The Influence of Using Instagram as a Promotional Media in Building Brand Awareness and Its Impact on Purchase Decision of Bulog Products in Shopee

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ABSTRACT

In the digital era, social media increasingly has an important role as a marketing tool that needs to be optimized to increase a company's sales and profitability. Social media continues growing and is widely used by all levels of society to become the appropriate media to offer products or services. The research aimed to test and prove the effect of social media marketing using Instagram on purchase decision through brand awareness for Bulog products in Shopee. The research used 397 respondents through purposive sampling with criteria of Instagram users who made transactions of Bulog products in Shopee during the last eight months. Data were collected using a questionnaire and distributed online through Google Form. Then, data were analyzed by Structural Equation Modeling - Partial Least Square (SEM-PLS) with WarpPLS 7.0. The results find that social media marketing through Instagram significantly influences brand awareness. It impacts the purchasing decisions at Perum Bulog in Shopee. Brand awareness also significantly influences purchase decision and mediates the effect of social media marketing on the purchase decision. Hence, companies must make social media the main tool for marketing programs. It can improve marketing personnel's competence and creativity in creating marketing content on social media.

Keywords: Instagram, promotional media, brand awareness, purchase decision

INTRODUCTION

The digital era has led to a shift in the company's paradigm in carrying out marketing strategies. Traditional media is gradually abandoned, such as newspapers, magazines, and television. The media starts to switch to social media, such as Twitter, Facebook, Instagram, and YouTube. Social media has grown exponentially and succeeded in finding a central place in people's daily lives (Zafar, Shen, Shahzad, & Islam, 2021). More than 4,5 billion people in the world use the Internet, and those who use social media are more than 3,8 billion (We Are Social, 2020).

While in Indonesia, Internet users were around 202,6 million, and social media users were 170 million in January 2021 (Kemp, 2021). Hence, social media has become an essential part of a new way of interacting in people's daily lives (Alalwan, Rana, Dwivedi, & Algharabat, 2017).

Social media has changed the way of companies to communicate and share information with consumers (Parsons & Lepkowska-White, 2018). The development of social media forces companies to look for a new way that is more interactive to reach and engage consumers and a strategy to build a brand reputation (Godey et al., 2016; Parsons & Lepkowska-

White, 2018). Therefore, understanding the role of social media is very important in the context of marketing, especially for improving marketing performance and company performance (Felix, Rauschnabel, & Hinsch, 2017).

Compared to traditional methods, marketers understand many advantages of advertising through social media (Cheung, Pires, & Rosenberger, 2020). Social media is currently widely used to build strong relationships between consumers and brands (Panigyrakis, Panopoulos, & Koronaki, 2020). It allows users to create or exchange information, videos, images, and more (Escobar-Rodríguez, Grávalos-Gastaminza, & Pérez-Calañas, 2017). Companies use social media to manage relationships with consumers, such as sharing and updating information and providing feedback and consumer preferences about products or services (Cheung et al., 2020). Moreover, the existence of social media is increasingly important as a marketing tool in the COVID-19 due to social distancing regulation (Mason, Narcum, & Mason, 2021).

Social media is an important key factor in helping companies to improve their performance. As a means of communication, social media facilitates and enhances communication between businesses and consumers in a way that traditional information technology cannot. Social media provides organizations with visibility, persistence, editing ability, and information association (Lal, Ismagilova, Dwivedi, & Kwayu, 2020). Social media is a set of online services that facilitate two-way communication and content sharing that can be a productive component of a company's overall marketing strategy. Then, it can increase a company's online visibility, strengthen client relationships, and expand word-of-mouth advertising (Krasniak, Zimmerman, & Ng, 2021). In other words, marketing through social media is an essential need to support the company's business activities (Shirish, 2018).

Social media marketing is characterized by using online social media platforms for marketing purposes. It can be a medium to exchange ideas and information and build consumer and brand relationships (Sharma & Verma, 2018). According to Shen and Bissell (2013), social media has increased brand awareness, strengthened brand loyalty, and changed the consumers' decision-making process, where companies focus more on consumers than products. Previous studies have shown that social media marketing affects brand awareness (Zollo, Filieri, Rialti, & Yoon, 2020) and brand attachment (Panigyrakis et al., 2020). More specifically, it is related to the use of Instagram. It shows that the mental image of viewers is further improved by the presence of brand visual content on Instagram (Hur, Lim, & Lyu, 2020).

The use of social media that can foster brand awareness will further have implications for consumer decisions to make purchases. The content presented through social media can give consumers trust in the features of products and services so that they decide to purchase. Thus, social media is an effective marketing tool to generate consumers' behavioral responses (Chu, Kamal, & Kim, 2019). Previous studies have indicated that social media can create brand equity (Chu, Kamal, & Kim, 2013) and encourage purchase intention (Aji, Nadhila, & Sanny, 2020; Escobar-Rodríguez et al., 2017). Another research shows that using social media with a viral marketing model affects brand awareness and buying decisions (Mustikasari & Widaningsih, 2019).

One of the social media that is widely used as a marketing medium is Instagram. As an image and location sharing platform, Instagram offers intimate visual access to events, experiences, and situations in a mobile and contextual way (McCosker et al., 2021). Instagram is considered one of the most popular and favored social media that influencers use to upload brand-related posts. It is considered more effective to reach a wide audience (Hur et al., 2020; Lee & Kim, 2020). Through Instagram, individuals and brands let photos do the talk by providing an opportunity to show the creative side with visual presentations (Krasniak et al., 2021).

The main strength of Instagram lies in its visual appearance. So, it can have an effect on increasing digital visual engagement and purchase intentions in visual communication (Valentini, Romenti, Murtarelli, & Pizzetti, 2018). Another study also reveals that content created on social media leads to higher purchase intentions than traditional advertisements and posts (Mayrhofer, Matthes, Einwiller, & Naderer, 2020). With the intention to buy, it gives a greater possibility for the occurrence of buying decisions.

Following the trend of using social media as a marketing tool, Perum Bulog also tries to use Instagram as a promotional medium. Perum Bulog uses Instagram to introduce itself so that it is known and realized by the public to grow brand awareness in the community. Brand awareness describes the existence of a brand in the consumers' minds and is one of the important factors needed by business actors to strengthen their product brands (Firmansyah, 2019). It is also believed to be one of the instruments that can influence consumers in making purchase decisions (Mustikasari & Widaningsih, 2019). The use of Instagram by Perum Bulog is also used as a promotional tool to increase sales through e-commerce, such as Shopee, Tokopedia, Blibli, Bukalapak, and Lazada. Perum Bulog must follow society's trend that starts to change to online shopping to continue to provide the best products and services to the community.

The problem so far is that Perum Bulog has not been able to optimize the benefits of social media to build relationships between consumers and brands. So, the promotions are not effective. It is indicated by product sales at Perum Bulog, which fluctuates and tends to decline. The company's performance also shows an unsatisfactory condition as indicated by the company's commercial income, which decreased from Rp11,922 billion in 2018 to Rp10,249 billion in 2019

and the company's health level from 71,32 in 2018 to 70,27 in 2019 (Bulog, 2022). The performance of Perum Bulog must be strengthened considering that it has a very strategic role, especially in terms of the supply and distribution of rice as a staple food for the community. Therefore, the company must continue to attract the public's attention to know and be closer to Perum Bulog so that the consumers become loyal in the long term. Hence, optimization of the use of social media is the crucial key to establishing good relationships with consumers, increasing brand awareness, and driving consumers' purchase decisions.

Based on the literature and previous research, the research framework can be shown in Figure 1. Then, the hypothesis can be proposed as follows.

H1 : Brand awareness is affected by social media marketing

H2 : Purchase decision is affected by social media marketing

H3 : Purchase decision is affected by brand awareness

H4 : Purchase decision is affected by social media marketing mediated by brand awareness.
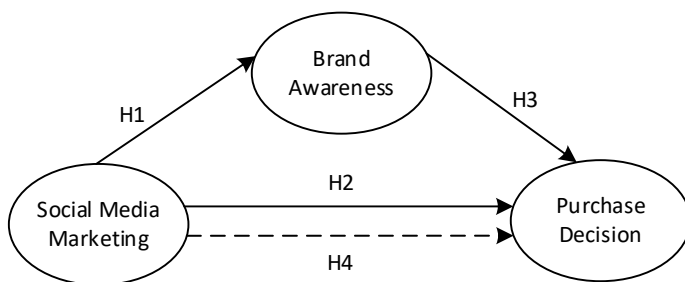

Figure 1 Conceptual Model

The research results are expected to provide an empirical description of social media, especially Instagram, in marketing activities in the current modern era. The company no longer focuses on conventional marketing but improves its ability to carry out marketing activities through social media. Hence, the company is expected to increase its awareness about the important role of social media in optimizing marketing activities, especially building brand awareness which can further influence consumer buying decisions.

Although there have been relatively many studies with similar topics, the research is different from previous studies, especially from the research object. Previous studies have mostly taken the object of private companies, while the object in the research is government-owned companies. Government companies are often considered slower in adopting digital technology compared to private companies, including social media, to support marketing

activities. Therefore, it is urgent for the research to be carried out to encourage public sector companies to be faster and more responsive in utilizing digital technology, especially social media, as a means of marketing purpose. It will also accelerate the digital transformation of public companies to compete regionally and globally.

METHODS

The research applies a quantitative approach to reveal the influence of social media marketing on brand awareness and purchase decision. It uses a sample of 397 Instagram users who have bought Bulog products in Shopee. Sampling is carried out purposively with criteria of Instagram users who have made transactions of Bulog products in Shopee during the last eight months. As the first stage, the researchers distribute questionnaires randomly to respondents via email or social media, such as WhatsApp and Telegram. At the beginning of the questionnaire, two screening questions are included. To determine these criteria, it asks whether the respondent is an active user on Instagram and whether they have made transactions for Bulog products in Shopee during the last eight months. If both questions are answered yes, the respondents can continue filling out the questionnaire. However, if the answer for one or both questions is no, the respondents cannot continue the process.

Profiles of respondents based on gender, age, and occupation are shown in Table 1. Most of the participants are women (55%), and the age of most of the participants is 26 to 30 years old (49%). Meanwhile, for the occupation, most of the participants are private employees (37%). This information illustrates that women are more active in using Instagram to access information about products or services posted.

Table 1 Profile of Respondent (N= 397)

Description	Frequency	Percentage (%)
Gender		
Male	178	45
Female	219	55
Age		
16–20	44	11
21–25	121	30
26–30	193	49
>30	39	10
Occupation		
Private Employee	176	44
Student	11	3
Civil servant	62	16
Entrepreneur	148	37

The questionnaires are distributed online via Google Forms and apply a five-point Likert scale of strongly agree, agree, neutral, disagree, and strongly disagree. For data analysis, the researchers use Structural Equation Modeling-Partial Least Square (SEM-PLS), which is processed with WarpPLS 7.0. The stages consist of evaluating the outer model and inner model. The outer model aims to see the validity and reliability of the construct. Meanwhile, the inner model tests the collinearity between constructs and the predictive ability of the model. Fit model index is also used to ensure that the model meets the specified criteria.

Then, the social media marketing instruments are adapted from As'ad and Alhadid (2014). It has five dimensions: online communities, interaction, content sharing, accessibility, and credibility. Meanwhile, the instruments of brand awareness are from Ambolau, Kusumawati, and Mawardi (2015). It consists of three dimensions: brand recognition, brand recall, and top of mind. Next, the instruments of purchase decision are from Anwar, Kusumawati, and Sanawiri (2018) with seven dimensions: decisions about product type, product form, brand, sales, number of products, time of purchase, and method of payment.

RESULTS AND DISCUSSIONS

The first results are the correlation coefficients between variables and descriptive statistics for each variable (see Table 2). The correlation coefficient is 0,570 for social media marketing and brand awareness, 0,354 for social media marketing and purchase decision, and 0,531 for brand awareness and purchase decision. All correlation coefficients are significant at the 99% confidence level or p-value of 0,01 (Hair Jr, Celsi, Ortinau, & Bush, 2017). Based on the correlation coefficient, the strongest relationship is between social media marketing and brand awareness, followed by social media marketing and purchase decisions. Meanwhile, descriptive statistics show that social

media marketing and brand awareness have the lowest score of 3 and the highest score of 5. For the purchase decision, the lowest score is 2 and the highest is 5. The average score is 4,3 for social media marketing, 4,2 for brand awareness, and 4 for purchase decision with a standard deviation of 0,5. All average scores are categorized as high, illustrating that respondents have a good perception of Instagram as a marketing tool by Perum Bulog. It has strong brand awareness and high confidence in deciding to purchase products.

After presenting descriptive statistics, the researchers can analyze the outer model to test the validity and reliability. The first test is the loading value for each indicator (see Table 3). Based on the testing loading value in the first stage, there are 15 valid variable indicators because the loading value is more than 0,7. However, the loading value between 0,50–0,70 must be considered to be maintained. There is one loading value below 0,5, namely the social media marketing (SMM2) indicator with a score of 0,428. According to Sholihin and Ratmono (2020), the loading value below 0,5 is invalid, so it needs to be eliminated. After eliminating the SMM2 indicator, all indicators have loading values that meet the criteria.

The next evaluation of the outer model is Composite Reliability (CR), Cronbach's alpha, and Average Variance Extracted (AVE). The criteria for CR and Cronbach's alpha must be greater than 0,7 and AVE above 0.05 (Ghozali, 2002). The results are shown in Table 4. The CR values are 0,882 for social media marketing, 0,917 for purchasing decisions, and 0,890 for brand awareness. All CR values are above 0,7, indicating reliable constructs. Next, Cronbach's alpha value for social media marketing is 0.820. The values of 0,814 and 0,891 are for purchasing decisions and brand awareness, respectively. All values are more than 0,7, indicating reliable constructs. Meanwhile, for AVE, the values are 0,653 social media marketing, 0,616 for purchasing decisions, and 0,731 for brand awareness. All AVE values are above 0,5, showing reliable constructs.

Table 2 The Results of Correlation Coefficients and Descriptive Statistics

Variables	1	2	3
1. Social Media Marketing	-		
2. Brand Awareness	0,570**	-	
3. Purchase Decision	0,354**	0,531**	-
Minimum	3	3	2
Maximum	5	5	5
Mean	4,3	4,2	4,0
Standard Deviation	0,5	0,5	0,5

** p-value < 0,01

Table 3 The Result of Loading Factor

Indicator	Loading Factor	
	Stage 1	Stage 2
SMM1	0,767	0,708
SMM2	0,428	-
SMM3	0,830	0,862
SMM4	0,775	0,805
SMM5	0,819	0,847
BA1	0,803	0,803
BA2	0,911	0,911
BA3	0,847	0,847
PD1	0,855	0,855
PD2	0,871	0,871
PD3	0,773	0,773
PD4	0,892	0,892
PD5	0,537	0,537
PD6	0,790	0,790
PD7	0,718	0,718

Note: Social Media Marketing (SMM), Brand Awareness (BA), and Purchase Decision (PD).

Table 4 The Results of Reliability Tests

Variables	CR	Cronbach's Alpha	AVE
Social Media Marketing	0,882	0,820	0,653
Brand Awareness	0,890	0,814	0,731
Purchase Decision	0,917	0,891	0,616

The last outer model test is discriminant validity or cross-loading. Discriminant validity tests the extent to which a construct is really different from other constructs by comparing the loading value between the indicator and its latent variable. The loading value between indicators and their latent variables is expected to be higher than the loading value between indicators and other latent variables. The test results in Table 5 show that the cross-loading value has met the specified criteria, so it can be concluded that each indicator belongs to the group of variables (Ghozali, 2002).

All evaluations of the outer model have been met. Then, an evaluation of the inner model can be conducted. The first thing that needs to be done is to evaluate the model fit index. It includes the Average Adjusted R-Squared (AARS), Average Block Variance Inflation Factor (AVIF), Average R-Squared (ARS), Simpson's Paradox Ratio (SPR), Average Full Collinearity VIF (AFVIF), Statistical Suppression Ratio (SSR), R-Squared Contribution Ratio (RSCR),

Nonlinear Bivariate Causality Direction Ratio (NLBCDR), and Average Path Coefficient (APC). The results of the good fit index are shown in Table 6.

Table 5 The Results of Discriminant Validity

Indicator	Social Media Marketing	Brand Awareness	Purchase Decision
SMM1	**0,708**	0,191	-0,034
SMM3	**0,862**	-0,221	-0,004
SMM4	**0,805**	-0,170	0,150
SMM5	**0,847**	0,226	-0,110
BA1	0,095	**0,803**	0,132
BA2	-0,050	**0,911**	-0,054
BA3	-0,036	**0,847**	-0,067
PD1	-0,032	-0,082	**0,855**
PD2	-0,096	0,034	**0,871**
PD3	0,249	0,054	**0,773**
PD4	-0,102	-0,021	**0,892**
PD5	-0,188	0,029	**0,537**
PD6	0,076	-0,111	**0,790**
PD7	0,070	0,125	**0,718**

Note: the numbers in bold are the loading factor. Social Media Marketing (SMM), Brand Awareness (BA), and Purchase Decision (PD).

Table 6 The Results of Model Fit Index

Indeks	Value	Conclusion
APC	0,388, P < 0,001	Good Fit
ARS	0,304, P < 0,001	Good Fit
AARS	0,302, P < 0,001	Good Fit
AVIF	1,477	Good Fit
AFVIF	1,519	Good Fit
SPR	1,000	Good Fit
RSCR	1,000	Good Fit
SSR	1,000	Good Fit
NLBCDR	1,000	Good Fit

Based on the evaluation of the fit model, the overall model fit test has met the criteria so that it can be continued for hypothesis testing. Table 7 shows the path coefficients and p-values to test the hypotheses calculated with WarpPLS 7.0.

Table 7 The Results of Path coefficients and P-Value

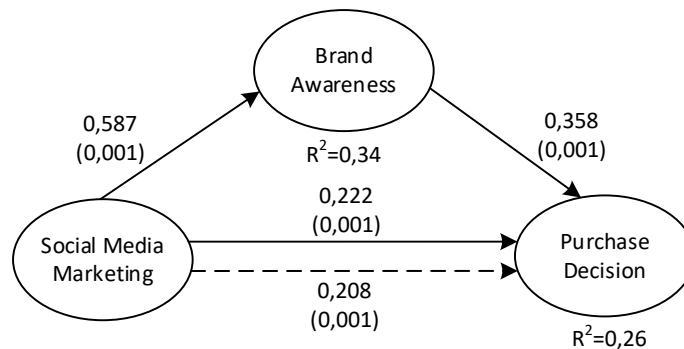| Hypothesis	Path Coefficients	P-Value	Decision
Social Media Marketing → Brand Awareness	0,587	0,001	H1 is supported
Social Media Marketing → Purchase Decision	0,222	0,001	H2 is supported
Brand Awareness → Purchase Decision	0,358	0,001	H3 is supported
Social Media Marketing → Brand Awareness → Purchase Decision	0,208	0,001	H4 is supported

Figure 2 Path diagram

Figure 2 shows the path diagram. The statistical test results illustrate the effect of social media marketing on brand awareness with a path coefficient of 0,587 (p-value of 0,001 < 0,05). So, H1 is accepted. It means that social media marketing has a positive effect on brand awareness. Furthermore, the influence of social media marketing on purchase decision obtains a path coefficient of 0,222 with a p-value of 0,001 < 0,05. H2 is accepted that social media marketing positively affects purchase decisions.

Similarly, the effect of brand awareness on the purchase decision is indicated by the path coefficient of 0,358 and p-value of 0,001 < 0,05. Hence, H3 is accepted that brand awareness affects purchase decision positively. Finally, for the indirect effect of social media marketing on purchase decisions through brand awareness, the path coefficient is 0,208 with a p-value of 0,001 < 0,05. It means H4 is accepted. In other words, brand awareness significantly mediates the relationship between social media marketing and purchase decision.

Figure 2 also shows the results. Social media marketing can explain the variations of brand awareness by 34,4%. Meanwhile, social media marketing and brand awareness can explain variations in purchase decision by 26,5%.

The research findings indicate the important role of social media for Perum Bulog as a marketing tool to increase brand awareness and purchase decisions. These results confirm that the digital era has caused disruption, including the marketing field. The marketing that is previously carried out with conventional media, such as television, newspaper, magazine, and radio, has shifted to using social media like Instagram, Twitter, Facebook, WhatsApp, and other similar applications. The finding also proves that in government-owned companies, especially Perum Bulog, the use of social media to support marketing activities is very necessary. This condition requires Perum Bulog to prepare more competent human resources in utilizing social media, especially in creating interesting marketing content to offer products.

According to Ismail (2017), social media has become the center of activity to promote goods and services. It allows marketers to actively communicate with consumers and shifts one-way communication channels to two-way channels with more customer engagement. Social media has also been developed as a business activity to show the uniqueness of products and brands to consumers through peer-to-peer communication. It can influence product and brand choices by making a certain touch that will make consumers feel meaningful (Bilgin, 2018).

Social media marketing can increase brand awareness because it is more interactive to reach and engage consumers. It can be used as a strategy to build a brand reputation (Godey et al., 2016) and relationships between consumers and brands (Panigyrakis et al., 2020). It is different from other marketing tools like conventional media, which is not interactive and only provides one-way communication, so there is no customer involvement. On the other hand, social media enables two-way interactive communication

with consumers and brands. Thus, it provides opportunities for consumers to get information, exchange information, and share videos and images (Escobar-Rodríguez et al., 2017). Then, it can increase brand awareness (Shen & Bissell, 2013).

Social media marketing can significantly increase brand awareness (Zollo et al., 2020; Maria, Pusriadi, Hakim, & Darma, 2019). In particular, Instagram is a social media that emphasizes the visual aspect, so it can be a suitable means to promote products and services. With the advantage, social media can be more effective in strengthening brand awareness. The marketing with social media through entertainment, interaction, trendiness, advertisement, and customization activities contributes significantly to increased brand awareness. Entertainment and customization are the most influential aspects (Bilgin, 2018). Thus, it shows the important role of social media marketing in building strong brand awareness.

In addition to having a significant effect on brand awareness, social media marketing has a significant effect on purchase decision and an indirect effect on purchase decision through brand awareness. These findings indicate that the use of social media as a marketing tool can influence consumers' decisions to buy a product or service or not. It also depends on the creativity of content creators in presenting information and visualizing their products and services. Interesting content will persuade or arouse the intention of social media users to try to use or buy the products or services. Previous studies have proven that social media marketing is a factor that can significantly encourage consumers' purchase intentions (Aji et al., 2020; Escobar-Rodríguez et al., 2017; Morra, Gelosa, Ceruti, & Mazzucchelli, 2018; Valentini et al., 2018). Purchase intention is an important stage for consumers to decide to buy or use a product or service subsequently. The research findings support previous studies by Ansari, Ansari, Ghori, and Kazi (2019) that social media marketing has a significant effect on buying decisions. Moreover, it is also mentioned that social media marketing is a predictor of purchase decisions by Mustikasari and Widaningsih (2019), Yogesh and Yesha (2020), and Angelyn and Kodrat (2021).

The research results also show that brand awareness mediates the effect of social media marketing on the purchase decision. Thus, social media marketing has an impact on increasing brand awareness. It has subsequently implications for increasing purchase decision. These results support previous research conducted by Adhawiyah, Anshori, and AS (2019). Social media marketing has an indirect effect on purchase decision through brand awareness.

Based on the results, a digital marketing model with social media is crucial for every company to increase the effectiveness of its promotions. It can further increase sales and impact profitability. It is not only applied to private companies but also institutions owned by the government, such as Perum Bulog with commercial services. Perum Bulog must be aware that in a digital era, it requires agility and expertise in utilizing digital technology to support all company activities, including building brand awareness. Brand awareness needs to be firmly planted in the public's minds, considering the intense competition in the same industry. Strong brand awareness becomes an essential asset so that consumers are willing to use their products and remain loyal.

Brand awareness is also proven to influence the purchase decision significantly. Brand awareness is the ability of consumers to recognize, accept, and remember a brand (Bilgin, 2018). The stronger brand awareness is, the easier it will be for consumers to recognize and remember the brand. Hence, every company or organization wants its brand to be easily recognized, remembered, and accepted by consumers. Consumers who have brand awareness tend to have a strong relationship with the brand, making it easier to decide. In contrast, if consumers have a weak memory and recognition of a brand, there will be a lot of consideration, and they will need to find more information to decide on a purchase. Therefore, brand awareness is one of the important objectives of advertising to understand the market related to purchase decisions through brand recognition (Rahman, 2018). Awareness of a strong brand will have implications for higher purchase intentions (Angelyn & Kodrat, 2021; Febriyantoro, 2020; Gusti Noorlitaria, Pangestu, Fitriansyah, Surapati, & Mahsyar, 2020). With the intention to buy, the chances of making a purchase decision are higher. Previous research has also proven that brand awareness has a significant influence on purchase decisions (Ameliawaty & Halilah, 2018; Mustikasari & Widaningsih, 2019; Dewi, Edyanto, & Siagian, 2020; Sivaram, Hudaya, & Ali, 2019). The research findings support the theory and results of previous studies that show the important role of brand awareness in influencing the purchase decision.

CONCLUSIONS

The research investigates the role of social media marketing in influencing brand awareness and its implications for purchase decision in a rapidly developing digital technology situation. The finding indicates a clear understanding of how social media has become an essential tool in today's marketing activities. It has succeeded in disrupting conventional marketing media. Social media is an inseparable part of the company's marketing activities and a key success factor in the company's marketing programs.

The research concludes several things. First, social media marketing through Instagram significantly contributes to influencing brand awareness. Second, through Instagram, social media marketing affects purchase decisions. Third, brand awareness significantly impacts the purchase decision. Fourth, brand awareness mediates the effect of social media marketing on purchase decisions.

Based on the conclusions, the results provide new insights and knowledge in the digital era. Social media has taken an increasingly important role and portion in the company's marketing activities. It is no longer limited to functioning as an entertainment media and common communication tool but becomes the main tool to support the marketing of its products and services. Companies can use social media to increase brand awareness, build brands, improve corporate image, and establish two-way communication. Then, in turn, it is helpful to influence consumers' decisions to use products or services.

There are several theoretical implications in the research. Social media increasingly shows a crucial role in marketing and shifts conventional marketing methods. The study on strategies for using social media as a marketing tool is increasingly needed to find an effective marketing strategy. As social media will become the center of marketing activities in the future, in-depth understanding and knowledge regarding the use of social media as a marketing tool is needed.

For practical implications, the research provides awareness and understanding for every company about how important the role of social melmedia is in supporting the company's business activities, especially the marketing field. The focus of marketing activities on social media must be done to reach a wider audience massively and quickly. Moreover, companies cannot resist digital disruption in marketing activity. They must quickly learn and improve digital literacy, especially social media.

The research recommends that every company uses social media like Instagram, Facebook, Twitter, YouTube, and others to conduct marketing programs. It is crucial to provide training to the company's marketing personnel. They should improve their competence and creativity in creating marketing content on social media and build closer relationships with consumers.

The research also has limitations. First, only one social media is used, so it cannot be generalized to other types of social media. Second, the research only involves one e-commerce, even though other e-commerce sites promote Bulog products, such as Bukalapak, Tokopedia, and BliBli. Hence, the generalization area of the research is still limited.

Further research is needed to involve social media and other e-commerce so that the research conclusions can cover a wider area of generalization. In addition, further research can explore social media marketing using a qualitative approach, especially effective ways to use social media as a company marketing tool.

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