Research Article

Increasing Online Awareness of Indonesian Satellite @TelkomsatSolution: A Quantitative Study

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ARTICLE INFO	ABSTRACT
	Established to enhance telecommunications capabilities in Indonesia, Telkomsat operates a series of satellites that support various services, including data, voice, and video transmission. The company aims to improve connectivity, especially in remote and underserved areas of the country, by utilizing satellite technology to bridge the digital divide. In the digital age, social media marketing has emerged as a key tactic for raising brand exposure. This study uses the Instagram account @telkomsatsolution as a case study to examine how social media marketing affects brand awareness. The study employed an online descriptive survey, and the questionnaire was the tool utilized to gather data. Context, cooperation, communication, and connection are the four main facets that are highlighted, along with how each affects brand recognition levels. A survey questionnaire was used to gather information from active social media users who follow or are viewers of the account. The findings indicate that brand recognition is greatly influenced by social media marketing, with each component having a supportive function. This study demonstrates the significant impact of social media marketing on brand awareness, as evidenced by the case of the Instagram account @telkomsatsolution. By focusing on the dimensions of context, collaboration, communication, and connection, the analysis highlights how these elements collectively enhance brand visibility and engagement. The findings underscore the effectiveness of targeted social media strategies in building awareness, particularly for a brand like Telkomsat that aims to connect underserved and remote areas through advanced telecommunications services. **Keywords:** satellite, digital image, media, Indonesia.

I. INTRODUCTION

PT. Telkom Satelit Indonesia is one of Telkom's subsidiaries, which focuses on providing satellites that are experts in providing high-quality and international standard services from upstream to downstream. PT. Telkom Satelit Indonesia has a corporate tagline, namely "*Discover New Horizons*". The slogan shows a commitment to always be relevant and innovate in satellite technology, whether it is from its own satellites or from global partnerships. In 4.0 era, companies are now required to be more creative in analyzing marketing communication strategies. Marketing communication has been carried out for a long time, namely by using conventional media such as; banners, or through electronic media such as radio and television. However, as the times develop, conventional media has been replaced by social media as a substitute for public media to communicate. Based on Ministry of Communication and Information Technology (*Kominfo*) survey sourced from the Katadata Insight Center (KIC), shows that in 2022 there are 72,6% Indonesian people prefer to use social media to access information. Followed by television that only get 60%.

Because of this, a lot of businesses have decided to use social media as a platform for product marketing and promotion. Businesses share updates and activity on social media to interact with their audience. This strategy is referred to as social media marketing. Instagram is one of these social media sites. One of the social media sites that Indonesians frequently utilize is Instagram. Based on WeAreSocial survey about "The Most Used Social Media Survey

by the Indonesian People" in 2023, shows that Whatsapp is the most used platform with 92,1% followed by Instagram in the second place with a percentage of 85.5%.

With the high number of Indonesians using Instagram, many companies create unique and engaging content to capture attention, which helps build brand awareness. Brand awareness is the initial stage for consumers in recognizing the products offered by the company. When consumers remember a brand, they will be interested and learn more about the brand. It is important to pay attention to the strong relationship between the brand and the company's reputation, which for many customers is an important factor in choosing a partner to work with (Roberts & Merrilees in (Świtała et al. 2018).

Therefore, PT. Telkom Satelit Indonesia is trying to reach a wider audience by creating an Instagram account, @telkomsatsolution. This initiative was launched because many Indonesians are still unaware of subsidiary PT Telkom Indonesia, that specializing in satellite services. Based on this context, the researcher seeks to analyze how PT Telkom Satelit Indonesia builds brand awareness through social media.

II. LITERATURE REVIEW

According to Varadarajan, marketing strategy is a series of decisions that help companies choose marketing activities in certain markets and segments. The goal is to create, communicate, and provide value to customers so that the company can achieve its desired financial and market goals (Li et al., 2021).

Big businesses may be outsmarted without investing a lot of money, while little brands can establish themselves as well-known thanks to social media (Zarrella 2009:7). According to Boyd in Nasrullah (2015), social media is a group of software programs that enable people and groups to interact, communicate, share, and in certain situations work together or play together. Nafisah and Widyayanti (in Sanjaya, 2020) assert that the four Cs are essential to social media marketing success, specifically:

a. Context

It refers to shaping messages or information, including the structure of the message itself, language use, and content presented in a specific format. The indicators of context include presentation style, message design, timing of content delivery, and the content itself.

b. Communication

It refers to the process of delivering or sharing messages, as well as listening, responding, and refining those messages to ensure they are effectively conveyed and understood. Communication indicators include the admin's response, the information provided, the style of message delivery, and the message's effectiveness.

c. Collaboration

It refers to the collaboration between companies or message providers and social media users to ensure messages are delivered effectively and efficiently. The indicators include interaction, engagement, message alignment, and benefits.

d. Connection

It refers to maintaining established relationships between companies or message providers and recipients to ensure continuity. Connection indicators include sustainability and reciprocity in the relationship. The ability of a consumer to recognize or remember that a brand is connected to a particular product category is known as awareness. Brand awareness is the ability of consumers to recognize or remember a brand in a range of situations. Customers' ability to remember a brand, as demonstrated by their ability to recognize it in a range of situations, is known as brand awareness, according to Wardhana (Fadhilah et al., 2024).

There are four important levels of brand awareness, namely Unaware of Brand, Brand *Recall, Brand Recognition,* and Top in Mind (Aaker in BİLGİN, 2018).

a. Unaware of Brand

This level is the lowest level at the brand awareness level, where consumers do not know the brand and products on a brand at all.

b.   Brand Recognition

Brand Recognition is a method to measure consumer brand awareness with a specific help. In this context, Brand Recognition is the most basic level of brand awareness, where consumers can re-recognize a brand after being given additional hints or reminders.
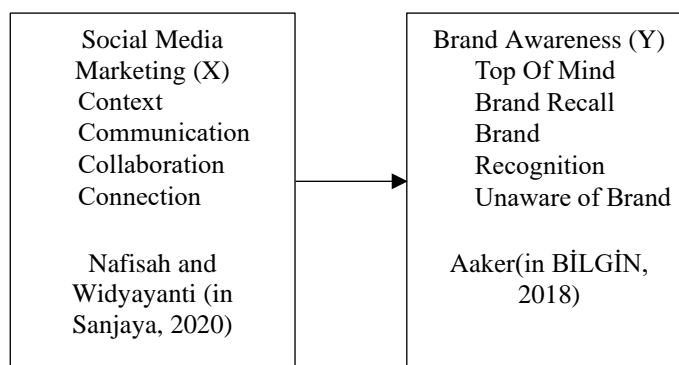
c.   Brand Recall

Brand recall is the ability of consumers to recall a brand without assistance. These reminders show what brands come to the consumer's mind after they mention the brand that first comes to mind.

d.   Top of Mind

Top of mind refers to the brand that is first mentioned by consumers or that immediately comes to their mind. When someone is asked about a product category, the brand that comes to mind is the easiest to remember and is often considered to be the main one. This shows the brand's power in attracting attention and leaving a strong imprint on consumers' minds.

A.   The relationship between Social Media Marketing and Brand Awareness

There is a favorable correlation between brand equity and social media marketing. This implies that a brand's worth may be raised and consumers can learn more about it if it is active and successful on social media. Social media marketing initiatives in the airline sector have a favorable effect on brand equity, which in turn affects brand awareness (Seo & Park in Susanto & Ruswanti, 2024). According to the hypothesis put forward and earlier research, the model used in this study is depicted in Figure 1 as follows:

| Social Media Marketing (X) Context Communication Collaboration Connection

Nafisah and Widyayanti (in Sanjaya, 2020) | → | Brand Awareness (Y) Top Of Mind Brand Recall Brand Recognition Unaware of Brand

Aaker(in BİLGİN, 2018) |

Based on the research framework described above, the following hypotheses can be drawn:

H0 : There is no influence of Social Media Marketing through Instagram accounts @telkomsatsolution on increasing Brand Awareness at PT. Telkom Satelit Indonesia.

Ha : There is an influence of Social Media Marketing through Instagram accounts @telkomsatsolution on increasing Brand Awareness at PT. Telkom Satelit Indonesia.

III. METHODOLOGY

Followers or viewers of the @telkomsatsolution Instagram account served as the study's respondents. Purposive sampling, in which samples are chosen according to specific standards pertinent to the study's goals, was the sampling strategy employed in this investigation. Purposive sampling is a method of sample selection that is based on specific considerations; specifically, sampling is done in compliance with unique standards or requirements that the researcher has previously established. Primary data for this study was gathered directly from people or participants who were actively involved in empirical research. Questionnaires were distributed in order to collect pertinent data regarding the research topic. A questionnaire is a method of gathering data in which participants are given a list of questions or written statements.

A. Method for statistical analysis

This study employed the PLS-SEM technique for analysis and SmartPLS software. This method describes whether or not there are relationships between the observed variables using a variety of model types. The primary objective is to use a quantitative approach to test the researcher's theoretical hypotheses. Partially Least Squares (PLS) is one of the models used in SEM. According to Ghozali, PLS is a different strategy that substitutes a variance-based approach for the covariant-based SEM approach (Irwan & Adam, 2015). Two sub-models make up PLS analysis: the measurement model, also known as the outer model, which illustrates how the indicator represents the latent variable to be measured, and the structural model, also known as the inner model, which shows the strength of the estimation between constructs.

IV. RESULTS

According to Mittra Candana et al. (2020), there are several tests carried out in the outer model, namely; convergent validity, discriminant validity, and composite reability. For inner model was carried out using Coefficient of Determination (R^2) and Effect Size (F^2).

A. Outer Model

a. Convergent Validity

	X	Y
X1	0.776	
X5	0.706	
X7	0.695	
X10	0.689	
Y1		0.766
Y2		0.791
Y3		0.749
Y4		0.724
Y5		0.763
Y6		0.752
Y7		0.783

Based on the table above, it shows a good convergent validity because the AVE is above 0.7.

b. Discriminant Validity

	X	Y
X1	0.776	0.381
X5	0.706	0.194
X7	0.695	0.306
X10	0.689	0.207
Y1	0.284	0.766
Y2	0.438	0.791
Y3	0.306	0.749
Y4	0.241	0.724
Y5	0.259	0.763
Y6	0.262	0.752
Y7	0.290	0.783

Based on the table above from the cross-loading value, this model is valid as it meets the criteria. Discriminant validity is considered satisfied if the correlation between an indicator and its corresponding construct is higher than the correlation with other constructs.

B.   Inner Model
a.   Coefficient of Determination (R²)

	R-square	R-square adjusted
Y	0.164	0.154

Based on the analysis in the table above, it can be concluded that the R Square value for the simultaneous effect of X on Y is 0.164, with an Adjusted R Square value of 0.154. Since the Adjusted R Square is below 19%, the effect of construct X on Y is considered weak.

 b.   Effect Size (F²)

	X	Y
X		0.197
Y		

Based on the analysis in the table above, the F Square is 0.197, which indicates that the effect size of this model is medium, as the value is greater than 0.15.

C.   Hypothesis Result

	Original Sample (O)	Simple mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X-Y	0.405	0.439	0.090	4.520	0.000

The Path Coefficient table above shows that the Instagram account @telkomsatsolution, as a platform for Social Media Marketing (X), significantly impacts the company's Brand Awareness (Y). This is proven by a t-statistic of 4.520, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05.

V. CONCLUSION

Social media marketing significantly affects PT. Telkom Satelit Indonesia's brand awareness, according to research on the analysis of social media marketing's role in raising brand awareness for the company via the @telkomsatsolution Instagram account. Future research on digital marketing topics can use this study as a guide. To advance the study, future researchers are urged to incorporate a wider range of variables.

VI. ACKNOWLEDGMENT

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