



**ANALYZING COMPANIES' STRATEGIC BRANDING IN SOCIAL  
MEDIA ERA**

**UNDERGRADUATE THESIS PROPOSAL**

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**Submitted to fulfill the requirement of the  
undergraduate degree program**

**Department of International Business Administration  
Faculty of Business and Social Sciences**

**BSD City, Serpong, Tangerang  
May 2018**





**APPROVAL PAGE**

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**ABSTRACT**

*The development of the field of strategic brand management within the last two decades has been evolving drastically. All of the marketing activity is now slowly shifting to electronic based approach. Social media basically just took a big part in every aspect, especially in how businesses build and introduce their brand. Online based business nowadays is really happening in Indonesia area, and most of them use social media as one of their strategic branding.*

Keywords: Strategy, Branding, Social Media

**ABSTRAK**

*Pengembangan di bidang strategic brand management dalam dua dekade terakhir telah berkembang secara drastis. Semua aktivitas pemasaran sekarang perlahan beralih ke pendekatan pemasaran berbasis elektronik. Media sosial pada dasarnya memiliki banyak pengaruh dalam berbagai aspek, terutama dalam bagaimana sebuah bisnis membangun dan mengenalkan merek mereka. Bisnis berbasis online saat ini benar-benar ramai peminat di wilayah Indonesia, dan sebagian besar dari mereka menggunakan media sosial sebagai salah satu strategi branding mereka.*

Kata Kunci: Strategi, Branding, Media Sosial

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## CHAPTER 1 INTRODUCTION

### I.1. OVERVIEW OF RESEARCH TOPIC

In order to achieve any goals, every individuals or organization has to have strategy. Strategy itself has a literal definition as a high level plan to achieve one or more goals under conditions of uncertainty. Strategy is needed in everything, not just in corporate matters, but also in real life and basically everything we do in life. Many philosophers have their kind of perception of what strategy is actually means. One of them, Fred Nickols, says that *“Strategy is all these—it is perspective, position, plan, and pattern. Strategy is the bridge between policy or high-order goals on the one hand and tactics or concrete actions on the other. Strategy and tactics together straddle the gap between ends and means. In short, strategy is a term that refers to a complex web of thoughts, ideas, insights, experiences, goals, expertise, memories, perceptions, and expectations that provides general guidance for specific actions in pursuit of particular ends. Strategy is at once the course we chart, the journey we imagine and, at the same time, it is the course we steer, the trip we actually make. Even when we are embarking on a voyage of discovery, with no particular destination in mind, the voyage has a purpose, an outcome, an end to be kept in view.”* (Nickols, 2012)

Without strategic branding, a business will have difficulties in the first place. It is critical to understand and find the best strategy brand management to know what company / individual / organization should do in order to achieve the most benefit. It also helps the company to identify future opportunities in the market and predict how the future market is going to be, so the company can make the strategy branding to compete in future market. By understanding strategic brand management, the company can perfectly know what the steps to do in every decision making. To make a business runs well, company should know exactly how to market their product and how to plan a marketing strategy that can reach the company’s objective which is gaining profit. Every company wants their product to be consumed well by the consumers, so the company should make a marketing strategy that based on customer called customer driven strategy. In this era, society comes up with a lot of new trends, and to catch up with the trends, company should perfectly know what customer wants. People nowadays are more aware with technology and become so interested in social media. Company should know how to put their product in the market by also understanding the current trends in the society. For example like planning a customer driven marketing strategy that based on website, social network, or anything that society liked.

Over the last few years, we can say almost everything basically can we do with just one click. People using gadgets here and there with many applications available in there that completes it. Daily needs can be simply purchased through websites, clothes in online shopping, cars, electronics can simply delivered in front of your very doorstep with just through social media. People don’t really have to do the sell and buy process face to face anymore. Everything surely evolving and one of them is digital

era. By the facts that are stated, social media has reached the very core into the business world. It's moved so fast, in fact, that those within the business world have had difficulty to search what social media is really about and why it's such a phenomenon, all while attempting to find a way on what social media means to them and what it can do as businesses.

The survey proves that the user of internet is highly increases throughout the years. The total number of internet users worldwide from 2005 to 2017, as of the most recent reported period, the number of internet users worldwide was 3.58 billion, up from 3.39 billion in the previous year. It can be said what causes it are; easier access to computers, the modernization of countries around the world and an increased utilization of smartphones has given people the opportunity to use the internet more frequently and with more convenience. As of March 2017, there were approximately 731 million total internet users in China and 287 million total internet users in the United States. However, broadband internet usage is not equally present in many countries and due to infrastructure reasons, developing online markets rely strongly on mobile connections. Subsequently, global mobile data traffic is set to surpass 49 exabytes per month in 2021, up from 7 exabytes per month as of 2016 (Baron, 2018).

By learning and obtain some knowledge about the topic that mentioned above like the importance of social media through internet and how it relates to businesses, hopefully it can gives value to the importance of growing businesses.

## **I.2. RESEARCH PROBLEM**

There are several research problems to be investigated in this research, as follows:

1. This research attempts to study the branding strategy in social media era in businesses.
2. This research attempts to study about the way businesses plan their strategy brand management through social media, such as:
  - a. Instagram through endorsement
  - b. Facebook
  - c. Another electronic devices like TV commercials.

## **I.3. RESEARCH QUESTION**

Referring to the above research problems, the following research questions are formulated:

1. Question #1: how do businesses do their strategic branding in social media era?
2. Question #2: what are the responses and feedback does businesses get when they do the strategic branding in social media?

#### **I.4. RESEARCH PURPOSES**

Referring to the above research problems and questions, this study aims for the following issues:

1. The main purpose of this research is to analyze the implementation of businesses strategic brand management. This research mainly focuses on the branding management in social media. This purpose becomes significant as this study see the strategy brand management in social media through Instagram, Facebook, and TV Commercials.
2. The secondary purposes of this study is to evaluate the strategic brand management performance towards the company abilities to meet the attention of the customer and to see if the strategic goes well, based on the customer responses.

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## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **II.1. DEFINITION OF BRANDING STRATEGY**

The brand strategy itself has a definition as a long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of the preferences, and expectations from the brand (Glen, 2017). A brand is a concept that happens in a consumer's mind. It's a perception. A company does not create brand, it merely creates the tools, actions, and processes that enable the formulation of a brand.

Based on Daniel Hebert theory, there are 3 stages of branding theory. The first one is design. Companies have logos, color, slogans, catch-phrases, etc. But that isn't branding. That's the creation of a heuristic. A shortcut to make consumer can distinguish different companies, products or services. It has no value if consumers do not accept it. It is just there as a way for consumers to filter through different logos and color so they understand that this particular company is not the same as the next one. The second one is value proposition.

Value proposition is whatever the company wants to offer. A company has a product or service that they claim adds value to the consumer. It's a bunch of words or ideas or images saying 'you need this because'. The last one is positioning statement. A positioning statement is how a company wants its products or services to be perceived in consumer's mind. But these stages are only the step to branding. The actual branding itself happens three times in the consumer buying process; during the information search, during the evaluation of alternatives, and during the post-purchase evaluation.

#### **II.2. HISTORY OF SOCIAL MEDIA**

The roots of social media stretch far deeper than people might imagine. Although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development. The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. It was letters. The earliest form of postal service dates back to 550 B.C., and this primitive delivery system would become more widespread and streamlined in future centuries. In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. Although no longer popular outside of drive-through banking, the pneumatic post, developed in 1865, created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another (Hendricks, 2013). Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways

to create networks between those computers, and this would later lead to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 19 m79's UseNet allowed users to communicate through a virtual newsletter. By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world.

These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

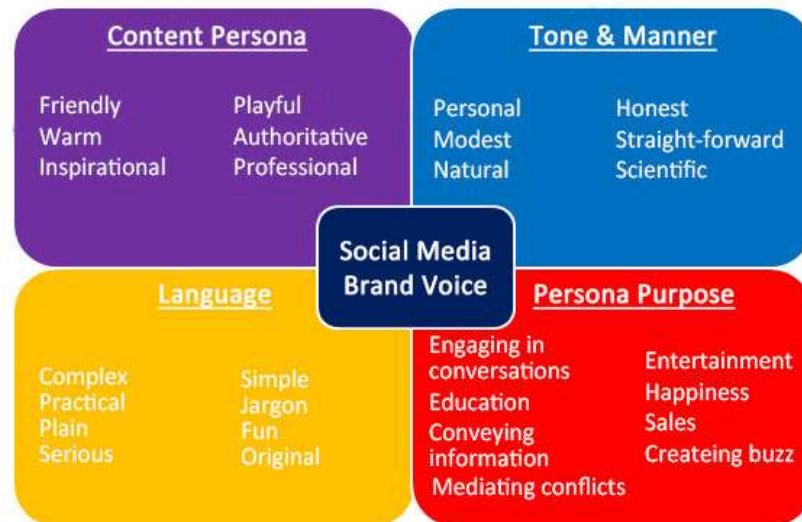
### **II.3 BRANDING STRATEGY IN SOCIAL MEDIA ERA**

A strong brand has been the most important strategic asset for any businesses, and therefore building a strong brand is becoming a central component of a business's marketing strategy. However brand building is always a challenging thing to do, especially in the social media era, as it requires managers to have deep perspective on consumer needs and wants, market competitive dynamics, opportunities and threats connected with social media, and their own business capabilities. In these days, social media took a big portion in people's life. It affects their behavior in so many ways, including in their perspective on consuming things. Social media has not only caused a change in the way brands communicate with their consumers, but also changed the way they drive brand loyalty. Social media marketing is an incredible way to build a brand. Social networks have millions of users from the target audience—people who are socializing every day and are eager to discover new brands. That is why having a strategic management (especially in branding) is really important.



Here is the table of social media brand voice that needed in order to create a strategic brand management:

### Social Media Brand Voice



Source: (Juny, 2015)

A brand voice on social media helps the target consumers to understand what the brand aims to do for them. Do you want to spread information on a new product or idea? Do you want to deliver something positive that lead them towards visiting your website or online shopping mall? Do you want to drive sales? The substance of the brand contents may vary depending on the purpose of writing them, but it should be re-confirm the most important business goals in operating brand media channels and make sure that they match the purpose of the persona reflected in the messages that send out.

The very first step in order to create a strong marketing branding is analyzing and knowing the brand persona and remain consistent in every social media that used. Know the business strength and analyze the value that needs to be delivered to the customer. Consistency is the key in order to succeed in everything, make sure the content of the social media suits the brand. The second step is make sure to provides valuable and shareable content. Every single piece of content shared should support the brand image. Publishing great content to the social profiles is important, but it's only one part of the equation. Make sure to keep the usernames consistent. It could be a situation where the name is taken on a social network. When that happens, create a variation that can use across any other social network that doesn't have the company name available. Having a different username on each networking platform creates inconsistency, which hurts the branding efforts. Simply put, social media management shouldn't be a chore for the business and the marketing team. If the brand is relatively unknown, it might take more effort to get known by people. While building audience through the creation of great content, this strategy is going to take

time. A much faster approach is to leverage the audiences by: mentioning their names or cite their websites in the content pieces, tag any influencers referenced when sharing content to the social media profiles, etc. It's best to choose two or three social media platforms to focus on, and from that, expand as the media start to grow.

The goal of all these different actions is to get them to share the content piece with their followers via social networking. It can take time to build up the kinds of relationships that lead to influencer sharing. Keep consistent about producing quality contents, hopefully the efforts will get noticed. A growing number of brands use strategies such as contests and other social media campaigns to successfully gain visibility and generate leads. Provide the audience with valuable incentives that encourage user participation and make sure that the campaigns offer value to all participants. While social media is one of the most powerful ways to reach new leads, it's easy to waste time or alienate people if businesses don't use it appropriately. That's what makes having a sound social media strategy in place so important. If businesses make it a priority to consistently share great content and leverage the power of existing social media influencers, the brand building efforts are bound to pay off in the long-run.

#### **II.4. BRAND STORY**

Brand story has become the most essential factor of marketing. Company had to have a campaign or 'the line', and also story. Brand stories are experienced and felt. It's like knowing what the brand is all about, without even asking about it. A brand story is more than a narrative. The story goes beyond the copy on the website, the text in a brochure, or the presentation used to pitch to investors. Brand story is just not about what the company says to the market, it's what they believe about the brand based on the signals the brand sends. The story is a complete picture made up of facts, feelings, and interpretations, which means that part of the story isn't even told directly by the company. Every outcome that the company delivers to the market, from the colors and texture of your packaging to the staff the company hire, is part of the brand story, and every element of it should reflect the truth about the brand back to the audience (Jiwa, 2014).

#### **II.5. BRAND PERSONALITY**

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys. This personality is a qualitative value-add that a brand gains in addition to its functional benefits. (Investopedia, 2018)

#### **II.6. PROMOTION**

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. There are several types of promotions. Above the line promotions include advertising, press releases, consumer

promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on. Sales promotion is a part of the overall promotion effort. (Bennett, 2014)

### II.7. CONTENT STRATEGY

Content strategy deals with the planning aspects of managing content throughout its lifecycle, and includes aligning content to business goals, analysis, and modeling, and influences the development, production, presentation, evaluation, measurement, and sun setting of content, including governance. What content strategy is not is the implementation side. The actual content development, management, and delivery are the tactical outcomes of the strategy that need to be carried out for the strategy to be effective (Baile, 2015).

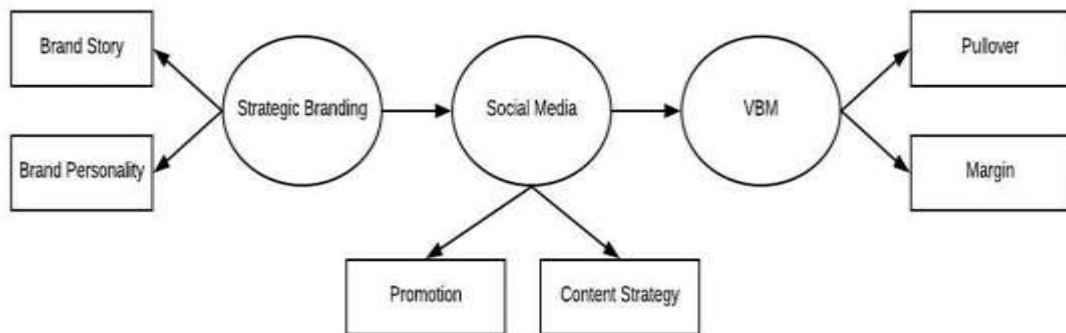
### II.8. PULLOVER

Pullover means how to legally reduce the tax maximally in order to increase value of the firm.

### II.9. MARGIN

Margin is the difference between a product or service's selling price and its cost of production or to the ratio between a company's revenues and expenses.

### II.10 RESEARCH MODEL



## II.10. PREVIOUS STUDIES

Title of Research or Article and Authors	Variables & Sub-Variables	Findings
1. Branding in Social Media and the Impact of Social Media on Brand Image (Jokinen, 2016)	Branding: <ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Brand Awareness</li> <li>• Brand Identity</li> </ul> Social Media: <ul style="list-style-type: none"> <li>• Prevalence of Social Media</li> <li>• Types of Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Prevalence of Social Media influences Brand Awareness in society significantly</li> <li>• Social Media influences Brand Image positively</li> <li>• A weak negative relation between Types of Social Media and Brand Identity</li> </ul>
2. Managing Brands in the Social Media Environment (Gensler & F, 2013)	Brand Management: <ul style="list-style-type: none"> <li>• Brand Story</li> <li>• Brand Performance</li> <li>• Brand Reputation</li> </ul> Consumer Brand: <ul style="list-style-type: none"> <li>• Consumer-Generated Brand Stories</li> <li>• Consumer Brand Networks</li> <li>• Networks of Brands</li> </ul> Social Media: <ul style="list-style-type: none"> <li>• Social Networks</li> <li>• Social Media Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media has a positive significant relationship with Brand Reputation and Brand Performance.</li> <li>• Social Media Environment has significant effects on Brand Management.</li> <li>• Brand Story positively related with Consumer-Generated Brand Stories.</li> <li>• Brand Management has positive significant relation with Consumer Brand Network.</li> <li>• Social Media affects Brand Management.</li> <li>• Consumer-</li> </ul>

Title of Research or Article and Authors	Variables & Sub-Variables	Findings
		Generated Brand Stories has a positive significant impact in Brand Performance.
3. The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink (Glucksman, 2017)	Social Media: <ul style="list-style-type: none"> <li>• Social Media Influencers</li> <li>• Social Media Influencers Communication</li> <li>• Social Media Marketing</li> </ul> Branding: <ul style="list-style-type: none"> <li>• Lifestyle Branding</li> <li>• Brand Image</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Influencers positively has significant impact in Brand Image.</li> <li>• Social Media Influencers has a positive significant impact in Lifestyle Branding.</li> <li>• Social Media Marketing positively affects Brand Image.</li> </ul>
4. The Effect of Social Media on Personal Branding Efforts of Top Level Executives (Karaduman, 2014)	Social Media: <ul style="list-style-type: none"> <li>• Social Presence/Media Richness</li> <li>• Self-Presentation/Self-Disclosure</li> </ul> Personal Branding: <ul style="list-style-type: none"> <li>• Top Level Executives</li> </ul>	<ul style="list-style-type: none"> <li>• Social media existence of top level executives has a positive effect on personal branding.</li> <li>• Personal Branding has significant contribution to Social Presence/Media Richness.</li> <li>• Self-Presentation/Self-Disclosure has a positive significant effect in Top Level Executives Personal Branding.</li> </ul>
5. The Attributes of Social Media as a Strategic Marketing	Social Media: <ul style="list-style-type: none"> <li>• Commerce Communities</li> <li>• Social Networking</li> <li>• Social News Website</li> </ul> Strategic Marketing	<ul style="list-style-type: none"> <li>• Social Media impact Strategic Marketing positively relevant.</li> <li>• Social Networking effecting Corporate</li> </ul>

Title of Research or Article and Authors	Variables & Sub-Variables	Findings
Communication Tool (Markos, 2014)	Communication: <ul style="list-style-type: none"> <li>• Corporate Strategic Marketing Communication</li> <li>• Strategic Marketing Common Practices</li> <li>• Strategic Management Strategy</li> </ul>	Strategic Marketing Communication positively. <ul style="list-style-type: none"> <li>• Social News Website has a weak connection with Strategic Management Strategy.</li> </ul>
6. The Influence of Brand Story in Building Positive Brand Image (Chen & Seng, 2016)	Brand Image <ul style="list-style-type: none"> <li>• Positive Brand Image</li> <li>• Brand Loyalty</li> </ul> Brand Story <ul style="list-style-type: none"> <li>• Customers Confidence</li> <li>• Branding Positively</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Image and Brand story are strongly connected.</li> <li>• Positive Brand Image has a strong connection to Customers Confidence.</li> <li>• Positive Brand Image strongly impacted Brand Loyalty.</li> </ul>
7. Effect of Brand Elements on Brand Personality Perception (Seimiene & Kamarauskaite, 2014)	Brand Elements <ul style="list-style-type: none"> <li>• Brand Name</li> <li>• Design</li> <li>• Position of Brand in The Market</li> </ul> Brand Personality <ul style="list-style-type: none"> <li>• Brand Loyalty</li> <li>• Attitudes Towards Brand</li> </ul>	<ul style="list-style-type: none"> <li>• Position of Brand in The Market does positively affects Brand Loyalty.</li> <li>• Brand Elements has a strong positive relation to the Attitudes towards the Brand.</li> <li>• Brand Name and Design does affect Attitudes towards the Brand.</li> </ul>
8. The Effects of Social Media Content Marketing Activities of Firms on Consumer' Brand Following Behaviour (GÜMÜŞ, 2017)	Social Media and Marketing <ul style="list-style-type: none"> <li>• Content Marketing</li> <li>• Campaigns and Discounts</li> </ul> Consumer' Brand Following Behaviour <ul style="list-style-type: none"> <li>• Brand Followers</li> <li>• Positive/Negative Word-of-Mouth Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Content Marketing does positively affects Positive/Negative Word-of-Mouth Communication</li> <li>• Content Marketing has positive significant impact in</li> </ul>

Title of Research or Article and Authors	Variables & Sub-Variables	Findings
		Brand Followers. <ul style="list-style-type: none"> <li>• Campaigns and Discounts have strong positive correlation to Positive/Negative Word-of-Mouth Communication.</li> </ul>
9. The Effect of Margin Profit and Total Assets Towards Sustainable Growth Rate of The Distributor of Trade Company (Hafid, 2016)	Revenue Profitability <ul style="list-style-type: none"> <li>• Sales Revenue</li> <li>• Operating Ratio</li> <li>• Operation Profit</li> </ul> Growth Rate <ul style="list-style-type: none"> <li>• Gross Profit Margin</li> <li>• Operating Profit Margin</li> <li>• Net Profit Margin</li> <li>• ROI</li> </ul>	<ul style="list-style-type: none"> <li>• The level of profitability in the ROI significantly influences Growth Rate.</li> <li>• Sales Revenue has a strong positive relation to Net Profit Margin.</li> </ul>

### II.11. DIFFERENCES IN STUDIES

- a. The sub-variables in the previous studies in terms of the variable Strategic Branding are clearly different in my current paper. My paper focuses on Brand Story and Brand Personality.
- b. The Social Media theories that I concentrate on focuses in two sub-variables which are Promotion and Content Strategy. These sub-variables haven't been used in the previous studies.
- c. These journals listed above, none of them uses Value Based Management as their variable. In my current paper, I use Pullover and Margin as the value drivers (also as sub-variables) to indicate the value of the businesses.

### II.12. HYPOTHESES

The background, research problem, research purpose, and previous studies that have been discussed above, lead to the formulation of research model and hypotheses in this study.

According to the following research method, this study attempts to investigate further on the following hypotheses:

1. H0.1: Strategic Branding does strongly influence Social Media.  
H1.1: Strategic Branding doesn't strongly influence Social Media.
2. H0.2: Social Media does strongly influence Value Based Management.  
H1.2: Social Media doesn't strongly influence Value Based Management.

3. H0.3: Strategic Branding through Social Media does strongly influence Value Based Management.

H1.3: Strategic Branding through Social Media doesn't strongly influence Value Based Management.

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## CHAPTER 3 RESEARCH METHODOLOGY

### III.1. TYPE OF STUDY

The purpose of this thesis is to analyze businesses strategic branding in social media era. The second purpose is to know the social media branding strategic value nowadays and hopefully would be beneficial for those who want to do strategic branding in social media era. The method used in this research is descriptive research method.

### III.2. TYPE OF DATA

There are two types of data used in this research. They are primary data and secondary data. Primary data is gathered by asking directly to online businesses for the data and also interviewing them. The secondary data will be gathered through literature and internet journal to find out more about online business branding strategy in social media and about online business background itself. The data collected consists of quantitative data therefore this research also called quantitative research.

### III.3. SOURCE OF DATA

Source of data will be directly from online businesses and interviewing their employee about our topic. Quantitative data will be gathered by distributing questionnaire to social media user regarding to their opinion of online business social media branding. And qualitative data will be gathered from secondary data analysis from literature and internet journal.

### III.4. QUESTION, DESIGN, SCALE, ANALYSIS TOOL

Questionnaire for social media user is designed to find out their opinion of online business social media branding effectiveness regarding to their buying behavior based on influence of social media and culture factors. The questions of questionnaire are close ended question. Data gathered from questionnaire will be analyzed using AMOS and SPSS program for correlation analysis.

### III.5. QUESTION DESIGN

Below is question design which is structured for the purpose to gain information about how strategic branding in social media affects company's value.

Variables	Sub Variables	Questions	Scale
Strategic Branding	Brand Story	Creating customer's good experience is an important thing.	Likert
	Brand Personality	Creating personal attachment to customer is	Likert

		important for the value of the company.	
Social Media	Promotion	Doing promotion in social media is an effective way to reach customers.	Likert
	Content Strategy	In promoting in social media, the content of the promotion is really important.	Likert
Value Based Management	Pullover	Promoting in social media surely reduce the tax in advertising.	Likert
	Margin	Doing promotion in social media does surely increases my profit.	Likert

### III.6. TARGETED PUPULATION, SAMPLE SIZE AND SAMPLING PROCESS

In this research, the targeted population is all businesses that use social media as part of their strategic branding. This population is chosen because this research focuses in finding out whether having social media as a media of branding really works to boost their value or the exact opposite. The measurements of the performance are calculated based on the company Pullover and Margin. From the targeted population, the size of the sample to become the respondents is classified specially in Java Island. From Java Island, it got focused to Jabodetabek because Jabodetabek are basically the center of businesses. From Jabodetabek, Jakarta is picked because Jakarta is the capital city of Indonesia; means there are lots of business transactions in there and the fastest city to catches up with current trends like social media, and has the biggest number of companies and businesses compared to another city. Based on the latest data by Jakarta Open Data, in 2013 there are up to 250.000 businesses from the smallest to the big ones. And by that, this research aims to have 96 respondents based on businesses in Jakarta region. The 96 respondents are chosen are the ones recently actives in social media based on their placement of every kind of promotion in social media such as Instagram, Facebook, Twitter and TV Commercials. The number of samples for this research is calculated using Raosoft, a sample size calculator.

The steps listed below are the ones used in Raosoft to measure the sample size needed:

1. Open <http://www.raosoft.com/samplesize.html> via Internet (online).
2. In the window provided, fill in the boxes with (a) 10% margin of error, (b) 95% confidence level, (c) 250.000 population size, (d) 50% response of distribution.

### **III.7. VALIDITY TEST AND RELIABILITY TEST**

Validity test is conducted using data analysis KMO and Bartlett's test of sphericity using SPSS program. KMO and Bartlett's test is a test which conducted using factor of dimensional reduction data analysis. Reliability test is conducted using SPSS to find out Cronbach's alpha value which signifies the reliability of this research. (Setiawan, 2018)

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