

Analysis of the Effectiveness of Social Media on Brand Awareness, Brand Equity, and Purchase Intention of Retail Sugar Consumers of PT. Kebon Agung

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ABSTRACT

This study aims to determine the level of social media optimization carried out by the retail sugar brand PT Kebon Agung to increase consumer purchase intention through brand awareness and brand equity. This research uses a quantitative approach with primary data sources obtained from distributing questionnaires via Google Form. Survey data collection with questionnaires in this study using purposive sampling. The analysis technique used in this test is descriptive analysis. The results obtained from this study are the optimization of Social Media Marketing Activities (SMMA) has a strong impact and contribution to increasing brand awareness, brand equity, and consumer purchase intentions.

INTRODUCTION

According to (Amin et al., 2024), sugar is one of the consumer goods that is close to household members in life and is needed by the food and beverage industry, so it is designated as one of the main national strategic commodities. Not only that, sugar is a staple that is very sensitive to the community because the price is quite volatile so it needs special attention from the government. Slowly, it is estimated that sugar consumption in Indonesia will also tend to increase annually along with the development of the food industry, economic growth, and the increase in the population. Based on the Agricultural Data and Information System Center of the Secretariat General of the Ministry of Agriculture, 2024, domestic cane sugar production will only reach 2.27 million tons in 2023 if compared with the previous year which can produce 2.41 million tons. This shows that the number of household and industrial consumption needs to get sufficient sugar stocks in Indonesia is still far away, so a sugar import policy is needed.

The import of sugar is not only to ensure the availability of sugar for the community and industry, but also to protect sugar producers from demand that exceeds national production capacity and to stabilize sugar prices (R. Ramadani et al., 2024).

Even so, the distribution of sugar consumption does not mean that it is not without government supervision and control, although domestic consumption is far from being fulfilled because it is not only influenced by domestic demand factors but also based on production and prices in the international market. Based on (National Food Agency, 2023), this makes the government take decisions in order to maintain the stability of sugar supply and national sugar prices. Then, the government has taken several strategic steps. First, National Food Agency Regulation Number 17 of 2023, which amends National Food Agency Regulation Number 11 of 2022 concerning Producers and Consumers Reference Prices (HAP) for Soybeans, Shallots, Red Cayenne Peppers, Curly Red Peppers, Beef and Buffalo Meat, and Sugar for Consumption, changes the Reference Price for Purchase and Sale (HAP) for Sugar for Consumption.

Basically, the sugar that enters Indonesia is not necessarily pure from sugarcane because there is a difference in the type of sugar between GKR and GKP sugar even though they have almost similar shapes, but different properties. Based on (Indonesian Refinement Sugar Association 2021), GKP sugar is pure sugar made from the results of the sugarcane processing process that can be consumed and distributed directly to peak consumers. Meanwhile, GKR is sugar that should not be sold directly to peak consumers at retail for consumption. However, according to (Fajrin, Hartono, and Waluyati 2016) in the findings in the field, there are several cases that can still take a gap in government supervision of the distribution of refined sugar. This gap is in the form of still refined sugar seepage spread in the white crystal sugar market which is suspected to be caused by excessive imports of refined sugar. Sugar players take advantage of this leak to sell GKR, which is certainly cheaper, resulting in unstable GKP prices. This is a competitive problem and a challenge for GKP sugar producers whose notabene is more expensive than GKR sugar itself.

As for domestic companies in the GKP sugar industry, one of them is PT Kebon Agung which has been established since 1993. PT Kebon Agung has two production sites, namely PG Trangkil which is located in Pati, Central Java, and PG Kebon Agung which is located in Malang, East Java. In the production of Kebon Agung sugar, retail sugar is also developed, which is estimated to have a composition of less than 5% of the total production of PT Kebon Agung. PT Kebon Agung's retail sugar is supported and produced at PG Kebon Agung Malang. Kebon Agung sugar is marketed by maximizing several distribution channels. First, there is direct selling to customers who order without intermediaries. Then there is indirect selling which is through intermediaries such as utilizing cooperation with distributors, partners such as in the Modern Trade area, General Trade and there are still several others. Furthermore, Kebon Agung sugar is also marketed by way of reference or Referral, namely promotion to relatives, close relatives, and friends of parties related to PT Kebon Agung. The demand for Kebon Agung sugar is relatively high, where every year it is increasing. To continue to increase sales better and expand the retail sugar market, Kebon Agung can be developed again with efforts to optimize social media in marketing.

But not without reason, in practice, of course, this requires strong consideration to take a digital marketing strategy policy in optimizing the planning to be made. Not only that, in the process of making policies, the marketing strategy of a product or service is inseparable from the important role of a strong brand itself for representatives of the company as a differentiator from competing products from other companies. According to (Onkvisit, S and Shaw 2004) the definition of a brand quoted from the Lanham US trademark law of 1947 is any word, name, symbol, instrument or mixture thereof that is taken and used by a manufacturer or trader to identify such goods and separate them from goods produced and sold by another party. Strong brands have value that can be offered to consumers as part of a competitive advantage strategy. The results of the study (Bhaya and Jassmy 2017) explain the influence of a strong relationship between brands and companies in the process of creating a company's competitive advantage through marketing activities. The two main aspects related to a brand are brand awareness and brand equity. As according to (Nurdiyanto and Purnomo 2020) in their testing, brand awareness, brand image, and marketing communication have a strong relationship with brand equity, both directly per section and overall coverage, so that it has a significant impact.

LITERATURE REVIEW

Social Media Marketing Activities (SMMA)

According to (Tuten et al., 2018) social media marketing is a company's strategic effort through the management of communication and interaction with customers to improve services and maintain relationships accompanied by offering and delivering brand value through the use of social media platforms. This study uses the Theory of Social Media Marketing Activities (SMMA) which is built based on a model developed by Kim and Ko (2012). The benchmark of social media marketing activities is adjusted to the needs of research (Guha et al., 2021).

Social media marketing activities are grouped into five parts of activities to measure customer equity and purchase intention, namely entertainment, interaction, trendiness, customization, and word-of-mouth (Kim & Ko, 2012). The existence of social media marketing activities allows creating many advantages in value equity, brand equity, purchase intent. Good communication in social media marketing practices establishes superior value and positive relationships with consumers and then has such an impact on brand equity and subsequently attracts purchase intent (Kim & Ko, 2012).

Brand Equity

According to (Onkvisit, S and Shaw, 2004) the definition of a brand quoted from the Lanham US trademark law of 1947 is that any word, name, symbol, instrument or mixture thereof that is taken and used by a manufacturer or trader to identify such goods and separate from the goods produced and sold by another party. Brand equity itself is the response or feedback given to the company on the added value of the products or services offered (Kotler & Keller, 2009). According to (David A. Aaker 1991) there are five basic parts in brand equity, namely brand loyalty, which can be called the core of brand equity because it can measure the level of attachment between consumers and brands, how indifferent consumers are to brands when making purchases, whether they still consider several things such as price, feature quality, comfort with little attention to the brand or vice versa. Then, the next part is brand awareness which is the power of potential customers to recognize or recall a brand from a certain product. Furthermore, there is a term first impression that will stick in the minds of consumers based on the customer's first experience and the first perception felt about the quality of the goods or services used, which is called Perceived quality. This is relative because it is related to intangible feelings. Finally, there is the Brand Association, which is everything that can be easily attached to the minds and hearts of customers related to products apart from quality.

Brand Awareness

According to (Hildreth, 2012) brand awareness is one of the important elements as a fundamental benchmark in measuring how far a brand can be known and remembered by consumers. Its role as a fundamental aspect in building a brand as an initial reference, brand awareness is the most important fundamental initial part of brand equity and the final result that consumers will choose for a brand.

Purchase Intent

(Kotler & Keller, 2009) defines purchase intent as a consumer's response to the desire to make a purchase after considering factors that can influence. (Budiarto, 2016) in his research also strengthens the factor to increase purchase intention, namely the existence of product advertisements. Judging from the quality factor (Triatmaja & Ekawati, 2023) also said in the results of his research that the better the quality of a product offered, the higher the purchase intention of consumers.

METHODOLOGY

Research Approach

This study applies a quantitative approach. The quantitative approach is an approach that involves definite reference components by using formulas and numbers in the process of analyzing the data as accurate benchmarks and calculations (Musianto, 2002). The research data collection was carried out using a survey method by distributing questionnaires to respondents to obtain the data needed. Before conducting a survey, it is necessary to have a basic explanation of each related variable as a reference to determine the right indicators in line with the topic being researched. This is because the survey results obtained are not completely complete because the research results will continue to be reviewed and refined continuously from the shortcomings of previous researchers (Abd.Mukhid, 2021).

According to (Creswell, 2009) the survey method model provides results in the form of numbers for an analyzed population where the results of the test are taken by drawing conclusions from the entire population. The reason for using a quantitative approach is because the data taken will be used to test the research hypothesis. In addition to using a survey method with questionnaire instruments as the main data collection, the researcher also collected data by observation at the research site during the internship period directly to gain an in-depth understanding.

Population and Sample

According to (Subhaktiyasa, 2024) there are two important components that are the main key in drawing research conclusions that can later be claimed in general and have been tested, namely population and samples. Population is the whole that is the target of researchers, both objects and objects that have been determined and considered (Sugiyono, 2013). In this study, retail white sugar consumers who use social media in the East Java region are the focus of the target in determining the population. This retail sugar was chosen because the focus of the researcher in this study is to develop sales in the company's retail sugar through digital marketing, namely through social media. It is known that the main sales activity of marketing in the PT Kebon Agung company based on observation is retail sugar in addition to balk sugar, drip sugar, and bagasse. The East Java region is the target limit because the researcher wants to further optimize sales in his area.

Operational Definition

In this section, the researcher not only defines the variables but also determines the indicators to be used to measure. These indicators are based on previous theories and research as well as analyses that have been adapted to research conditions. Here is an explanation of the variables used along with the indicators of each section.

Social Media marketing activities

In optimizing the use of social media platforms, the framework of social media marketing activities needs to be strategically designed to achieve the

planned marketing goals. (Tuten et al., 2018) divides four parts in one dimension on social media marketing activities. The first is the community or relationship zone, where activities focus on building and maintaining relationships by engaging and responding directly to interactions and collaborations with the audience or customers. Then, there is a content distribution zone (Social publishing), which is the attention of social media activities that lead to the creation of relevant and valuable content for viewers or followers through any communication media with the aim of increasing brand awareness, brand positioning, and added value for customers or relevant audiences. The next part of social media is social entertainment designed to increase customer engagement and emotional frequency between brands and followers or viewers by providing entertainment that attracts interest such as giving giveaways, Instagram story templates that can be shared. Then finally, there is a transactional zone that leads to the involvement of transaction activities directly on the social media platform by customers or relevant audiences by maximizing the e-commerce features provided by the social media applications used.

Brand Awareness

Brand awareness has an important role that is effective and flexible in approaching and delivering a brand initially to a customer (Šakytė-statnickė, 2025). Creating containers for customers is a step in creating relevant and indispensable value in the process of recognizing and remembering brands as the basis of consumer knowledge of brands in considering product or service preferences to be used (Saleem et al., 2015). The indicators on this brand awareness variable are adapted from statements tested by previous studies (Park et al., 2007 and Hung et al., 2011).

Brand Equity

Brand equity has an essential position in the process of forming characteristics and assigning value to a brand where the assessment can affect consumer interest in purchasing and then have an impact on the output provided (Jatmiko, 2017). In general, according to (Samih Baalbaki, 2012) the approach to measuring brand equity has two core ways that are related to each other, namely assessment that allows for an advantage in brand equity through consumers by identifying and finding out how much customers understand the brand by means of indirect methods, and the second is direct assessment which is measured through how much quantity of real results given to the brand by customers.

Purchase Intent

According to (Agustin & Hasyim, 2019) one of the important indicators in knowing the real indication of purchases in marketing activities is to know the purchase intention of consumers which is supported by the ease of making transactions. In addition, things that can support the emergence of purchase intent in online sales are promotional activities that are creatively designed and adjusted to the right moment in sales activities (Bacay et al., 2022). Factually, based on (Roseira et al., 2022) it is also stated that the consumer's intention to

make a purchase is also the main reference in determining the existence of consumer behavior to make a purchase.

Types and Methods of Data Collection

The method of data collection for testing uses two data sources, namely primary data and secondary data which are described below:

1. Primary data is data collection that is carried out directly and obtained from the first source. This primary data was obtained through observations on companies, surveys through questionnaire instruments and then distributed to retail white crystal sugar consumers in East Java and had used social media, especially the Instagram application.
2. Secondary data is a source of data that is taken indirectly, through a specific intermediary or other party. Researchers get secondary data from the official website of an agency, journals, articles, and books.

The primary data from the questionnaire was distributed through Google Form and distributed online using WhatsApp and Instagram. The content of this questionnaire is in the form of statements in which respondents are asked to provide assessments on alternative answers that have been provided. The statements in the questionnaire refer to the variables of social media marketing activities, brand awareness, brand equity, and consumer purchase intention to the brand. The alternative assessment provided as a measure of results uses the form of a likert scale to be arranged in categories structured in one dimension (Fowler, 2014). This questionnaire is closed in nature where prospective respondents are asked to consider the options that have been provided and then place their choices in that category.

Data Analysis Techniques

According to (Sugiyono, 2016) descriptive analysis is usually adopted by quantitative research that does not intend directly to draw conclusions whose results are generalized but only to describe the data as it has been obtained. Descriptive analysis is of course carried out by describing the sample data that has been obtained to describe the data.

RESEARCH RESULT

Results of Respondent's Descriptive Analysis

Results of Descriptive Analysis of Respondent Characteristics Based on Gender. Based on the number of respondents obtained as many as 148 people, it resulted in data exposure as shown by the following table:

Table 1. Respondent Characteristics by Gender

Information	Number (N)	Presented (%)
Man	56	37,9%
Woman	92	62,1%
Total	148	100%

Source: (Data processed, 2025)

Looking at table 1 above, it can be understood that of the total number of respondents as many as 148, stated that the gender of the respondents in this

study was dominated by the female gender with a percentage of (62.1%) people, then the rest were filled with male gender as much as (37.9%).

Results of Descriptive Analysis of Respondent Characteristics Based on Age

According to the total number of respondents obtained by a total of 148 respondents, data was obtained as seen in the following table:

Table 2. Respondent Characteristics by Age

Information	Number (N)	Presented (%)
< 15 Years	1	1%
15 – 24 Years	81	55%
25 – 34 years old	52	35%
35 – 44 years old	8	5%
45 – 54 years old	5	3%
> 55 Years	1	1%
Total	148	100%

Source: Data processed, (2025)

Looking at table 2 above, it can be understood that of the total number of respondents as many as 148, it is stated that the age of the most respondents was obtained at the age of 15-24 years as many as 81 respondents with a percentage (55%), followed by the age above older which is between the ages of 25-34 years a total of 52 respondents with a percentage (35%), then between the ages of 35-44 years a total of 8 respondents with a percentage of 5%, and between the ages of 45-54 years old, a total of 5 respondents got a percentage of 3%. Then, for those over 55 years old and under 15 years old, each only gets a percentage of 1%.

Results of Descriptive Analysis of Respondent Characteristics Based on Occupation

Based on the results of a questionnaire from a total of 148 respondents obtained, the data shows:

Table 3. Characteristics of Respondents Based on Occupation

Information	Number (N)	Presented (%)
Students/Students	57	39%
Not working/Not working	11	7%
Housewives	11	7%
ASN	3	2%
SOEs	2	1%
Private	63	43%
Pensioner	1	1%
Total	100	100%

Source: Data processed, (2025)

Looking at table 3 above, it can be understood that from the total number of 148 respondents produced, the details of the Student/Student category are 57 respondents with a percentage of 39%, the category of not working/not working as many as 11 respondents with a percentage of 7%, the category of Housewives as many as 11 respondents with a percentage of 7%, the ASN category as many

as 3 respondents with a percentage of 2%, the BUMN category as many as 2 respondents with a percentage of 1%, the Private category as many as 63 respondents with a percentage of 43%, and finally the Retired category as many as 1 respondent with a percentage of 1%.

Results of Descriptive Analysis of Respondent Characteristics Based on Domicile

Based on the results of a questionnaire from a total of 148 respondents obtained, the data shows:

Table 4. Characteristics of Respondents Based on Domicile

Domisili	Jumlah	Presentase (%)
Surabaya	11	7%
Lamongan	45	30%
Sidoarjo	6	4%
Jember	2	1%
Blitar	3	2%
Kediri	21	14%
Nganjuk	1	1%
Pasuruan	4	3%
Bojonegoro	5	3%
Malang	17	11%
Banyuwangi	3	2%
Ngawi	2	1%
Gresik	6	4%
Tuban	15	10%
Probolinggo	1	1%
Magetan	1	1%
Trenggalek	2	1%
sampang	1	1%
Jombang	1	1%
Lumajang	1	1%
Total	148	100%

Source: Data processed, (2025)

According to the results of table 4.4 above, it can be seen that there are 11 respondents with a domicile in Surabaya with a percentage of 7%, domicile in Lamongan there are 45 respondents with a percentage of 30%, domicile in Sidoarjo there are 6 respondents with a percentage of 4%, domicile in Jember there are 2 respondents with a percentage of 1%, domicile in Blitar there are 3 respondents with a percentage of 2%, domicile in Kediri there are 21 respondents with a percentage of 14%, Nganjuk domicile there is 1 respondent with a percentage of 1%, Pasuruan domicile there are 4 respondents with a percentage

of 3%, domicile Malang there are 17 respondents with a percentage of 11%, domicile Banyuwangi there are 3 respondents with a percentage of 2%, domicile Ngawi there are 2 respondents with a percentage of 1%, domicile Gresik there are 6 respondents with a percentage of 4%, domicile Tuban there are 15 respondents with a percentage of 10%, Probolinggo domicile there is 1 respondent with a percentage of 1%, domicile Magetan there is 1 respondent with a percentage of 1%, domicile Trenggalek there are 2 respondents with a percentage of 1%, domicile Sampang, Jombang, Lumajang there is 1 respondent with a percentage of 1%.

Results of Descriptive Analysis of Research Variables

Descriptive analysis of variables was carried out to assess the tendency of the data based on the value of the data obtained. Value determination refers to the minimum and maximum values in order to get a detailed and clear elaboration of the data distribution. The determination of the maximum and minimum value intervals to determine based on categories is obtained as follows:

$$\text{Interval} = \frac{\text{Maksimum} - \text{Minimum}}{\text{Jumlah Kelas}}$$

$$\text{Interval} = \frac{5 - 1}{5} = 0,8$$

Table 5. Respondent Characteristics

Interval	Interval
1,00 - 1,80	Very Low/Very Disagree
1,81 - 2,60	Low/Disagree
2,61 - 3,40	Medium/Neutral
3,41 - 4,20	High/Agree
4,21 - 5,00	Very High/Strongly Agree

Source: Data processed, (2025)

Results of Descriptive Analysis of Social Media Marketing Activities Research Variables

Interactivity Measurement Indicator

Table 6. Descriptive Analysis of Interactivity Measurement Indicators

CODE	Items	Mean	Criterion
INTER1	The content of social media accounts related to kebon agung white crystal sugar products/brands will allow me to share information with others.	3,93	Tall
INTER2	Conversations or exchanges of opinions with other people regarding kebon agung white crystal sugar products/brands can be done on the brand's social media content.	3,99	Tall

INTER3	It is easy to express my opinion about the product/brand of white crystal sugar kebon agung through the brand's social media content page.	4,07	Tall
	Average	4,00	Tall

Source: Data processed. (2025)

Looking at table 6, it can be understood that the average respondent rated (high) on the interactivity indicator, which was obtained with an average of 4.00. The indicator that received the highest score was in INTER3, namely "the ease of expressing my opinion about the product/brand of Kebon Agung white crystal sugar through the brand's social media content page" with an average of 4.07 (high). The lowest indicator value was obtained by INTER1, namely "the content of social media accounts related to kebon agung white crystal sugar products/brands will allow me to share information with others" with an average score of 3.92.

Word of Mouth Measurement Indicator

Tabel 7. Analisis Deskriptif Indikator Pengukuran Word of Mouth

CODE	Items	Mean	Criterion
WOM1	I usually share information about kebon agung retail sugar products from the pages of my social media accounts to my friends.	3,55	Tall
WOM2	I would recommend my friend to visit the social media account page that features Kebon Agung retail sugar products.	3,78	Tall
WOM3	I would encourage my friends and acquaintances to use social media account pages that feature Kebon Agung retail sugar products.	3,76	Tall
	Average	3,70	Tall

Source: Data processed, (2025)

Looking at table 4.10, it can be understood that the average respondent rated (high) on the word of mouth indicator, which is an average of 3.70. The indicator that received the highest score was in WOM2, namely "I would recommend my friend to visit the social media account page that displays Kebon Agung retail sugar products" with an average of 3.78 (high). The lowest indicator value was obtained by WOM1, namely "I usually share information about Kebon Agung retail sugar products from my social media account pages to my friends" with an average score of 3.55.

Results of Descriptive Analysis of Brand Awareness Research Variables

Table 8. Descriptive Analysis of Brand Awareness Research Variables

CODE	Items	Mean	Criterion
BA1	I am familiar with kebon agung sugar products.	3,55	Tall
BA2	I know about kebon agung sugar products.	3,59	Tall
BA3	I can recognize Kebon Agung sugar products among competing brands.	3,66	Tall
	Average	3,60	Tall

Source: Data processed, (2025)

Based on table 8 it can be understood that the respondent's response to the highest brand awareness variable item is in the BA3 indicator "I can recognize kebon agung sugar products among competitor brands" with an average value of 3.66 (high). Meanwhile, the item that received the lowest score was the BA1 indicator, namely "I know/am familiar with Kebon Agung sugar products" with an average score of 3.55 (high). The total average score on the brand awareness indicator did not have a significant difference in value between the items tested, namely getting an average score of 3.60 with the criteria (high).

Results of Descriptive Analysis of Brand Equity Research Variables

Table 9. Descriptive Analysis of Brand Equity Research Variables

CODE	Items	Mean	Criterion
BE1	It makes sense to buy kebon agung sugar products rather than other brands, even with similar items.	3,77	Tall
BE2	Even if there are other brands that have the same privileges as Kebon Agung sugar products, I prefer to buy Kebon Agung sugar products.	3,69	Tall
BE3	If there is another brand that is better than kebon agung sugar products, I prefer to buy kebon agung sugar products.	3,57	Tall
BE4	If other brands are no different from kebon agung sugar products, it seems better to buy kebon agung sugar products.	3,79	Tall
	Average	3,71	Tall

Source: Data processed, (2025)

Based on table 9, it can be understood that the respondents' response to the highest brand equity variable item is in the BE4 indicator "if other brands are not different from Kebon Agung sugar products, it seems better to buy Kebon Agung sugar products" with an average value of 3.79 (high). Meanwhile, the item that received the lowest score was the BE3 indicator, namely "if there is another brand that is better than Kebon Agung sugar products, I prefer to buy Kebon Agung sugar products" with an average value of 3.57 (high). The total average

score on the brand equity indicator did not have a significant difference in value between the items tested because it received an average score of 3.71 with the criteria (high).

Results of Descriptive Analysis of Purchase Intention Research Variables

Table 10. Descriptive Analysis of Purchase Intention Research Variables

CODE	Items	Mean	Criterion
PI1	In the future, I will buy Kebon Agung white crystal sugar products that are in accordance with the tagline sweeter and more economical.	3,92	Tall
PI2	I plan to buy kebon agung white crystal sugar products in the future.	3,89	Tall
PI3	I would advise others to buy and use kebon agung white crystal sugar products.	3,84	Tall
PI4	I will most likely buy kebon agung white granulated sugar products in the future.	3,89	Tall
	Average	3,89	Tall

Source: Data processed, 2025

Based on table 4.13, it can be understood that the respondent's response to the highest purchase intention variable item is in the PI1 indicator "in the future, I will buy Kebon Agung white crystal sugar products that are in accordance with the tagline sweeter and more economical" with an average value of 3.92 (high). Meanwhile, the item that received the lowest score was the PI3 indicator, namely "I would advise others to buy and use Kebon Agung white crystal sugar products." with an average value of 3.84 (high). The total average score on the purchase intention indicator did not have a significant difference in value between the items tested because it received an average score of 3.89 with the criterion (high).

DISCUSSION

Based on the findings, the research shows that SMMA at PT Kebon Agung will make a strong contribution to optimizing social media marketing with interactivity, personalization, informativeness, trendiness, and word of mouth activities. This is in line with research (Guha et al., 2021) that SMMA provides strong implications in building marketing strategies. This finding is also supported by research (Tegar Harrindi Aji et al., 2022) which uses five similar indicators to measure SMMA which has a valid impact in supporting social media marketing activities on the object studied. As the results of this study, regarding the statements of respondents on interactivity activities that show strong support for the effectiveness of social media strategies. It is evident from the results of the indicator that got the highest score in INTER3, namely "the ease of expressing my opinion about the product/brand of white crystal sugar kebon agung through the brand's social media content page" with an average score of 4.07 (high). So it can be described that there is communication flexibility offered

through the features provided such as open comments on Instagram posts, automatic comments on Instagram for efficient interaction with followers, and creating account channels with followers to establish closer communication, allowing discussion and sharing opinions about PT Kebon Agung's retail sugar products from all white sugar consumers.

Then, the form of personalization activities is said to have a strong impact and contribution in SMMA. It is evident by the test results of the indicator that got the highest score in PERS3, namely "the social media account page gives me recommendations for white crystal sugar products according to my needs" with an average score of 4.10 (high). This is shown from the content of PT Kebon Agung which is quite relevant to the customized message, so that consumers are confident that the product they are looking for is in accordance with their needs. Finally, this will provoke consumers and lead to the formation of an interaction to a purchase transaction. The success of this activity is also supported by informativeness activities which have also proven to be one of the keys in supporting the success of SMMA activities. It can be seen that the test indicator that received the highest score was INFOR2, namely "social media account pages related to Kebon Agung white crystal sugar products/brands offering useful information" with an average score of 4.02 (high). In practice, it is shown in the relevant content of PT Kebon Agung's posts, including content about insights into Kebon Agung retail sugar products which can provide trust and good understanding as well as preferences to make the right purchase decision later.

In addition, trendiness also has a strong impact on social media marketing activities to create relationships with consumers on social media. It can be seen from the test results of the trendiness indicator that received the highest score in the TREND2 item, namely "using social media account pages to display very trendy kepong agung retail sugar products" with an average of 4.10 (high). This is created because social media users tend to see and follow new trends brought by the current culture. It can be seen from social media activities that are adjusted to the latest trends such as reels content designed with a modern visual style and viral backsound will provoke the interest of social media users to search deeper. This is also evident from PT Kebon Agung's retail sugar social media report in April 2024 where trend-adjusted reels content has more viewers compared to regular feed content.

Furthermore, word of mouth can also still be considered in supporting the optimization of social media marketing activities on PT Kebon Agung's retail sugar account even though it received a low response from respondents among other aspects of SMMA measurement when compared. This can be shown in the results of the WOM2 item, namely "I would recommend my friend to visit a social media account page that displays Kebon Agung retail sugar products" which received an average score of 3.78 (high). Thus, word of mouth activities are still possible to be applied in improving PT Kebon Agung's retail sugar social media marketing strategy. It can be seen from the results of respondents who are social media account users, showing that there are still many social media users who have a strong habit of doing word of mouth activities such as providing recommendations and sharing the product or brand page of PT Kebon Agung

that they see on the social media account page to their relations when the product or brand page is considered to give preferences according to the expected needs and has different offer advantages with other products.

The Effectiveness of PT Kebon Agung's Social Media Optimization to Increase Brand Awareness of PT Kebon Agung's Retail Sugar

Based on the results of the research, social media marketing activities on Kebon Agung retail sugar have an impact and contribution to increasing brand awareness, which is evident from the brand awareness item which received an average score of 3.66 (high) on "I can recognize Kebon Agung sugar products among competing brands". This positive finding means that retail sugar consumers who use social media tend to be more easily recognized by Kebon Agung retail sugar products after carrying out social media activities that cover five aspects of SMMA. This is in line with the results of research (C. Nguyen et al., 2024) that activities that involve interaction with consumers through social media directly supported by providing information such as creative content can help increase brand awareness more effectively. The statement in this brand awareness item is also supported by research (Utami & Sugiat, 2023) which shows social media marketing activities are effective in increasing product brand awareness. Thus, PT Kebon Agung's participation in retail sugar marketing through social media marketing activities can support building brand awareness of Kebon Agung sugar.

Effectiveness of PT Kebon Agung's Social Media Optimization to Increase PT Kebon Agung's Retail Sugar Brand Equity

The success of optimizing social media marketing activities in increasing brand awareness that is getting stronger also has a direct impact on increasing brand equity. This is shown in the results of the brand equity item test where it got an average score of 3.79 (high) on the item "if other brands are not different from Kebon Agung sugar products, it seems better to buy Kebon Agung sugar products". This proves that consumers who use social media who can get to know Kebon Agung retail sugar well among other brands tend to feel more comfortable and create a high level of trust and loyalty. Then, they will consciously choose kebon agung retail sugar and include it as the main preference if kebon agung sugar has a different offer advantage from other brands or is equivalent to other brands. This finding is in line with the theory (A Aaker, 1991) that brand equity is built with brand awareness and customer trust. Where this customer trust is manifested from a digital marketing strategy in the form of innovative SMMA implementation.

Optimization of Social Media Marketing Strategy to Increase Retail Sugar Purchase Intention of PT Kebon Agung

There are various factors to increase consumer purchase intention, for example such as the aspect of brand awareness and response to brand equity where this can be built through digital marketing strategies such as social media marketing activities. It is evident from the results of the purchase intention item test which got an average score of 3.92 on the item "in the future, I will buy Kebon

Agung white crystal sugar products that are in accordance with the tagline sweeter and more economical". This means that after the target audience recognizes Kebon Agung retail sugar products among other brands and other brands do not have specific differences in terms of products, then they will make Kebon Agung retail sugar products as a strong preference because of the advantages of offerings shown in the use of social media platforms in the implementation of SMMA so that a close relationship with consumers is formed. Furthermore, this factor will encourage and have a strong influence on the purchase intention by consumers and then in the end they are willing to make a decision to make a purchase in the future at PT Kebon Agung retail sugar. This result is in line with the results of research (A. K. Ramadani & Kurniawati, 2023) which explains that brand equity has a direct and indirect positive influence and relationship on social media marketing activities with purchase intention and also awareness of a brand.

The results of this study are also supported by the results of the study (Febrian & Fadly, 2021) which explains that the results of the influence of brand equity on purchase intention provide a significant influence on purchase intention, which is also valid as other factors tested, namely customer satisfaction and electronic Word of Mouth. This means that when consumers or target audiences know a brand well in social media marketing that is carried out until then a high sense of trust in the brand emerges and then this forms a strong preference for consumers, then it will also give rise to a strong commitment to purchase intention until finally leading to the readiness of the decision to buy the product. The results of another study also explained that purchase intention can be influenced by activities that not only involve participation from the brand but also social media investment that provides relevant, positive, creative and innovative information and content in order to provoke interaction with consumers on social media to increase brand equity in the form of brand loyalty because of trust where this can be an advantage for brands (Nurmuslimah & Sosianika, 2019)

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study discusses the analysis of the effectiveness of social media on brand awareness, brand equity, and purchase intention of PT Kebon Agung's retail sugar consumers. Based on the exposure that has been described from the beginning to the end of the study, it can provide the following conclusions of the final results:

1. Optimization of SMMA with interactivity, personalization, informativeness, trendiness, and word of mouth has proven to have an effective impact. This means that the stronger these five aspects are carried out by the retail sugar brand PT Kebon Agung, the more optimal PT Kebon Agung's retail sugar social media marketing will also have a positive impact.
2. Optimization in SMMA has a strong impact and relationship in increasing brand awareness in PT Kebon Agung's retail sugar products. This means that the higher the level of SMMA optimization in Kebon Agung retail sugar, the

more it will also increase brand awareness in Kebon Agung retail sugar products.

3. Optimization in SMMA has a strong impact and relationship in increasing brand equity which is accompanied by a strong increase in brand awareness as well. This reflects the importance of social media marketing activities in providing an increasing influence on other aspects. The higher the SMMA level carried out on Kebon Agung retail sugar with these five aspects of activities, it will also have an increased impact on brand equity.
4. The advantages of brand awareness and high brand equity in PT Kebon Agung's retail sugar products through SMMA optimization have been proven to have a strong relationship and impact on increasing the purchase intention of PT Kebon Agung's retail sugar products. So it can be concluded that in building consumer purchase intention in Kebon Agung retail sugar, it is important to pay attention to SMMA in helping previous factors that ultimately lead to an increase in consumer purchase intention.

Recommendations

Based on these conclusions, it can be used as some suggestions for PT Kebon Agung regarding increasing purchase intentions by optimizing SMMA and also for researchers or academics for the sustainability of future research. Here are some suggestions from this study:

1. SMMA has been shown to have a strong level of impact and relationships, so this research can be implemented in practice to increase consumer purchase intention, brand awareness, and brand equity.
2. To get an increase in consumer purchase intentions through social media means, it is necessary to periodically evaluate whether the social media marketing activities of the Kebon Agung retail sugar brand have achieved optimal results, then consistency is also needed to build a close relationship with the target audience including customers and potential customers so that long-term customer loyalty is created.
3. With the findings of this study, the author proposes that Kebon Agung retail sugar marketing can make this result as an alternative strategy and consideration in developing Kebon Agung retail sugar marketing through social media that is more optimal in the future.
4. In this study, the author limited the research population to only focus on the East Java region and was only able to get 148 respondents in a certain period of time which were considered to meet the research criteria. Therefore, for further research, it is expected to be able to measure a wider area, draw more samples and use more varied tests to get more valid and strong results.

ADVANCED RESEARCH

Future research can further explore the longitudinal effects of Social Media Marketing Activities (SMMA) on consumer behavior by integrating advanced analytical models such as structural equation modeling (SEM) or machine learning algorithms to predict long-term brand loyalty and advocacy. Additionally, examining the moderating role of demographic factors, psychographic segmentation, and cultural influences in shaping the effectiveness

of SMMA can provide deeper insights into consumer engagement dynamics. Comparative studies across different industries or markets could also reveal whether the impact of SMMA on brand awareness, brand equity, and purchase intention is universally applicable or industry-specific. Furthermore, incorporating sentiment analysis and real-time social media analytics could enhance the understanding of how consumer perceptions evolve in response to dynamic marketing strategies, providing actionable insights for continuous brand optimization.

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