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Implementation Of Increasing Brand Awareness "28 Clean Shoes" Through Instagram Social Media Marketing

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Abstract

28 Shoes Clean is a business that operates in the shoe washing service sector. The business idea for 28 Shoes Clean emerged because they saw the high trend of wearing sneakers. Apart from that, the number of users and ownership of sneakers has also increased. On the other hand, this phenomenon is not matched by consumers' ability to care for their shoes, so consumers often find their shoes wear out quickly. 28 Shoes Clean offers value propositions that make it superior to other shoe cleaning businesses, such as cheaper prices and providing a guarantee if shoes are not optimally clean. In the context of social media marketing on Instagram, 28 Shoes Clean faces problems in increasing sales and brand awareness which is characterized by minimal visits to the Instagram platform and a less wide audience reach. To deal with this problem, 28 Shoes Clean implemented strategies including content diversification, improving content quality, posting consistency, and more effective promotional strategies. In its implementation, 28 Shoes Clean succeeded in increasing the number of followers or visitors and expanding audience reach by 39.02% during the implementation period.

Keywords: Shoes Care, Brand Awareness, Instagram Social Media, Social Media Marketing, Reach and Visits.

INTRODUCTION

The development of the modern era has brought major changes in people's consumption patterns, especially in terms of fashion. Global fashion trends are now influencing people's desire to stay current in their appearance. This is triggered by the urge

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to maintain a self-image that is in line with current trends. In this context, the shoe industry is an important part of the fashion industry as a whole. Along with the growth of the fashion industry, demand for various types of shoes is also increasing rapidly. This has led to the significant development of the shoe industry, with many companies competing to produce a variety of shoes to meet market needs. With a large population, Indonesia is a very potential market for shoe manufacturers.

Shoe companies compete to attract consumers' attention to buy their products, reflecting the dynamics of the growing fashion industry. In the development of the shoe industry, the number and variety of products has increased, giving consumers more choices (Rizal et al., 2019). Now, shoes are not only fashion, but also a trend element that is adapted to people's appearance. Consumers now choose shoes according to different needs and occasions, with not all shoes matching their style (Greece, 2022).

Fast clean is a shoe washing service that focuses on cleaning the outside and outsole. Deep cleaning is a shoe washing service that includes cleaning the entire outside, sole and inside of the shoe. Hard cleaning is a shoe washing service that is similar to deep cleaning but is carried out with greater detail or involves detailed processes. Reglue is a treatment to re-attach the parts that have come off from damaged shoes. Repaint is a type of treatment that involves repainting shoes whose color has faded. Recolor is a treatment that changes or gives a new color to shoes, such as changing them from white to black. Unyellowing is a process to remove the yellow color from the middle of the shoe that has turned yellow. Whitening is a service to re-whiten the upper part of shoes that have turned yellow, especially canvas shoes.

In Yogyakarta, shoe care services are experiencing quite a growth. The following is data on shoe care and washing taken by researchers.

Table 1. Competitor Lists

No	Shoe Cleaning Services	Location
1	PNS Shoes & Care	Bantul
2	SOC Clean Jogja	Sleman
3	Shoes and Care	Yogyakarta
4	Shoes Clinic 92	Sleman
5	Relieved Shoes Care	Sleman
6	Maple Shoes Cleaning	Sleman
7	Juragan Cuci Sepatu	Sleman
8	Infinity Wash Hartono Mall	Pakuwon Mall

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9	Shoestain	Yogyakarta
10	Tjap Soea Cuci Sepatu	Yogyakarta
11	Sans Care	Sleman
12	Mars Shoes Laundy	Yogyakarta
13	SOC Clean	Sleman
14	Zona Shoes Care	Sleman
15	Pekerja Lunak Cuci Sepatu	Yogyakarta
16	Kickslab	Sleman
17	Brace Clean	Sleman
18	Evil Washer	Yogyakarta
19	Boggie Cleaning Lab	Sleman
20	Cucishini	Sleman

Based on the table data above, it can be seen that there are a large number of competitors present at around 28 Shoes Clean. This will certainly be a challenge for business people to compete with other competitors. However, business people are quite confident that they see market potential and opportunities to meet the service needs of some consumers who cannot yet be reached by shoe care service providers. For 28 Shoes Clean, this can encourage them to continue working by increasing creativity and innovation in competing and collaborating with competitors. With many shoe care service brands emerging, business people need to design marketing strategies to become better known through brand awareness and compete with competitors. Apart from that, 28 Shoes Clean also continues to observe changes in consumer behavior in their decision to use shoe care services so that they can continue to reach customers.

To run the 28 Shoes Clean business, it is necessary to carry out a business feasibility study which includes market, operational, financial and human resources (HR) aspects. The shoe washing service business does not require large capital; To start a small scale business, capital < 1 million rupiah is sufficient to purchase raw materials and tools. In terms of human resources, this business can be run individually or with a team, depending on market scale and business capital. The operational aspects of this business are relatively easy, starting from purchasing raw materials, the production process according to consumer demand, to returning the shoes to consumers. In terms of marketing, market interest in the world of sneakers is increasing, creating opportunities for this business. The success of the 28 Shoes Clean business is driven by increasing market interest and developments in the world of sneakers that are attracting social attention.

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Objectives

Based on the background of the problem that has been presented previously, the author formulates the main problem:

"How to increase brand awareness of 28 Shoes Clean through Instagram social media?"

Based on the research problem formulation, the researcher then determined the research objective, namely to find out how to increase brand awareness through Instagram social media for the 28 Shoes Clean brand.

BUSINESS PLAN

Business Profile

28 Shoes Clean is a business that operates in the service sector, namely shoe washing services. Not only that, 28 Shoes Clean also provides various solutions for customers who are lazy about washing their shoes or don't have time to wash their own shoes. The services offered are services in the form of care and cleaning of shoes, helmet bags and hats. Apart from that, 28 Shoes Clean will also provide or offer independent shoe cleaning and care products for customers.



Figure 1. Business Logo

28 Shoes Clean has a clear vision, mission and goals. Its vision is to become a shoe washing service provider that is in demand by many consumers and is superior to the competition. 28 Shoes Clean's mission includes fast and timely service, providing the best service by prioritizing customer satisfaction, and providing various shoe washing equipment according to needs. The objectives include making a profit, providing benefits both internally and externally, and improving the welfare of all involved in this business. Located on Jalan Kaliurang KM 12.5, Sardonoharjo Village, Kapanewon Ngaglik, Sleman Regency, 28 Shoes

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Clean has a strategic location in the north of Jogja, close to various educational institutions, residences and commercial areas. Apart from that, 28 Shoes Clean has seven drop zone points around the Ngaglik area to make it easier for customers.

Drop zones play an important role in expanding 28 Shoes Clean's reach to customers who are far from physical stores. This is a collaboration between 28 Shoes Clean and an external partner, which is open the same hours as that store or partner, usually from 08.00 to 20.00. Customers who live far from the workshop can leave their shoes at the nearest drop zone point. Then, 28 Shoes Clean will pick up the shoes and confirm the chosen treatment with the customer before starting the work process. Apart from that, they also provide a shoe pick-up service for customers within a maximum distance of 5 km.

28 Shoes Clean has 3 employees, of which 2 of them are core employees who are responsible for the shoe washing and care process according to customer requests. Meanwhile, another employee is a content marketer, whose job is to create attractive designs for 28 Shoes Clean activities. Previously, the store was open from 09.00 to 18.00, Monday to Saturday. However, after adding 2 employees, the opening schedule was extended to every day from 08.00 to 22.00 WIB with a shift system.

28 Shoes Clean's target market includes all groups of all ages, genders and work backgrounds. Its strategic location close to campuses such as the center of the Indonesian Islamic University (UII) expands market reach. In particular, 28 Shoes Clean specializes in shoe care, especially sneakers. Like any other business, the shoe washing business faces competition. Several competitors, including Sans Care, have locations close to the 28 Shoes Clean workshop. However, Sans Care stands out because they offer special care for Nike Air Jordan sneakers, which is an attraction in itself.

Business Model Canvas

The Business Model Canvas is a tool used to design, develop, and visualize a company's business model. This tool was designed by Alexander Osterwalder and Yves Pigneur and consists of nine main sections that cover all the important aspects of a business. These sections include market segments, value propositions, distribution channels, customer relationships, revenue sources, key resources, key activities, key partners, and cost structure. By using the Business Model Canvas, entrepreneurs can clearly understand the key elements of their business model, identify strengths and weaknesses, and find opportunities for innovation and growth. It is a very useful tool for strategic planning, product development, and overall business evaluation.

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Table 2. Business Model Canvas

<table>
<tr>
<td rowspan="2">Key Partners
Supplier of rawmaterials (tools and materials)Social media(Instagram) Drop zones</td>
<td>Key Activities
Market/competitor researchAcceptance of shoes, maintenance and return of shoesCarrying out marketing activities (creating content)</td>
<td rowspan="2">Value Proportions
Cheaper prices and friendly serviceProvides a guarantee if the shoes are not optimally clean Reachable</td>
<td>Customer Relationships
Customerservice (admin)Provide interesting and informative content</td>
<td rowspan="2">Customer Segments
General public / all circles</td>
</tr>
<tr>
<td>Key Resources
Employees Internet, Smartphone,PC/Laptop</td>
<td>Channels
Using social media (Instagram) Direct offers</td>
</tr>
<tr>
<td colspan="3">Cost Structure
Raw material costsMarketing costs (Instagram ads, brochures and influencers) Operational costs (transportation, internet, electricity)</td>
<td colspan="2">Revenue Streams
direct sales of services</td>
</tr>
</table>

BUSINESS DEVELOPMENT REPORT

Production and Operational Aspects

Raw materials refer to products purchased from suppliers to be used or processed into a final product. This is the main component in the goods manufacturing process. In the context of 28 Shoes Clean, raw materials include special and ordinary shoe washing soap, unyellowing fluid, shoe glue, shoe paint, and various tools such as brushes and plastic. Special and regular soaps are taken from different suppliers, and the prices and quantities are listed in the supplier and price list table. Apart from that, in the list of raw material requirements, production costs for various services such as fast clean, deep clean, hard clean, unyellowing, reglue, whitening, repaint and recolour are also included.

Production Processes

a) The Shoe Receiving Process begins with receiving shoes from the consumer and selecting the type of care desired. Then, employees will check the completeness of the

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shoes and confirm their condition to the consumer before proceeding to the work stage.

b) The shoe processing process lasts two to three days, depending on the type of treatment chosen. For express washing, the process only takes one day. Work begins with washing according to the chosen treatment, followed by drying until completely dry, and continues with checking the results of the work.
c) The Shoe Return Process is the final stage where shoes that have been completed will be returned to consumers after checking their completeness and quality. Before returning, 28 Shoes Clean will contact the consumer to inform them that the shoes are ready to be picked up.

Marketing Aspects

28 Shoes Clean implements a promotional strategy consisting of advertising and direct marketing. Advertising is carried out through social media platforms such as Instagram with the aim of increasing brand awareness among potential buyers. The use of paid advertising and free content on Instagram and TikTok is part of this strategy. Meanwhile, direct marketing is carried out through social media platforms such as WhatsApp, Instagram and TikTok. In terms of distribution channels, 28 Shoes Clean runs a level 0 distribution channel by selling products/services directly to end consumers via social media such as Instagram and WhatsApp. Finally, in setting prices, 28 Shoes Clean uses the current tariff pricing method by considering market and competitive prices. This method is market-oriented and includes various approaches such as value pricing, perceived-value pricing, going-rate pricing, auction type pricing, and differential pricing.

HR Aspects

The organizational structure at 28 Shoes Clean has an important role in achieving organizational goals and supporting the established vision and mission. This includes strategies for utilizing resources effectively, coordinating organizational activities, and dividing tasks across organizational levels. In its organizational structure, 28 Shoes Clean is dominated by the business owner as Owner, along with operational staff and marketing staff who are responsible for various activities in the business. Determining the number of employees is based on production capacity and service to consumers, with currently 28 Shoes Clean having four employees. Job qualifications are established for each position, which include the abilities and knowledge required to perform tasks efficiently. The

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recruitment process is carried out directly by the owner using the word of mouth method, with preference to people closest to them who are interested in joining. The performance appraisal system is carried out periodically using traditional methods, while the compensation system involves direct salaries and non-financial rewards as a form of appreciation for good performance.

Financial Aspects

In an effort to increase cost efficiency, 28 Shoes Clean allocates and plans the use of funds in accordance with aspects of its internal management. On the operational side, funds are allocated for research and development, production, as well as accommodation and other operational costs such as transportation. The research and development sector spent IDR 200,000.00 to study competitors' performance by washing their shoes. Production requires funds of around IDR 828,000.00 to purchase raw materials and other production costs. Other operational costs, including shoe pick-up and drop-off transportation, reach IDR 200,000.00 per month. On the human resources side, 28 Shoes Clean allocates IDR 1,000,000.00 per month for employee compensation, including basic salary. In the marketing aspect, funds are allocated for Instagram advertising, endorsements and other marketing activities. Instagram advertising costs up to IDR 100,000.00, while endorsements and paid advertising cost IDR 100,000.00. Other marketing activities, such as personal promotion on social media, require funds of IDR 300,000.00 per 10 content uploaded.

IDENTIFICATION AND PROBLEM SOLVING

Problem Identification

In managing a business, challenges and obstacles are inevitable. Whether small or large scale, every business will face various problems that need solving. This includes MSME companies to large companies, all of which are involved in solving problems from four aspects of management functions: HR, operations, marketing and finance. 28 Shoes Clean also faced a number of problems and obstacles in its operations, which were identified by each management department. One of the problems faced is the difficulty in finding employees for production activities after one of the employees leaves. This problem gets second priority on the priority scale. Apart from that, there was an increase in the price of basic materials in operations, and a lack of brand awareness of the 28 Shoes Clean brand in the marketing aspect. Another challenge is the lack of knowledge about good bookkeeping in the financial aspect.

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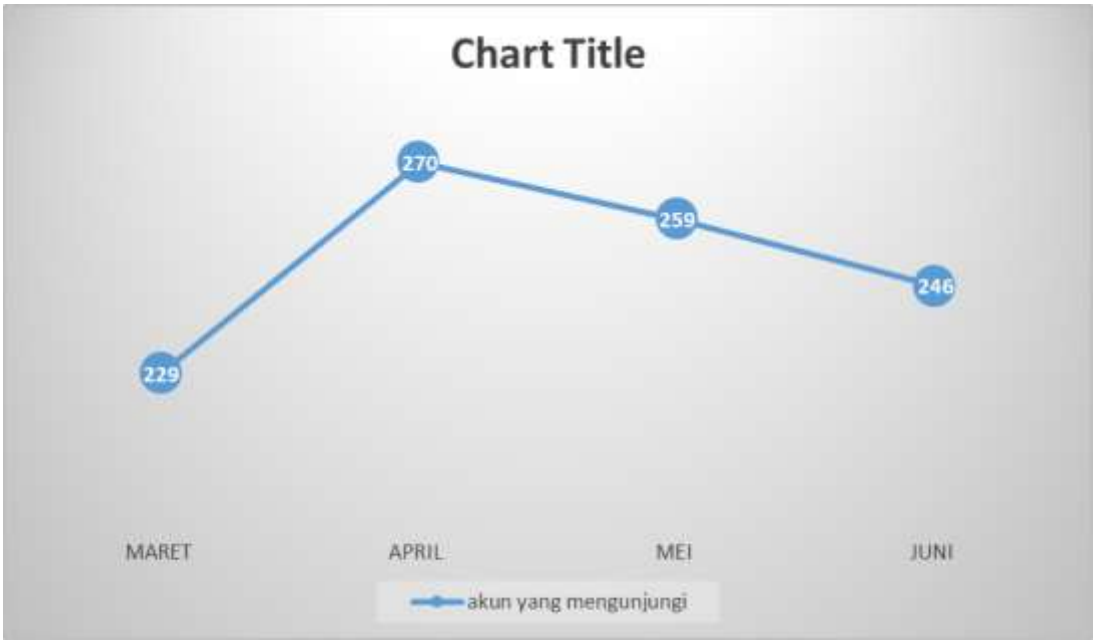


Figure 2. Instagram platform visits

Based on the statistical data above, the lack of visits to the Instagram platform can have a negative impact on brand awareness. Instagram is one of the most popular social media platforms with a wide reach. If users do not visit or interact with a brand's content on Instagram much, then awareness of the brand among potential audiences may decrease. One solution that can be done is to reach customers more widely through the use of popular and relevant hashtags. This can help increase the reach of the content and make it easier to find by users looking for similar content, making the brand better known.

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Figure 3. Audience Reach

Limited audience reach indicates the possibility of low brand awareness. This can be caused by a lack of promotion, minimal social media activity, or lack of interaction with potential target markets. To increase brand awareness, efforts need to be made such as expanding promotional activities, strengthening presence on social media, and developing more effective marketing strategies. A study by Sharma et al (2020) emphasizes the importance of user engagement in assessing the success of marketing campaigns on social media, which reflects the level of brand awareness among the audience. Interactions include liking, commenting, and sharing content, and a lack of response from users can be an indication of low brand awareness.

Problem Solving

The problems that arise are caused by the use of inappropriate methods, especially related to the lack of brand awareness of 28 Shoes Clean. To overcome this problem, several theories and methods are used, with the main focus on social media marketing strategies. This approach aims to strengthen brand awareness and recognition of 28 Shoes Clean. This social media marketing strategy is based on the understanding that consumers can connect effectively through platforms like Instagram. Through the use of social media marketing strategies, 28 Shoes Clean was able to gain a clearer view of how to achieve their marketing

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goals. They also follow guidelines from Amalina (2021) who offers five strategies for business growth, including establishing a consistent content schedule, regular uploads, using different social media platforms to reach diverse audiences, and staying engaged with consumers through responsiveness to complaints, communication active, and provide discounts. Through implementing these strategies, 28 Shoes Clean seeks to build strong and sustainable relationships with its consumers, with the hope of increasing brand awareness and expanding their customer base**.**

a) Set a plan and stick to it

In this strategy, 28 Shoes Clean has a specific schedule for uploading content and determining the type of content to be created. This schedule is implemented over a period of one month, with various agendas or activities that support or regulate the content that will be uploaded on Instagram social media.

b) Upload regularly and consistently

In this strategy, 28 Shoes Clean creates a special schedule to upload content consistently every week or every few days. They try to remain consistent in uploading interesting content that can attract consumer attention.

c) Approach your social media channels in a different way

In this strategy, 28 Shoes Clean uses different content to upload on different social media, with the aim of reaching a diverse audience. They use social media Instagram and TikTok with a different approach. On Instagram, the content focuses more on education about shoes, while on TikTok, the content highlights the differences between shoes before and after washing as well as employee activities which are packaged in the form of parodies.

d) Stay Engaged

The "stay engaged" concept is 28 Shoes Clean's effort to remain actively involved with its consumers, by maintaining good relationships and being responsive to their needs. This includes being responsive to complaints, active communication via WhatsApp, and providing discounts as a form of customer appreciation. This is done to strengthen relationships with consumers, increase loyalty and maintain a competitive position.

e) Act like a human

In this strategy, 28 Shoes Clean always treats its consumers well and friendly. When consumers come to the workshop, they are always welcomed by 28 Shoes Clean employees. Apart from that, they also provide the latest information about shoe care

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progress via WhatsApp, showing that they care about consumer experience and are ready to receive input to improve their services in the future.

CONCLUSION

At the end of this final report, the author concludes and provides recommendations. This conclusion is needed to provide guidance on the problems discussed by the author. It is hoped that the author's recommendations can become a guide for overcoming problems related to increasing brand awareness of 28 Shoes Clean via Instagram social media.

1) An evaluation of the content strategy used needs to be carried out, as well as considering other factors that might influence the level of brand awareness among the audience. Lack of response or interaction from users to posted content is an indication of low brand awareness, which hinders increasing sales.
2) One solution that can be implemented is content diversification, by differentiating the content that will be uploaded on different social media. This includes uploading simpler and shorter content on Instagram, as well as longer and varied content on the TikTok platform. Factors such as content quality, posting consistency, and more effective promotional strategies also need to be considered to increase user engagement and response.
3) The problem solving strategy carried out by 28 Shoes Clean, based on the theory that is used as a basis, resulted in an increase in followers and visits to the 28 Shoes Clean profile on Instagram social media. By implementing five strategies, namely setting a scheme and goals, posting regularly and consistently, different content on different social media, staying involved on social media, and acting like a human, 28 Shoes Clean succeeded in increasing brand awareness significantly.

Recommendation

Prospective entrepreneurs in the service sector, especially shoe washing, are advised to conduct product, market and competitor research before starting a business. They need to allocate capital budget wisely in accordance with effective management. In HR management, it is important for them to determine the qualifications and duties of the department well. From a marketing perspective, they can direct segmentation to more specific markets, such as washing children's shoes or construction workers' shoes. The use of appropriate digital media is highly recommended, along with the development of marketing strategies to increase brand awareness both on social media and online or offline

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stores. It is also important to develop a strong online value proposition to increase brand awareness.

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