

# The Effect of Video Content and the Use of Hashtags on Instagram Social Media on the Formation of Zozo Garden Brand Image in Bandar Lampung

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**Abstract-**The purpose of this study is to explore whether video content and the hashtag #ZozoGakMahalLagi are able to help Zozo Garden to create an affordable Brand Image for its niche target market so that it can increase their competitiveness among the fierce competition of the cafe / restaurant business in Bandar Lampung. This type of research is causality exploratory quantitative research, with the population followers of the @zozo.garden Instagram account of 25,100 followers and the sample to be studied as many as 100 respondents. The analytical tool used is Multiple regression analysis obtained with the help of SPSS to determine whether there is a positive causality relationship between Video Content and Hashtag Determination on the Development of the new Zozo Garden Brand Image.

**Keywords-**digital marketing, brand image, Social media marketing, instagram, hashtag management

## I. INTRODUCTION

With the advent of the internet, marketing of products and services has undergone a transformation through social media such as WhatsApp, Facebook, and Instagram which are very popular in Indonesia. Social media allows for structured and diverse marketing, not only related to direct buying and selling, but also in the form of content such as posts, photos, and videos related to the product. Social media itself emphasizes its main point, which is to prioritize visualization as a strong element in marketing. The current phenomenon shows that consumers want fast information about the needs and wants they will use. Research conducted by Hootsuite (We Are Social), a site themed Global Digital Report, states that 60.4% of Indonesians or around 167 million are active social media users out of a total population of 276.4 million.

One of the most widely used social media platforms by the public is Instagram. Instagram social media is one of the important tools in supporting marketing communication strategies. Instagram, as a photo and video sharing application that can be downloaded for free, allows the delivery of fast

information to a wide audience [1]. Until now, Instagram social media has become one of the largest platforms known to the world and Indonesia besides Facebook. Based on data from the we are social site in 2023, it shows that as many as 86.5% of social media users use Instagram, up from the previous year with a percentage of 84.8% in 2022. The present is characterized by the rapid growth of the food and beverage business, which has resulted in increasingly competitive competition in this sector [2].

On the other hand, the subject matter that is no less interesting is that currently in Indonesia in general and especially in Bandar Lampung, the Food and Beverages business is growing very rapidly, even some places such as interactive cafes and restaurants are commonly used as a place to gather, hold events, or just enjoy menu dishes at the cafe / restaurant. However, this raises a problem of competition among cafe/resto businesses. In research conducted by Binawan et al, it shows that there is a relationship between visual content on Instagram @kopijanjiwiwa and consumer buying interest[3]. One of the strategic initiatives that many café/resto businesses are starting to look at is utilizing digital marketing to develop the branding of their café/resto. While in research by Fahmi et al social media marketing is proven no significant effect on repeat purchase through brand image as mediator [4]. Several studies show that the dominant variable in influencing consumer purchasing decisions in the café/resto industry area is social media networks which are considered capable of increasing brand awareness, close interaction and creating new transactions by utilizing an extensive digital consumer network.

Zozo Garden, as one of the popular hangout destinations in Bandar Lampung that carries the theme of indoor and outdoor gardens. This cafe is located at Jl. Arif Rahman Hakim No. 49, Jagabaya III, Bandar Lampung City. Zozo Garden offers many variants of the archipelago food menu, western and drinks from coffee, non-coffee and

complementary various snacks and desserts. Zozo Garden utilizes social media, especially Instagram, by displaying interesting video content such as video reels about food and place reviews that include the hashtag claim #ZozoGakMahalLagi. Reels on Instagram have great benefits for brands in marketing strategies. The existence of the Explore feature on Reels is very useful for increasing awareness and shaping brand image effectively on the Instagram platform [5]. Zozo Garden's Instagram social media account, @zozo.garden, now has around 25,100 followers as of October 29, 2023.

There is a lot of content displayed by @zozo.garden Instagram. One of the mainstay content on @zozo.garden is video content. With various strategies, @zozo.garden video content has experienced significant development in terms of engagement. Currently, the highest reels video content from @zozo.garden is 876,000 views. Zozo Garden also collaborates with influencers to visit Zozo Garden to take video content, by reviewing dishes at Zozo Garden along with the price and describing the atmosphere at Zozo Garden.

However, Zozo Garden has previously had a perception or review from the public that the price range of food and drinks is too expensive for its class. The steps taken by the Zozo Garden team are quite unique, namely by raising the hashtag #ZozoGakMahalLagi by simultaneously offering various bundling packages. The four elements of an online or offline marketing include product, price, location, and promotion. The selection of Instagram as a strategy to promote Zozo Garden is a strategic decision, because by displaying information about Zozo Garden with video content uploaded to Instagram social media is thought to be able to significantly shape the brand image of Zozo Garden, because consumers have various perceptions and references to Zozo Garden from the influence of the video content presented. However, the #ZozoGakMahalLagi marketing campaign on Instagram @zozo.garden is still relatively small. The percentage of influence on Instagram is only about 15% as of October 31, 2023. Even though this hashtag is a mainstay for @zozo.garden, which wants to position its restaurant as a restaurant that has affordable prices for its niche market.

Based on the background described above, researchers sought to explore whether video content and the hashtag #ZozoGakMahalLagi were able to help Zozo Garden create an affordable brand image for its niche target market so as to increase their competitiveness among the fierce competition in the cafe/resto business in Bandar Lampung.

## II. LITERATURE REVIEW

### A. Social Media Instagram

Instagram is a free downloadable application that has a function to share information through photo and video uploads quickly to a wide audience [1]. The use of social media, especially Instagram, has become a platform that has an important role for people who are a place of connectivity in carrying out many activities from entertainment, seeking information, documentation, and utilizing business opportunities or other activities. Instagram, as a social media platform, offers a variety of features that are used for branding and marketing purposes. Among these features include photos and videos, Instastory, as well as the latest, Reels, which was first introduced on August 5, 2020. Reels allows users to create short video content with the ability to use filters, audio, and editing tools that make the

content more engaging and interactive. In the context of digital marketing, these features provide opportunities for Instagram users to be more creative in strengthening their brand and reaching a wider audience.

Promotion through social media has a major impact on external factors that influence consumer perceptions of a product, which in turn will affect consumer buying interest. Nandi Perdana (2020) revealed that Instagram is very supportive of marketing strategies with its main points that prioritize visualization [6]. The four elements of an online or offline marketing include product, price, location, and promotion.

Research conducted by Damayanti et al [7] highlights the importance of content presented through the Instagram platform in providing relevant, educational, and entertaining information to audiences. According to Marais on the Preppr website, Instagram plays an important role in the brand image formation process [8]. Through photo and video content, the platform enables the creation of a visual and aesthetic brand image. Brand image is formed from the way users and followers visually perceive content on Instagram accounts. As such, what is presented on Instagram marks the impression that users get of a brand. Video Content

Consumers who buy products online rely heavily on reviews from other customers to judge the quality of the product. This is different from the traditional system where customers can see the product in person; the online channel provides customers with information about the product in two ways: information described by the seller (such as size, pictures, and materials) and online reviews provided by Digital Trust.

### B. Video Content

Video content is one of the most popular forms of content in the digital world that can take various forms of information such as tutorials, a product review, marketing, entertainment and education. Video content itself includes visual and audio elements that reinforce understanding to the audience. The ideal place to share video content is on social media platforms. Video content is part of content marketing. Quoting from Milhinhos content marketing is content that can come in various formats including: blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes and images, etc [9]. Video content itself has become a strategy used by businesses to carry out their marketing on social media platforms. Video content containing promotions uploaded to internet platforms certainly includes basic marketing concepts, in the use of content marketing cited in Andreas (2013) in Sangen et al [9] the use of content in the form of text, images, video and audio. Video content becomes a communication tool to the wider community in activities to promote products or services that can influence the public in a wide range. Buchari Alma revealed in Hurriyati Ratih promotion is a form of marketing communication that seeks to disseminate information, influence or persuade, remind the target market of the company and its products to be willing to buy and be loyal to the products offered by the company [11].

The widespread distribution of video content itself involves various platforms as distribution media to reach the target audience effectively. Media is basically a vehicle for carrying content, in the form of (images and videos) from a marketer's perspective can be to create value that inspires [12]

Meanwhile, according to Williams et al Marketing is a series of activities developed by organizations to transfer value to customers through exchange [13].

The most commonly used distribution channel for marketing or disseminating video content is social media. Social media marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products or services from the company. Instagram social media is one of the places for online marketing activities, Instagram is one of the most widely accessed types of social media, so it is important to see how the content uploaded through this social media. In the antaranews.com article Arindra Meodia Instagram is the largest visual social media platform at this time, Instagram is said to have more than one billion active users every month [14]. Previous research has provided an important foundation in understanding the role and influence of video content in various aspects. It shows the importance of using the right content visually and the information communicated to the audience is attractive and key in marketing effectiveness.

### C. Hashtag Management

According to Kim & Hyun (2019), hashtags can be interpreted as a public curation system through the use of keywords on social media, which functions to facilitate the search for information with specific themes or content and hashtags are also a communication tool to convey certain value perceptions to audiences using information technology media [15]. Mulyadi & Fitriana (2018), explain that the use of hashtags can be considered a more targeted form of communication because it facilitates audiences in building identities, classifying messages, increasing message searches, and linking messages to topics incorporated in hashtags [16]. With hashtags, users can be actively involved in searching, organizing, and engaging in specific topics or conversations on social media platforms. Ali Akbar et.al (2022) revealed in his research that Hashtags play a diverse role in the social media ecosystem, the functions carried out by hashtags cover various aspects, ranging from vote gathering, identity markers, information summaries, marketing strategies and product branding, space for opinions. The higher the amount of hashtag usage, the greater the effectiveness and impact of the communication achieved [17]. Thus, anyone who sees a hashtag can click on it and be taken to a page that displays a feed of all the latest links from that hashtag [18]. According to Mulyadi & Fitriana, the success of campaigns that utilize hashtags is highly dependent on the level of engagement of social media users.

### D. Brand Image

According to Kotler dan Keller brand image means a perception or view of consumers towards a brand that is formed through interactions, experiences and information received by consumers [19]. Based on the accumulated consumer images, the brand image becomes strong when supported by positive information and feedback from other users of the association with a product or service in the consumer's memory. A brand can be associated with a name, term, logo, or packaging that can distinguish it from goods and services from competitors.

Supranto (2011) defines brand image or brand image, namely the consumer's mind or feeling when hearing, seeing the name of a product about what he has learned or knows [20]. Meanwhile, according to Catur (2022) in her research, brand image is formed from experience, impressions and

thoughts by consumers who form an overall perspective and representation of a brand reveals that brand image is a series of beliefs, values and features that make it unique, which are made visually and collectively into a representative of all internal and external characteristics that can influence the audience [21].

With several definitions that have been described according to experts, it can be concluded that brand image refers to the overall perceptions, beliefs and judgments that the audience has on a brand. This includes the way the brand is seen, felt, and identified by consumers based on their experiences, information received, interactions, and values associated with the brand. Brand image forms an image that reflects the character, uniqueness, beliefs, and values associated with the brand in the eyes of consumers. This overall impression influences consumer behavior, preferences, loyalty, and purchase decisions related to the brand.

## III. METHODOLOGY

### A. Type of Research

This type of research uses explanatory research, according to Sugiyono (2017) the type of explanatory research aims to explain the causal relationship between two or more variables through hypothesis testing [22]. The quantitative approach is the research method used. The independent variables in the study are video content (X1) and hashtag usage (X2) and the dependent variable is brand image (Y).

### B. Population

The definition of population according to Sugiyono (2017) is a general area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied, and from which conclusions are made. The population of this study were 25,100 Instagram followers of @zozo.garden.

### C. Sample

Determination of the sample in this study was carried out by determining the characteristics of Zozo Garden consumers: (1) Respondents have an active Instagram social media account (2) Respondents are users who have accessed and seen content on Instagram @zozo.garden (3) Respondents are followers of the @zozo.garden Instagram account. To determine the number of samples, researchers used the Slovin sample calculation method and obtained a sample that would be used as many as at least 100 respondents.

### D. Research Instrument

The data collection method used by this study is to distribute questionnaires to respondents with a respondent perception measurement scale using the Likert Scale. Questions are made using a scale of 1-5 to represent respondents' opinions from strongly disagree to strongly agree.

### E. Data Analysis

Define The analytical tool in this research is Multiple Linear Regression which is one of the statistical analysis techniques used to understand the relationship between one dependent variable (the variable to be predicted) and two or more independent variables (the variables used to make the prediction). In multiple linear regression, the goal is to

develop a mathematical model that describes the linear relationship between these variables. This model can be used to predict the value of the dependent variable based on the values of the independent variables.

Multiple linear regression models are usually represented by mathematical equations such as the following:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

Where:

- Y is the dependent variable.
- X<sub>1</sub>, X<sub>2</sub>, ..., X<sub>n</sub> are independent variables.
- β<sub>0</sub>, β<sub>1</sub>, β<sub>2</sub>, ..., β<sub>n</sub> are regression coefficients to be estimated.
- ε is the error that cannot be explained by the model.

The goal in multiple linear regression analysis is to find the coefficient values (β<sub>0</sub>, β<sub>1</sub>, β<sub>2</sub>, ..., β<sub>n</sub>) that best explain the relationship between the dependent variable and the independent variable. This process involves techniques such as the least squares method to determine the coefficients that produce the model that best fits the data.

The results of multiple linear regression analysis include model parameters that allow us to:

1. Evaluate the relative influence of each independent variable on the dependent variable.
2. Predict the value of the dependent variable based on the value of the given independent variable.
3. Measures the quality of the model in explaining variations in the data.
4. Multiple linear regression is very useful in various disciplines, such as social sciences, economics, natural sciences, and others, where research and data analysis are conducted to understand and predict the relationship between variables:

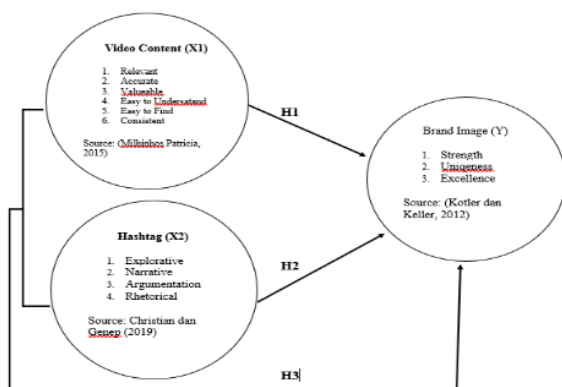


Figure 1. Theoretical framework of research

## IV. DISCUSSION

Quoting from (Milhinhos (2015) content marketing, content can come in a variety of formats including: blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes and images, etc.). So it can be concluded that video content is part of one of the digital marketing-based content marketing strategies with distribution channels in the form of internet platforms such as Instagram social media, with the aim of building communication with the audience and forming a brand image or company image to attract consumer buying interest.

This hypothesis is supported by previous studies, for example research conducted by Hapsawati, et al [23] Social Media Marketing shows that it has a positive and significant influence on brand image at UMKM Adilah Cake & Kukis Gorontalo Regency, stating that the use of social media through content creation, content sharing and building relationships well can have a major influence on the company's brand image Supported by other research conducted by Safitri (2022) the test results show that the use of reels or video content has positive effect on increasing brand awareness [24]. Therefore, researchers argue that:

**H1: Video content has a positive influence on the formation of Zozo Garden's brand image.**

The findings of research conducted previously by Yasmin Oktavia [25] in a journal entitled The Effect of Hashtag Engagement #Peoplewearoemahetnik on Instagram Social Media on Brand Image Ukm Oemah Etnik, show the results that the hashtag relationship to brand image has a significant influence towards strong positive. Based on previous research, researchers assume and form a hypothesis as follows:

**H2: The use of hashtag #ZozoGardenGakMahalLagi has a positive influence on the formation of Zozo Garden brand image.**

In several studies that have been conducted by Yasmin Oktavia (2019), Hapsawati, et al (2021), Safitri (2022) have shown significant results from the influence of video content and the use of hashtags on the brand image of Zozo Garden in Bandar Lampung. So that researchers form a hypothesis as follows:

**H3: Video content and hashtag #ZozoGakMahalLagi are significant to the brand image of Zozo Garden.**

Schematically, the 3 exploratory hypotheses prepared by the researcher can be drawn in a theoretical framework as follows:

#### IV. IMPLICATION & PLANNED RESEARCH

##### A. Implication

The implication of this research is that researchers and Zozo garden cafes will be able to find out whether video content and the hashtag #ZozoGardenGakMahalLagi have a significant influence on developing the brand image of Zozo garden or not. The results of this study can be a reference for Zozo garden management whether or not to continue the strategy that has been implemented.

##### B. Planned Research

This research is planned to be held in mid-November and ends in January to prove the theoretical framework model that has been hypothesized by researchers. Presentation of results can be done in February so that it will be able to immediately become a reference for Zozo Garden Management.

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