

The Influence of the Instagram Account @TUBABAARTFESTIVAL on the Brand Awareness of Tubaba Art Festival

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Abstract

This study aims to analyze whether the Instagram account @tubabaartfestival influences the enhancement of brand awareness for the Tubaba Art Festival in West Tulang Bawang. Brand awareness is a critical factor in attracting public attention to art events. The research employs a quantitative approach with 100 respondents drawn from the account's followers. Data were collected via a closed ended questionnaire designed to measure respondents' perceptions and knowledge of the festival. SPSS 25 was used to analyze the data and test the significance of the influence. The findings show that the @tubabaartfestival account has a positive and significant effect on increasing brand awareness of the Tubaba Art Festival. A simple linear regression yielded a significance value of 0.000 (<0.05) and a coefficient of determination of 0.865, indicating that 86.5% of the variance in brand awareness can be explained by the Instagram account. Consequently, the study concludes that social media, particularly Instagram, plays a vital role in building brand awareness for events and can serve as an effective promotional strategy for future arts and cultural activities.

Keywords: Tubaba Art Festival, Instagram, Brand Awareness

INTRODUCTION

In recent years, social media has transformed into a highly influential communication tool across various sectors, including marketing, education, and entertainment. Among the many

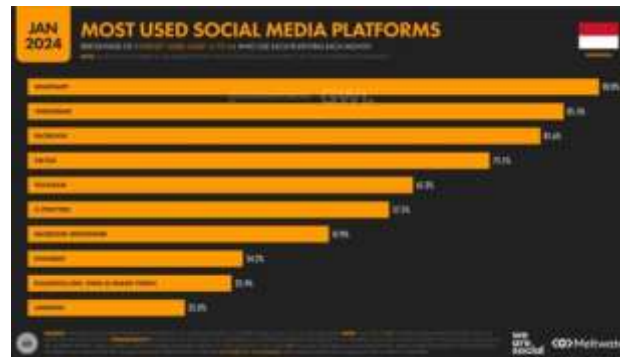
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social media platforms available, Instagram stands out as one of the most popular. In Indonesia, the advancement of technology and increasing internet accessibility have made social media a relevant communication channel for nearly all segments of society. Social media has become an inseparable part of everyday life in the digital era.



source : We Are Social.co

Picture 1. Most Frequent Use of Social Media

According to a report by We Are Social, Instagram ranks second as the social media platform with the highest number of users in Indonesia. As it evolves, Instagram is no longer just a medium for entertainment but can be widely utilized across various fields, including marketing, education, tourism, and community empowerment. In the context of marketing, Instagram serves as an effective tool for building and increasing brand awareness. Given the importance of Instagram in enhancing brand awareness, its use can also be applied to the entertainment industry. The entertainment industry is a creative sector that adapts to technological innovations and consumer demands, resulting in intense competition among businesses operating within it (Makmur Jaya & Rita Zahara, 2022).

With the advancement of technology and social media, art and cultural festivals have also undergone changes in how they promote and communicate with the public. One such art and cultural festival that utilizes Instagram as a communication tool as well as a medium to introduce its event to a wider audience is the Tubaba Art Festival, held in West Tulang Bawang Regency (Tubaba), Lampung Province. The festival's official Instagram account, @tubabaartfestival, was created to introduce and preserve local culture while also encouraging public participation. Based on a pre-research interview with the administrators of the @tubabaartfestival Instagram account, the use of Instagram is not only aimed at delivering event information but also at building the

festival's identity and strengthening its presence on social media.

Instagram plays a vital role in increasing the brand awareness of the festival, not only among the local community but also to a broader audience. Without an effective communication strategy, the festival may struggle to introduce Tubaba's cultural identity beyond the region. Therefore, by utilizing engaging visual content, audience interaction, and collaboration with art communities, Instagram becomes a strategic tool. It is expected to continue serving as an effective medium for expanding the festival's reach and enhancing its appeal.

Although many studies have examined the role of social media in increasing brand awareness, most of them still focus on business contexts, commercial products, or nationally scaled events. Research that specifically addresses the use of Instagram in promoting and strengthening brand awareness of local cultural festivals in regions such as West Tulang Bawang remains very limited. Based on the previously described phenomenon, the research problem can be identified as follows, how does the Instagram account @tubabaartfestival influence the enhancement of brand awareness for the Tubaba Art Festival in West Tulang Bawang? One of the objectives of this study is to explore the influence of the Instagram account @tubabaartfestival in increasing the brand awareness of the Tubaba Art Festival in West Tulang Bawang.

OVERVIEW

Uses and Gratification

Based on the theory by Katz, Blumler, & Gurevitch (1974) in *Uses and Gratifications* (Karunia H et al., 2021), social media users choose to consume certain content based on the needs and expectations they wish to fulfill. In the context of Instagram, audiences access content that is visually appealing, informative, or interactive. The core principle of this theory is that audiences use mass media to achieve specific goals, where media are seen as tools that strive to meet the desires of their audiences. These desires are satisfied when the goals are achieved, making the media that fulfill them an efficient channel, Kriyantono, 2014, in (Pomalingo et al., 2023). In this regard, Instagram plays an important role not only as an entertainment platform but also as a means to build festival brand awareness.

Cybernetics

Cybernetics theory is a term derived from "cybernetic," which refers to control and communication systems that enable the presence of feedback. This theory posits that learning is an information-processing activity and shares similarities with cognitive theory, which emphasizes



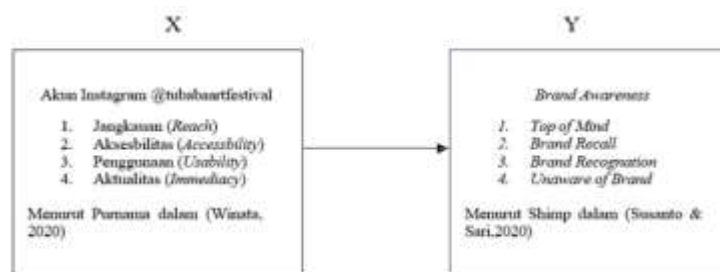
this process (Yunus, 2018). In the field of digital communication, cybernetics theory is highly relevant for analyzing interaction patterns between users and social media platforms. Social media, as an information system, enables the management and dissemination of content that has the potential to shape perception, engagement, and brand awareness.

Instagram

Instagram is a smartphone application that enables its users to communicate with one another by posting images or videos, after which other users can like, comment, and interact through the posts (Audina & Sudradjat, 2024). According to Angen Ainur Rohmah in (Taufikurrohman, 2023), through Instagram, digital business, promotion, and the pursuit of popularity can be easily carried out because Instagram falls into the category of social media classified as social networking. According to Purnama in (Winata, 2020), social media has four key indicators reach, accessibility, usability, and immediacy.

Brand Awareness

A product's brand is a crucial component, and its users are currently quite numerous due to various factors (Pienrasmi & Nur, 2021). Brand awareness refers to the audience's readiness to recognize or recall a brand when they encounter the related goods or services. Complete brand knowledge, or brand awareness, goes beyond simply knowing the name or structure of a company and is considered an effective marketing tactic (Pratt, 2015). David Aaker, as cited in Shimp (2007) and explained by (Susanto & Sari 2020), describes the levels of brand awareness as: top of mind, brand recall, brand recognition, and unaware of brand.



source : processed by the author (2024)

Picture 2. Conceptual Framework

The hypotheses of this study are as follows:

H0: The Instagram account @tubabaartfestival does not have a significant impact on increasing brand awareness.

H1: The Instagram account @tubabaartfestival has a positive and significant impact on increasing brand awareness..

RESEARCH METHOD

This study employs a quantitative method, as it is considered the most suitable for measuring the influence of the Instagram account @tubabaartfestival on the festival's brand awareness. The quantitative approach, which is based on the philosophy of positivism, aims to objectively examine the population by collecting numerical data through questionnaires, which are then statistically analyzed to test the hypotheses. The population refers to the generalization area consisting of objects or subjects with specific characteristics determined by the researcher to be studied and from which conclusions are drawn (Sugiyono, 2023). The population in this study comprises all followers of the Instagram account @tubabaartfestival, totaling 2,998 accounts. Based on calculations using the Slovin formula with a 10% margin of error, a sample of 100 respondents was obtained.

Data collection was carried out through the distribution of an online questionnaire using Google Forms, which was structured based on indicators of social media and brand awareness. This study also includes instrument validity and reliability testing to ensure the accuracy and consistency of the results obtained. The data analysis techniques used include validity testing, reliability testing, classical assumption testing, simple linear regression analysis, hypothesis testing, and the coefficient of determination, all conducted using SPSS version 25 software.

RESULTS AND DISCUSSION

Validity Test

The validity of the instrument is determined by comparing the calculated r-value (r count) with the standard value from the table (r table). The r table value is determined based on the degree of freedom (df), which is obtained by subtracting 2 from the total number of respondents (n), i.e., $df = n - 2$.

Based on the distribution of r values for $N = 100$ and $\alpha = 0.05$ (one-tailed), the r table value is 0.197.



Table 1. Validity Test Results

Indicator	Corellations	Results
X1.1	0,857	Valid
X1.2	0,760	Valid
X1.3	0,766	Valid
X1.4	0,827	Valid
X1.5	0,869	Valid
X1.6	0,823	Valid
X1.7	0,846	Valid
X1.8	0,741	Valid
X1.9	0,829	Valid
X1.10	0,882	Valid
X1.11	0,837	Valid
X1.12	0,863	Valid
Y1.1	0,798	Valid
Y1.2	0,774	Valid
Y1.3	0,777	Valid
Y1.4	0,783	Valid
Y1.5	0,823	Valid
Y1.6	0,812	Valid
Y1.7	0,820	Valid
Y1.8	0,800	Valid
Y1.9	0,813	Valid
Y1.10	0,745	Valid
Y1.11	0,737	Valid
Y1.12	0,784	Valid

source : Processed Data Results from SPSS 25 (2025)

Reliability Test

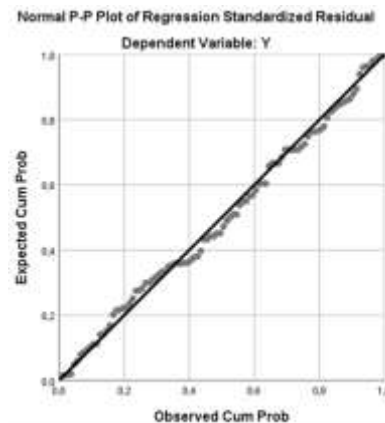
A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60, in accordance with the opinion that a Cronbach's Alpha value of ≥ 0.60 is sufficient to indicate that the instrument is consistent and trustworthy (Warganegara & Bilbirri, 2023).

Table 2. Reliability Test Results

Variable	Cronbach Alpha (0,6)	Results
Media Sosial Instagram @tubabaartfestival (X)	0,957	Reliable
Brand Awareness (Y)	0,943	Reliable

source : Processed Data Output from SPSS 25 (2025)



Classical Assumption Test**Normality Test****Picture 3. Normality Test Results**

Based on the findings, the normality test results show that the data points are scattered around the diagonal line and follow its direction. This pattern indicates that the residuals are normally distributed. Therefore, the normality assumption has been met, making the regression model suitable for use in this study.

Linearity Test

This test is important to ensure that the linear regression model used is appropriate for representing the relationship between variables. The results of the linearity test are presented in the table.

Table 3. Linearity Test Results

Variation source	F	Sig.
(combined)	25,048	0,000
<i>Linearity</i>	628,977	0,000
<i>Deviation from Linearity</i>	0,971	0,514

source : Processed Data Output from SPSS 25 (2025)

Based on the table above, the significance value (Sig.) in the "Deviation from Linearity" row is 0.514. Since the significance value of 0.514 is greater than 0.05, it can be concluded that there



is a significant linear relationship between the Instagram account @tubabaartfestival and the brand awareness of the Tubaba Art Festival. Therefore, the linearity assumption is fulfilled, and the linear regression model can be used.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Variable	t	Sig.
@tubabaartfestival Instagram account	0,246	0,806

source : SPSS 25 (2025) Processed Data Results

Since the significance value of 0.806 is greater than 0.05, it can be concluded that there is no heteroscedasticity in this regression model. This means the residual variance is constant (homoscedastic). Consequently, the homoscedasticity assumption has been satisfied.

Simple Linear Regression Test

Table 5. Simple Linear Regression Test Results

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1					
	(Constant)	2,052	1,396	1,471	,145
	AKUN INSTAGRAM	,918	,037	,930	,000

a. Dependent Variable: BRAND AWARENESS

source : Processed Data Results from SPSS 25 (2025)

The output from Table 5 test results in the following equation:

$$\text{Brand Awareness} = 2.052 + 0.918 (\text{Instagram Account})$$

This can be interpreted as follows:

The constant value of 2.052 indicates that if there is no activity on the Instagram account, brand awareness is predicted to be 2.052 in score units. In addition, the regression coefficient for the Instagram account variable, which is 0.918, shows that every one-unit increase in the use of the Instagram account will increase brand awareness by 0.918 units. This emphasizes the important role of the Instagram account in enhancing brand awareness among the followers of @tubabaartfestival.



Hypothesis Testing**F-Test (Simultaneous Test)****Table 6. F-Test (Simultaneous Test) Results**

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7657.801	1	7657.801	631.619	.000
	Residual	1188.159	98	12.124		
	Total	8845.960	99			

a. Dependent Variable: BRAND AWARENESS

b. Predictors: (Constant), AKUN INSTAGRAM

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b. Predictors: (Constant), AKUN INSTAGRAM

source : *Processed Data Results from SPSS 25 (2025)*

Based on the table above, the calculated F-value is 631.619 with a significance level of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that the regression model is significant. This means that, simultaneously, the Instagram account variable has a significant effect on the brand awareness of the Tubaba Art Festival.

t-Test (Partial Test)

The partial hypothesis test is conducted to determine the extent to which the independent variable partially influences the dependent variable (Ghozali, 2018). The t-test is used to examine how much each independent variable affects the dependent variable individually.

Table 7. t-Test (Partial Test) Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2,052	1,396		1,471
	AKUN INSTAGRAM	,918	,037	,930	25,132

a. Dependent Variable: BRAND AWARENESS

source : *Processed Data Results from SPSS 25 (2025)*

The calculated t-value for the Instagram Account variable is 25.132, while the critical t-value at a 0.05 significance level with $df = 98$ ($n - 2$) is 1.660. Because $t\text{-calculated} = 25.132 > t\text{-table} = 1.660$ and the significance level is $0.000 < 0.05$, it can be concluded that the Instagram account @tubabaartfestival has a significant effect on brand awareness. The regression



coefficient B of 0.918 indicates that each unit increase in Instagram account activity raises brand awareness by 0.918 units, confirming a positive influence.

Coefficient of Determination (R^2) Test

Table 8. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.930 ^a	.866	.864	3,482

a. Predictors: (Constant), AKUN INSTAGRAM

Source: Processed Data Results from SPSS 25 (2025)

Based on the table above, the R Square value is 0.866. This indicates that 86.6 % of the variation in brand awareness can be explained by the Instagram account @tubabaartfestival. The remaining 13.4 % is explained by other factors outside this research model, such as offline promotions, other social media platforms, personal experience, or word-of-mouth recommendations.

DISCUSSION

The Influence of the Instagram Account @tubabaartfestival on the Brand Awareness of Tubaba Art Festival

Based on the analysis results, the survey item *"The Instagram account @tubabaartfestival is easy to find using the search feature on Instagram"* shows a very high validity with a correlation value of 0.869 and ranks highest under the accessibility indicator. This finding confirms that the account is easily accessible and discoverable by users, which in turn facilitates the audience in obtaining information related to the festival. High accessibility is a crucial element in building brand awareness, as ease of search increases the likelihood of interaction and content exposure. In addition to serving as a one-way communication medium, the @tubabaartfestival account also functions as a two-way communication channel, as evidenced by the high level of follower engagement through comments, likes, and content sharing. This interaction serves as a feedback mechanism, enabling account managers to adjust content strategies based on audience responses, thereby enhancing the relevance of the messages conveyed.



The Instagram account has been proven to gradually influence the audience's level of brand awareness. Most respondents reported recognizing the name and logo of the Tubaba Art Festival through consistent visual content and were able to recall the festival's identity when given open-ended questions. This aligns with previous studies, such as those on the local brand Somethinc, which showed that consistent use of Instagram can effectively enhance brand recognition. In this study, brand recognition emerged as the most prominent indicator, reflecting the effectiveness of the visual strategy implemented by the @tubabaartfestival account. Nonetheless, indicators such as reach and accessibility, illustrated by the item *"The Instagram account @tubabaartfestival reaches a wide audience from various regions"* with a correlation of 0.760, also showed positive results, indicating that the content has reached audiences across regions and is not limited to a local demographic.

Furthermore, the item *"The Instagram account @tubabaartfestival frequently updates its content regularly"* with a correlation of 0.741 indicates that the frequency of posts also contributes to increasing brand awareness, although it is influenced by Instagram's algorithm, which depends on user interaction. Therefore, the effectiveness of reach and account usage can be continuously improved through consistent content, enhanced engagement, and relevant themes. On the aspect of brand recall, it was found that exposure to visual content can stimulate audience memory spontaneously without explicitly mentioning the brand name, this is a key strength of visually driven social media platforms like Instagram. Meanwhile, the item from the *unaware of brand* indicator, *"I was not very familiar with the name Tubaba Art Festival before following the Instagram account @tubabaartfestival"*, obtained a correlation of 0.737, indicating that some respondents were previously unfamiliar with the festival but became more aware after following the account.

Overall, the Instagram account @tubabaartfestival has proven effective in shaping brand awareness through engaging visual content, consistent posting, and active two-way interaction. The account functions not only as a promotional channel but also as a digital communication system that adapts to the needs and preferences of its followers. This success shows that social media when managed strategically and responsively can foster a strong and enduring brand perception for a local brand, especially in the context of promoting a regional art festival like the Tubaba Art Festival.

CONCLUSION

This study was conducted to determine the extent to which social media, particularly



Instagram, influences brand awareness of the Tubaba Art Festival through the account @tubabaartfestival. The research findings show that Instagram has a significant and positive impact on the brand awareness of the @tubabaartfestival account, as evidenced by the results of the simple linear regression test with a significance value of $0.000 < 0.05$, a t-value of $25.132 > t$ -table value of 1.660, and a regression coefficient of 0.918. Followers demonstrated a high level of interest, as the account effectively delivers information through the indicators of reach, accessibility, ease of use, and timeliness. From the perspective of brand awareness, the account has successfully built recognition, recall, and even top-of-mind awareness. Therefore, the use of Instagram represents an appropriate and relevant digital communication strategy for promoting regional art festivals and can serve as a foundation for designing more structured and measurable digital promotion policies.

FUTURE DIRECTIONS

The management of the @tubabaartfestival account is advised to continue optimizing its digital communication strategy on Instagram by enhancing visual quality, information accuracy, and audience interaction. Emphasis should be placed on optimizing the indicators of reach, accessibility, ease of use, and timeliness to strengthen brand awareness. Future research is encouraged to expand the number of respondents, include additional variables such as visitor loyalty and interest, and compare other platforms such as TikTok, YouTube, and Facebook. The use of a mixed-method approach and the application of theories such as uses and gratifications or digital marketing communication are also recommended. These suggestions are expected to provide both practical and academic contributions to the study of digital communication in cultural festivals.

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