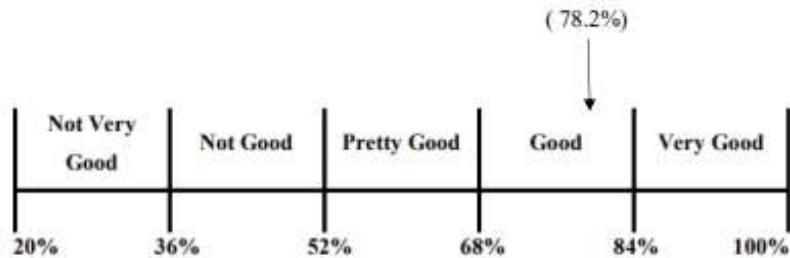
Respondents' responses to the massage dimension in variable X viral marketing, which has been presented in table 4.3, it states that the total score is 1969 with a percentage of 78.7%.



Referring to picture 3, it states that the total score for the sub-variable of massage is 78.7% with a 'Good' category, which means that respondents received the message well regarding the content presented by Tokopedia about Tokomart.

3. Respondents Responses to Environment Dimension

Respondents' responses to the dimensions in variable X viral marketing, which has been presented in table 4.4, it states that the total score is 1174 with a percentage of 78.2%.



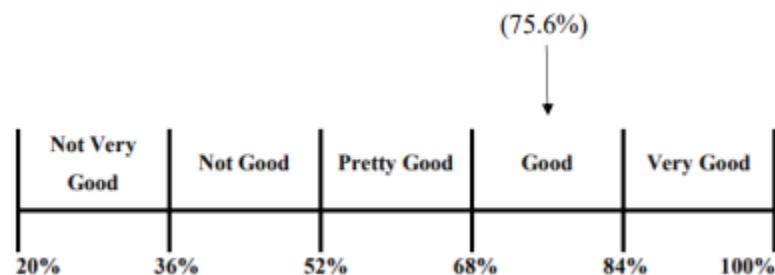
Picture 4. Continuum line Sub Variable of Environment

Referring to picture 4, it states that the total score for the environment subvariable is 78.2% with a 'Good' category, which means that respondents received information that was quite good and easy to understand from Tokopedia through Instagram posts about the "Clarification of Viral Shopping Drama Video."

B. Results of Descriptive Statistical Analysis of Variable Y (Brand Awareness Tokomart Tokopedia)

1. Respondents Responses to Unware Brand Dimension

Based on table 4.5 regarding the respondents' responses to the dimensions of variable Y brand awareness, which has been presented in table 4.5, it states that the total score is 756 with a percentage of 75.6%.

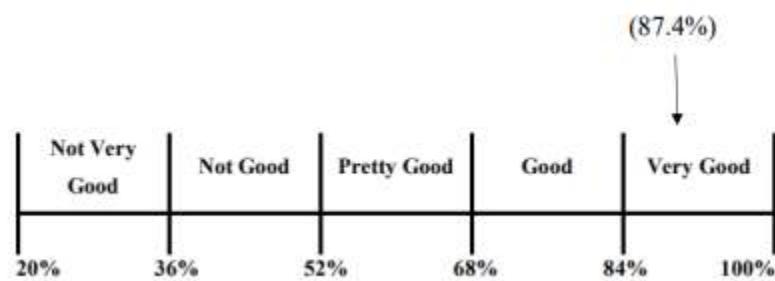


Picture 5. Continuum line Sub Variable of Unware Brand

Based on the image above, it indicates that the total score for the unaware brand sub-variable is 75.6%, categorized as 'Good', which means that respondents are aware of the existence of Tokomart Tokopedia.

2. Respondents Responses to Brand Recognition Dimension

Respondents' responses to the dimensions in variable Y brand awareness, which has been presented in table 4.6, it states that the total score is 874 with a percentage of 87.4%.

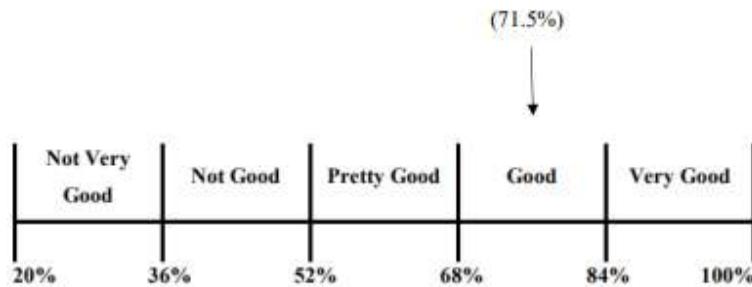


Picture 6. Continuum line Sub Variable of Brand Recognition

Based on the image above, it indicates that the total score for the sub-variable of brand recognition is 87.4%, categorized as 'Very Good,' which means that respondents recall the presence of Tokomart Tokopedia through advertisements on social media.

3. Respondents Responses to Brand Recall Dimension

Respondents' responses to the dimensions in the variable Y brand awareness presented in table 4.7, it states that the total score is 715 with a percentage of 71.5%.

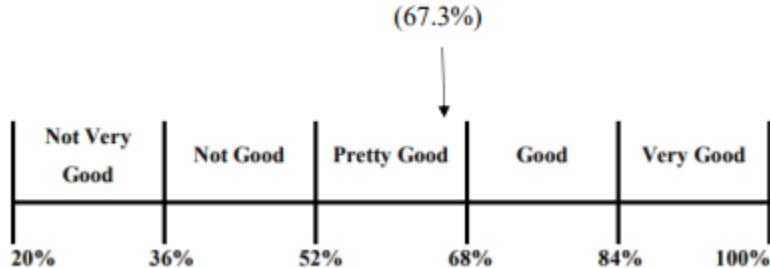


Picture 7. Continuum line Sub Variable of Brand Recall

Based on the image above, it indicates that the total score for the sub-variable of brand recall is 71.5% with the category 'Good,' which means that respondents remember Tokomart Tokopedia as an online supermarket.

4. Respondents Responses to Top Of Mind Dimension

Respondents' responses to the dimensions within variable Y brand awareness, which has been presented in table 4.8, it states that the total score is 1010 with a percentage of 67.3%.



Picture 8. Continuum line Sub Variable of Top of Mind

Based on the image above, it indicates that the total score for the top of mind sub-variable is 67.3%, categorized as 'Pretty Good,' which means that some respondents mentioned Tokomart Tokopedia as the online supermarket that comes to mind first when thinking about online supermarkets.

C. Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100
Normal Parameters ^{a,b}	Mean .0000000
	Std. Deviation 4.67096074
Most Extreme Differences	Absolute .072
	Positive .044
	Negative -.072
Test Statistic	.072
Asymp. Sig. (2-tailed)	.200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Picture 9. Normality Test

From picture 9 above, that can be concluded that Asymp. Sig. (2-tailed) 0,2 which indicates that the sample data has a normal distribution because the Asymp. Sig value is more than 0.05 ($>0,05$), suggesting that the normality assumption is normal.

D. Correlation Coefficient Test

Correlations		
	X	Y
X	Pearson Correlation 1	.694 ^{**}
	Sig. (2-tailed)	.000
	N	100 100
Y	Pearson Correlation .694 ^{**}	1
	Sig. (2-tailed)	.000
	N	100 100

**. Correlation is significant at the 0.01 level (2-tailed).

Picture 10. Correlation Coefficient Test

According to figure 10, the correlation results indicate that the relationship between viral marketing "Clarification of Video Viral Shopping Drama" on Instagram is positive at 0.694. The positive value suggests that there is a relationship between the two variables. With the interpretation of data, there is a strong relationship between variable X and Y.

E. Coefficient of Determination

Model Summary ^a									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.694 ^a	.481	.476	4.695	.481	90.914	1	98	.000

a. Predictors: (Constant), X
 b. Dependent Variable: Y

Picture 11. Coefficient of Determination Test

In the statistical data presented in picture 11, it shows that the Adjusted R Square value is 0.476 or 47.6%. The data indicates that the independent variable affects the dependent variable by 47.6%, while the remaining figures can be accounted for by other factors to bring about changes in brand awareness variability.

F. Simple Linear Regression Analysis

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.953	3.360		.581	.563
	X	.730	.077	.694	9.535	.000

a. Dependent Variable: Y

Picture. 12 Result of Simple Linear Regression Analysis

Based on the results of the simple linear regression analysis processed in picture above, there is a simple linear regression equation to estimate brand awareness influenced by viral marketing "Clarification of Video Viral Shopping Drama" as follows:

$$Y = 1.953 + 0.730 X$$

1. The constant value of 1.953 indicates that the information variable is constant (0), so the brand awareness variable's consistency value is 1.953.
2. Based on the regression coefficient of 0.730, if there is a 1% increase in viral marketing, there will also be a 0.730 increase in brand awareness. The regression coefficient for Instagram's variable viral marketing "Clarification of Video Viral Shopping Drama" indicates that brand awareness will increase by 0.730

G. Hypothesis Test

1. T Test (Partial)

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.953	3.360		.581	.563
	X	.730	.077	.694	9.535	.000

a. Dependent Variable: Y

Picture 13. Result of Simple Linear Regression Analysis

Picture 13, reveals that the obtained significance value is 0.000. This figure is smaller than the significance level (α) that was previously determined in the testing criteria, which is 0.05 ($0.000 < 0.05$). Therefore, the conclusion is that H_0 is rejected and H_1 is accepted, which means that there is an influence of viral marketing on the "Clarification of Video Viral Shopping Drama" on Instagram towards brand awareness.

Based on the results from the obtained data, it can be proven that the influence of viral marketing on the "Clarification of Video Viral Shopping Drama" on Instagram has a positive impact on brand awareness. This is evidenced by the t-test results for viral marketing, which show a calculated t-value of 9.535, while the table t-value is 1.985 ($9.535 > 1.985$). It can be concluded that viral marketing in the Instagram post by Tokopedia titled "Clarification of Viral Shopping Drama" has a significant impact on Tokopedia's brand awareness. This means that an increase in positive viral marketing will influence the rise in brand awareness among Tokopedia's consumers.

V. CONCLUSION

Based on the results of the analysis and processing of respondent data in the study "The Influence of Viral Marketing 'Clarification of Video Viral Shopping Drama' on Instagram Towards Brand Awareness of Tokomart Tokopedia," it is possible to address the research identification that has been established. The conclusion drawn is that the viral marketing strategy implemented by Tokopedia has a significant impact on increasing Tokomart's brand awareness with a percentage of 47.6%. while the remaining 52.4% was influenced by other aspect that not examined in this study. It can be conclude that the independent variable affect dependant variable by 47.6%.

Within the viral marketing variable, there is a sub-variable with the highest score, which is the message, with total 1969 with a percentage of 78.7%. This can be interpreted to mean that the message conveyed by Tokopedia in its viral marketing strategy for Tokomart is relatively easy to understand, engaging to discuss, and useful for customers.

Meanwhile, in the brand awareness variable, the sub-variable with the highest score and influence is brand recognition, which has a total score of 874 and a percentage of 87.4%. This result indicates that social media has a significant impact on enhancing Tokomart's brand awareness at Tokopedia. This is because customers become aware of Tokomart Tokopedia's existence through social media, thanks to the content that Tokopedia has posted on its Instagram account.

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