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Use of Social Media in Building Brand Identity Among Young Entrepreneurs

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Abstract.
Increasing the number of social media users is a potential for entrepreneurs or young entrepreneurs, especially to develop their businesses on social media. The business world has a potential target of 191 million active social media users. Optimum utilization of social media for business can benefit business people and improve their welfare and the people involved, such as expanding employment opportunities to contribute to community welfare and reduce poverty. One effort that can be made is to build a brand identity on social media by young entrepreneurs. As it is well known, social media users in Indonesia, especially Instagram, are young people. The large number of young entrepreneurs doing business on social media is a challenge in itself to be able to compete to attract the attention of consumers; therefore, the products offered must have an identity so that they are easily recognized among competitors. The research method used is descriptive; the research subjects are young entrepreneurs who had used social media for business for at least 1 year and were selected purposively.

Keywords: brand identity, social media, young entrepreneurs

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1. Introduction

Social media users on Idea according to *we are social* as quoted from the data ide.id, as many as 191 million people in Idea 2022. That number has increased by 12.35% compared to the previous year of 170 million people. Seeing the trend, the number of social media users on Idea continues to increase every year. However, its growth has fluctuated since 2014-2022. The highest increase in the number of social media users reached 34.2% in 2017. However, this increase slowed to 6.3% last year. The numbers just increased again this year. *WhatsApp* is the most widely used social media by the Idea community. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with respective percentages of 84.8% and 81.3%. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8%, respectively.

Increasing the number of social media users is a potential for entrepreneurs or entrepreneurs young people especially to develop their business on social media. Active social media users of 191 million are a potential target market for the business world. It's just that the use of social media by some users is not used optimally, there is still abuse on social media as an example of cases of *hoaxes, bullying*, conflicts on social media still occur among social media users in Ide. Quoted from the Kominfo.go.id page, Chairperson of the Indonesian Anti Hoax Society (MIAH) Septiaji Eko Nugroho appealed to social media to be used for things that are synergistic and educative. For this reason, MIAH is keen to carry out anti-hoax national social events throughout Indonesia. "Hoaxes have spread and caused unrest in society. Do not divide each other" .

In the business world, the misuse of social media is also experienced by businessmen and the public who are victims of fraud and misuse of social media by irresponsible people to the detriment of society. Social media is one of the easiest *platforms for customers to use to convey complaints, problems, to criticism and* suggestions for an institution or company. This is possible because institutions and companies have customer service (*customer care*) accounts on social media, one of which is *Twitter*. Unfortunately, this facility has also been used by a number of individuals to commit fraud.

Optimum utilization of social media for business can benefit business people and improve the welfare of business people and the people involved such as expanding employment opportunities so as to contribute to community welfare and reduce poverty. One effort that can be done is to build a brand identity on social media by young entrepreneurs. As is well known, social media users in Indonesia, especially Instagram, are young people.

According to records in databoks.katadata.co.id, the Statistics report notes that the most social media users in Indonesia in 2020 are aged 25-34 years. In detail, male and female users are 20.6% and 14.8% respectively. The next position is users aged 18-24 years. In detail, male and female users are 16.1% and 14.2% respectively. From these reports, generally the majority of social media users are young. So that even young entrepreneurs are now starting to dare to run their business on social media. The large number of young entrepreneurs doing business on social media is a challenge in itself to be able to compete to attract the attention of consumers, so the products offered must have an identity so that they are easily recognized among competitors. Related to brands, Kotler and Keller [1], stated that brand image is the way people actually perceive brands. In order for an image to be embedded in the minds of consumers, marketers

must demonstrate brand identity through available means of communication and brand contact. Brand image is the public's perception of the company or its products.

Observing the above phenomenon, coupled with the conditions of the Covid19 Pandemic that are experienced by almost the majority of the world's population, Indonesia is no exception. People are worried about their health safety. Government policy to limit activities outside the home, including in crowded centers and offices, is one of the reasons for the proliferation of business places to set sales strategies through *online media*. At the same time, entrepreneurs are born who are just starting their businesses. Due to the strict government policy towards the community to limit activities, young entrepreneurs take advantage of social media in marketing their products, by building their business brand identity. If in the previous study, the tendency of research was to be carried out under normal conditions without any disruption to the spread of the Covid 19 virus, then in this study the researcher wanted to get answers, how do young entrepreneurs build loyalty and trust in brands on social media for young entrepreneurs, while at the same time wanting to know how to implement interesting and consistent message delivery to build brand identity, including services provided on social media to build brand identity.

Based on these problems, the authors conducted research on the use of social media in building brand identity among young entrepreneurs. The results of this study, it is hoped that young entrepreneurs can develop marketing strategies in selling post-pandemic products. This means that if young entrepreneurs have succeeded in building their product brands during the Pandemic, then in normal situations it is hoped that the marketing strategy will be carried out optimally.

2. Literature Review

2.1. State of the art

Research on social media was conducted in 2017 by Rahman et al. [2] from Malaysia with the title "*Research on the State of Social Media Studies in Malaysia* : 2004-2015". The purpose of this research was to examine trends in social media research in Malaysia from 2004 to 2015. The research approach using quantitative content analysis was conducted on 79 articles in 21 selected academic journals in identifying methodological approaches, theoretical applications, topical, types of social media, types of content, and research [2].

Subsequent research entitled " *Understanding Social Media Logic* " was conducted by van Dijck and Poell [3], which examines the complex dynamics including social media platforms, mass media, users, and social institutions with regard to social media logic, norms, strategies, mechanisms, and economics that support its dynamics. This logic will received attention in light of what has been identified as the logic of the mass media, which has been facilitating the delivery of powerful media discourse beyond its institutional boundaries [3].

Westerman et al. [4] conducted research with the title " *Social Media as Information Source* ". The method used is the experimental method. The aims of the study are to see (1) the relationship between social media sophistication and source credibility; (2) Relationship between source credibility and cognitive elaboration, and (3) Sophistication and credibility aspects related to cognitive elaboration. The similarity with this research is that the object is the internet, it's just that the difference is that Westerman et al. [4] examines the latest social media which affects the credibility of sources and the elaboration of cognition. While researchers examined the use of social media among the disability community [4].

Research entitled "*Social media capability in B2B marketing: toward a definition and a research model*" was conducted by Wang et al. [5]. The hope of this study is to explore the social media capabilities of organizations in business-to-business marketing, focusing on what social media outcomes exist in the context of business-to-business (B2B) marketing and how these results are implemented in companies engaged in B2B marketing. Design/methodology/approach – This is a thematic literature review, depicting the B2B marketing and Information Systems literature. In total, 112 academic articles from nine journals were analyzed. Findings are synthesized and compiled to get answers to predetermined research problems [5].

Dijkman et al. [6] researching "*Online Conversation and corporate reputation: A two-wave longitudinal study on the effects of exposure to the social media activities of a highly interactive company*". This research was conducted using the comparative method. The purpose of this research is to see 1. Is the expansion of the company's social media beneficial to the company's reputation, 2. Does human communication bridge the relationship between consumers and companies. The difference between this study and researchers is the use of social media for corporate reputation purposes, research methods, theories used, and research objectives. The similarity is the use of social media [6].

3. Framework of Thinking

A product of goods and services to be known requires a brand identity so that it can compete with competitors and be known by consumers. Efforts to build can be done in various ways, including using social media, social media or social networks are social structures consisting of individual or organizational elements. Social media has various functions that attract its users, because it has several functions that its users can take advantage of, namely; conversation, building identity, grouping, and maintaining reputation. The potential of social media can be optimized to build brand identity. *Brand Identity* is a unique brand association that shows promise to consumers. To be effective, brand identity needs to resonate with consumers, differentiate the brand from competitors, and represent what the organization can and will do over time [7].

Social media, such as Facebook, LinkedIn, and MySpace, which have become of considerable commercial interest in recent years, are fundamentally changing the interactions between companies and consumers [8]. They provide an unparalleled *platform* for users, intentionally or unintentionally, to build different types of content and exchange ideas (Calder The latest edition and the full text archive of this journal are available on Emerald Insight at: www.emeraldinsight.com/0887-6045.htm). As a result, interaction and collaboration between companies and consumers, as well as among consumers alone, is easier and more frequent than in the past [9]. Embracing this emerging dynamic of consumer empowerment, companies cannot ignore the valuable opportunity to leverage social media to communicate and co-create with consumers [10] .

Brand identity exemplifies a set of strategic tools used by a company to increase recognition, to differentiate the characteristics of its competitors, and to increase brand value and customer loyalty. Through this brand identity, the relationship between the customer and the brand can be realized Brand identity exemplifies a set of strategic tools used by a company to increase recognition, to differentiate the characteristics of its competitors, and to increase brand value and customer loyalty. Through this brand identity, the relationship between the customer and the brand can be realized. Developing and managing a brand identity that can help build fruitful relationships with potential customers is an important skill for brand keepers. For example, brand identity features, such as understanding brand image and reputation, can drive the efficient use of marketing resources and other important, high-level decisions [11] .

The positive effect of brand identification on customer satisfaction is further supported by the expectation-disfirmation theory of customer satisfaction [12]. According

to this theory, customers are more likely to be satisfied when actual brand performance meets previous purchase/consumption expectations [13]. Brand identification provides a more favorable framework for customers to react to brand functioning experiences that contradict prior expectations. When expectations of brand performance are met, customers who are more identified with the brand are more satisfied. For this reason, customers increase their psychological dependence on the brand which in turn increases their self-esteem [14].

Shirazi et al. [15] conduct regular surveys regarding public perceptions of the brand. The integrated brand identity model has proven its validity in the cosmetic and mobile phone market. This quantitative research yields the same conclusion as the model. This means that the integrated brand identity model has gained its validity in the Hong Kong LCC industry. Therefore, providing a positive relationship between brand identity and brand loyalty, and brand value, customer satisfaction and brand trust serve as mediators on the effect. It should be noted that HK Express should focus on enhancing customer identity, value, satisfaction and trust to increase its customer loyalty [16] .

Brand identity is a distinctive and long-lasting characteristic of a brand. Brand identity is stronger and more attractive when it is more distinctive and prestigious [17]. Brand loyalty represents a biased behavioral response that is expressed from time to time by decision makers referring to one or more alternative brands of their choice in the market [18]. Integrated brand identity includes brand value, customer satisfaction and brand trust. Brand value is an evaluation of the usefulness of a product based on perceptions of what is given and what is taken [19]. Satisfaction is defined as an emotional assessment of a product or service brand [20]. Finally, brand trust is the trust between a brand and a customer that is generated during an exchange of integrity and reliability [21].

4. Results and Discussion

4.1. Activities to build loyalty and trust in product brands on social media for young entrepreneurs

4.1.1. Social media used

Respondents chose several social media to use as business media, Instagram 27%, respondents who used various social media such as Facebook, Line, Twitter by 27.3%, and WhatsApp 40.9%. Based on a social media survey conducted by We Are Sosial, as reported by sindonews.com, in the past year there are 424 million new users on social

media. Another fact, these netizens use social media very actively. That is up to 2 hours 27 minutes each day.

4.1.2. Reasons for using certain social media

The reason for respondents using social media is that the majority are because there are many users so they are also interested in using social media. 22.7% gave reasons for using certain social media because they wanted to take advantage of social media for their business activities. Social media is probably the fastest growing medium in history. The biggest social media websites attract more than 1 billion visitors every month. It is estimated that 27% of total US internet time is now spent on social marketing websites. Social media now reaches one in every four people worldwide. Currently, marketers invest 22% of all marketing communications into digital media and this percentage is expected to grow to 27% by 2017 [22].

4.1.3. Activities carried out through social media so that consumers are loyal

Business respondents to make loyal consumers need to make various efforts through social media, several efforts were made by respondents, namely by providing excellent service, and carried out in various ways as follows, by providing good treatment to customers, providing convenience in shopping and promos or discounts attractive by paying attention to the quality of its products and services, content on social media is also made as attractive and relevant to the product. To make content more professional and trustworthy, it must also be updated frequently via Insta Stories. Apart from that, providing certainty and the best service to consumers with proof of payment, as well as proof of delivery, or testimonials from customers/buyers is also important so that trust is built, in addition to providing relief to consumers, such as discounts. Communication is important in building loyalty, therefore respondents also always maintain communication with customers in a friendly, polite and responsive manner in serving consumers. Always doing promotions and discounts as well as fast response. Provide benefits to consumers, and provide promotional facilities. Social media has become a medium to express themselves to the world and how they communicate with each other. In these changing times, many opportunities have arisen, one of which is to use this mode of communication to interact directly with customers in such a way [23].

4.1.4. Activities carried out through social media so that consumers trust

The main activity to build trust is trust, then the way to do it to make consumers trust is to get to know the audience, because the target audience is the target buyer. Cash Back and Free Shipping are also given to customers so that they believe, in addition to product validation, Honest and Consistent attention to product quality. Promotions are also carried out so that there are many enthusiasts, telling the license number of a business license and giving testers from consumers is also an important thing to convince consumers. Have active contacts, lots of followers, and good and honest reviews from customers. Always display testimonials from the products on sale. Convincing consumers to buy the products we sell, such as being friendly to every consumer and serving well, providing samples/examples. It is an important activity carried out by producers in building consumer trust.

Analysis of social networks the vehicles of social media show that most of the media that are called social media might be better called viral broadcast media because they do not have an inherently strong social effect. For example, videos, photos, articles, e-books, and blogs can be easily shared but the distribution model remains like a one-to-many broadcast model from a social network perspective. Main actors are publishers whose goal is to increase the interest or visibility of the company by generating links in degrees. Broadcast media principles apply to the creation and dissemination of this content. Well-understood and tested theories regarding ad content and execution still apply. Therefore, it is not surprising that the only popular use of YouTube is to post advertisements distributed on regular broadcasting channels [22]. With the rich features of social media, businesses can make optimal use of it to provide services to their consumers, through videos, photos, text, the articles, etc.

4.1.5. The way respondents maintain product quality so that they are known and trusted by consumers

The way respondents maintain product quality so that they are known and trusted by consumers is by maintaining product quality so that they are known and trusted by consumers, feedback from consumers who have consumed it is disseminated so that potential consumers know and trust it. Maintaining good quality in terms of products and services is also carried out, in addition to advertisements that show good product quality, which is an effective way to carry out branding so that the product is known to many people. And meet standards. Consumers also require QC evidence of products

and always maintain quality and satisfaction for consumers. In addition, businesspeople always display new things and take care not to disappoint consumers. Making advertisements, providing added value besides selling products are also important factors to be known and trusted. Prioritizing product authenticity, maintaining quality while still using quality ingredients. Always carry out promotions, and updates in using social media to provide the information consumers need. With these efforts, it is hoped that brand awareness will be awakened, according to Hasbun and Ruswanty [24]. Brand awareness is the ability of a brand to appear in the minds of consumers when they think about a particular product and how easily that product appears. Brand awareness is a fundamental dimension in brand equity. A brand has no equity until consumers are aware of the brand's existence. The new brand must be able to achieve brand awareness and maintain brand awareness for all brands.

4.2. Of interesting and consistent message delivery to build brand identity on social media for young entrepreneurs

4.2.1. The frequency of posting and sharing messages on social media every day

Respondents generally post and share every day on their social media, this is done to maintain engagement with consumers. The form of the message posted in social media l, generally respondents share content on their social media in the form of pictures and videos, also text, and also all three according to the message it conveys. The frequency of responding to *comments, likes*, etc., the majority of respondents always provide comments, likes and others to maintain relationships and build closeness with consumers by frequently giving *comments* and *likes*.

4.2.2. Communication carried out on social media to attract consumers

Communication by respondents to attract consumers on social media, namely polite and informative, psychological communication, to influence consumers. Interesting communication is communication that buyers can understand and understand about the product being sold. Communication conducted on social media to attract consumers by providing fast and responsive service p. open and persuasive. Intense updating of products accompanied by various testimonials also needs to be done. The language used must be simple. Promotion also needs to be done through groups or advertisements. Respondents also emphasized that updating stories to attract consumers must be done.

Creating interesting content, using friendly and polite language to attract attention, through live promotions, *live* broadcasts. Direct interaction can be carried out so that closeness with consumers is built through friendly service, as well as when consumers ask questions about products. Other efforts according to respondents are updating what is being sold consistently, Always promoting with strategies that have never been tried, active service and moving quickly to respond to consumers or customers is also very helpful to attract consumers, Communication flow is a two-way process because social media is open to participation and feedback. Because social media is a powerful medium, separate entities are preoccupied with content on the internet and vice versa. Social media, user-centric which facilitates the process of sharing, editing, commenting and creating [23].

4.2.3. How to create messages on social media to build a brand identity

How to create messages on social media to build a brand identity that is easy to remember, and use slogans, as well as using language that is easy to understand and emphasizes the important parts about the product that buyers want to see. To build a brand identity by means of creating unique, consistent, differential messages and direct communication. Brand appearance is clear, concise, attractive in the form of images, Serving with heart, Always open and friendly and welcoming. Monitor brand to maintain *Brand Identity*. Messages in social media are made in such a way as to attract the attention of consumers by using interesting and polite language, always includes a logo. Make hashtags or brand tags with the name of the owner or manufacturer, so that consumers know that the brand used comes from the owner 's name. Products are also constantly being updated and always asking what consumers want. Always uploading the latest products and providing promotions to consumers, Introducing new innovations, product halalness and superior product quality.

This is in line with the research conducted by Rahmadini and Halim [25], that social media interactions have a positive and significant effect on emotional attachment. Then, it can be seen that social media interaction has no significant and positive effect on the quality of brand relationships. This insignificant result may occur because the quality of the brand relationship, whether related to the musicians or the concert itself, must first be influenced by the depth and strength of the relationship between the consumer and the brand [8,25]. So that in building a brand identity through social media, more creative and innovative efforts are needed to maintain closeness with consumers first.

4.3. Services provided on social media to build brand identity among young entrepreneurs

The form of service provided on social media is friendly, informative, treating consumers as king, services that make it easier for buyers to make purchase transactions. transparency and speed, *feeds, fast* response, *Rewards* for new customers. Always provide maximum service. Offer ways to order and purchase products that consumers want. Consumers are given the freedom to provide comments as long as they are polite and constructive. Always provide feedback with positive messages, and be responsible. Add product labels and provide a review at the end of each month. Online network marketing is a broad term that provides and describes the level of social networking as an advertising tool. Weinberg [26] emphasizes that social media is one way to engage people to promote their products through social media to take advantage of larger groups that may not be reached by ordinary promotional media [23]. Through social media, businesses can build an institution's reputation and also build their brand identity through optimal use of features.

4.3.1. How to maintain interaction with consumers

Respondents maintain interaction with consumers, namely by way of communication by always responding to consumers. Businesses keep contact with consumers so that if there is a subsequent ordering process it becomes easier. Maintaining consumer interaction by meeting customer expectations, engaging in intense and active good communication on social media by responsively answering questions, Always greeting politely, friendly, respectfully to customers who ask questions. Respondents also provide promotions & rewards to loyal customers. In addition to asking for suggestions from consumers and respond to consumer comments communicate in good language.

This is what Ma Icih did, besides using Twitter as a promotional channel, Ma Icih also uses Facebook as a platform. Facebook's social network is no less than the marketing target of Ma Icih's products. Facebook is one of the most popular social media that is widely used among the younger generation. The more users who are interested in their products, the more products will be sold. However, in contrast to the communication strategy implemented on Twitter, Ma Icih uses uploading photos and videos on Facebook. It is supported by Facebook in the form of a personal blog. More flexible uploading of images and stories makes it easier to market their products. This is in line with research conducted by Yan, he explained that Facebook makes it possible

to share statuses that they have uploaded and makes more users stay on the site rather than go to the source. This gives the impression of direct involvement: a company can, for example, communicate directly with its supporters [27].

4.3.2. How to give rewards for consumers

Respondents provide rewards for consumers in various ways such as, provide appreciation in the form of gifts, loyal to consumers, by providing attractive discounts and promos, guarantees, bonuses, rewards for loyal customers. There are always promos or vouchers for consumers, Giving bonuses every 3 times a purchase, making possible distributors, always giving discounts or in the form of bonuses when buying with a nominal that I set / min-max, By giving free purchases, maybe giving a gift or souvenir interesting, with ratings, responsiveness and usually give *gifts* for maximum subscriptions or purchases.

4.3.3. Efforts to make your brand identity known through the services provided on social media

Respondents' statements regarding efforts to make identity known through services on social media are to provide good service quality, namely by providing information and attracting consumer attention. In addition to providing incentives that aim to influence customers with value and privileges to brand identity is also important. To be known for intensive endorsements and advertisements, you also need to go through well-known influencers. In order to keep the information *fresh,* product information needs to be updated intensely by posting it every day. Likewise, updating videos and pictures that are included on how to make products every day.

In order to be easy to recognize, the product must also have a uniqueness by always displaying the logo on the product. For example, by creating a *hashtag* or *brand tag* with the owner 's name, from there people will know that the brand used comes from the owner 's name i. Do promotions in different ways and always update the latest information. Of course the most important thing is to maintain consumer trust. The use of social media for economic purposes that can be done through smartphones has become a very diverse domain in recent years, with the ability to capture spatial human activities and behavior in real-time and permeate. Our social networks, economic participation and human existence, including adapted living habits, are now being impacted by the use of these devices and have recently emerged as more readily available and more affordable (March, 2021). So that entrepreneurs can freely and creatively bring

their institutions and products closer to consumers with various efforts that match the interests and needs of consumers.

5. Conclusions and Suggestions

Based on the formulation of the problem and the results of the discussion in this study, it can be concluded:

5.1. Activities carried out through social media so that consumers are loyal

Business respondents to make loyal consumers need to make various efforts through social media, several efforts were made by respondents, namely by providing excellent service, and carried out in various ways as follows, by providing good treatment to customers, providing convenience in shopping and promos or discounts interesting by paying attention to the quality of products and services. Content on social media is also made interesting and relevant to the product. The main activity to build trust is trust, then the way to do it to make consumers trust is to get to know the audience, because the target audience is the target buyer. Cash Back and Free Shipping are also given to customers so that they believe, in addition to product validation, Honest and Consistent attention to product quality. The way respondents maintain product quality so that they are known and trusted by consumers is by maintaining product quality so that they are known and trusted by consumers, feedback from consumers who have consumed it is disseminated so that potential consumers know and trust it. Maintaining good quality in terms of products and services is also carried out, in addition to advertisements that show good product quality, which is an effective way to carry out branding so that the product is known to many people.

5.2. Implementation of interesting and consistent message delivery to build brand identity on social media on Brand Identity

Respondents generally *post* and *share* every day on their social media, this is done to maintain engagement with consumers. The communication carried out by respondents to attract consumers on social media is polite and informative as well as psychological communication to influence consumers. Interesting communication is communication that buyers can understand and understand about the product being sold. The way to

create messages on social media to build a brand identity is to be easy to remember, and using slogans, as well as using language that is easy to understand and emphasizing the important parts of the product that buyers want to see. To build a brand identity, namely by creating unique, consistent, different messages, and direct communication.

5.3. Services provided on social media to build brand identity among young entrepreneurs

The form of service provided on social media is friendly, informative, and treats consumers as kings, services that make it easier for buyers to make purchase transactions. transparency and speed, *feeds, fast* response, *Rewards* for new customers. Always provide maximum service. Respondents maintain interaction with consumers, namely by way of communication by always responding to consumers. Businesses keep contact with consumers so that if there is a subsequent ordering process it becomes easier. Maintain consumer interaction by meeting customer expectations. Respondents provide rewards for consumers in various ways such as, provide appreciation in the form of gifts, loyal to consumers, by providing attractive discounts and promos, guarantees, bonuses, rewards for loyal customers.

Based on the research problems and discussion regarding the Utilization of Social Media in Building Brand Identity Among Young Entrepreneurs, there are several suggestions that the researcher will put forward as follows:

1. To maintain good service, businesspeople (young entrepreneurs) carry out activities carried out through social media so that loyal consumers are expected to fulfill customer satisfaction by optimizing service and fulfilling expectations. This means that if the service is in accordance with customer expectations, it will have an impact on satisfaction.

2. Conveying interesting and consistent messages to build brand identity on social media in *Brand Identity* can be done by using language idioms that are tailored to *the target market,* so that messages will give a more distinct impression and are right on target.

3. Regarding the services provided on social media to build brand identity among young entrepreneurs, young entrepreneurs would be better off if they provide *customer care services* so that the problems they face are quickly resolved and solutions are provided. So that customer loyalty can still be maintained.

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