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## The Role Of Social Media Marketing To Improve The Brand Image Of Jawa Timur Park 3 (Case Study Of Jatim Park Halloween Season Event)

**Nada Samira\*<sup>1</sup>, Nurul Asfiah<sup>2</sup>, Immanuel Mu'ammal<sup>3</sup>**

<sup>1,2,3</sup> Management Department, University of Muhammadiyah Malang, Indonesia

\*Corresponding E-mail: [nadasamira4@gmail.com](mailto:nadasamira4@gmail.com)

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### ABSTRACT

Digital developments and the emergence of social media have drastically changed the way people interact and communicate. Social media has become an effective tool for companies in disseminating promotional content, interacting with consumers, and building a strong brand image. Therefore, this research focuses on social media which can be used strategically to improve the brand image of Jawa Timur Park 3. The type of research used in this research is descriptive qualitative with snowball sampling techniques. The data collection methods for this research are interviews, observation and documentation. This research shows that the role of social media marketing has a significant impact in increasing brand image, follower engagement and positive perceptions of Jawa Timur Park 3.

**Keywords:** *Social Media Marketing, Brand Image, Jawa Timur Park 3*



## INTRODUCTION

Digital developments have brought transformative changes in people's lifestyles, which have fundamentally changed the way people interact, communicate and engage with the environment around them. With smartphones, ubiquitous internet access, and the emergence of social media platforms, people can access information and connect with others anytime, anywhere. Social media platforms have become an effective means for companies to disseminate promotional content, interact directly with consumers and build a strong brand image (Fitra Nabila & Winarti, 2023). Social media has changed every aspect of people's lives, from shopping, entertainment, education and health care. Indirectly, social media has become a form of marketing communication. Social media can also be beneficial for business such as finding and communicating with customers, developing information to create customer satisfaction, customer presence, customer relationships and interaction patterns in places, company reputation in the eyes of customers and consumer groups (Agustine, 2022).

Social media marketing is any form of marketing that uses social media with the aim of increasing visibility, building relationships and increasing interaction with customers across social media platforms such as Facebook, Instagram, Twitter and LinkedIn. According to (Kotler & Keller, 2012), social media is a means by which consumers share text, image, audio and video information with each other, with businesses and vice versa. Meanwhile, social media marketing is a form of marketing that is used to create awareness, views, memories and activities for a brand, product, company, individual or group using blogging, microblogging and social media tools (Kurniasari & Budiarmo, 2018). Another opinion expressed by (Tuten and Solomon, 2017), social media marketing can be defined as the use of social media platforms to promote products or services. Therefore, social media marketing can be a very effective tool in building a company's brand image, increasing sales, and strengthening relationships with consumers.

One of the ways tourism marketing in this digital era comes from tourism-based social media content is a source of information for potential visitors (Nasution & Rohman, 2022). By presenting interesting and informative content, tourism companies can attract the interest of potential visitors. Apart from that, tourism managers must also pay attention to several principles such as developing local wisdom, additional tourist areas, quality service and customer satisfaction when traveling (Suwena & Widyatmaja, 2010). One of the factors that influences tourists' interest in tourist destinations is brand image. According to (Kotler & Armstrong, 2006; Poti & Hendrayady, 2020), brand image represents the overall perception of a brand, is formed through information and experience related to the brand, and can predict future external consumer behavior based on this experience and the brand. Brand Image is the process of selecting, organizing and interpreting input information to create a meaningful image.

Consumer brand engagement is consumer involvement which includes psychological conditions and behavioral actions in certain brand interactions (Hollebeek et al., 2019). Through this involvement, consumers not only feel strong affection for the brand, but also have in-depth knowledge of the brand's values and image, for example by spreading brand content on social media, participating in the brand's programs (loyalty), providing positive reviews and promote the brand to others. In addition, consumer brand engagement is not only a tool to strengthen brands, but also as a means to strengthen brand connectivity and relevance in a competitive market environment (Vasudevan et al., 2020).

For years, Jawa Timur Park Group has always celebrated Halloween. In October 2023, Jawa Timur Park 3 will again present a series of Halloween events using social media as a marketing instrument. The opening of the Instagram social media account (@jatimparkhalloweenseason) in September, was able to reach 619 followers and invited hundreds of participants to participate at the peak of the Halloween Season on October 28, 2023. Innovative activities that were only held that year, attracted enthusiastic visitors to take part in various competitions, such as the Makeup & Costume Challenge, Dance Competition, and Flash Mob Dance Competition at Jawa Timur Park 3. Through this research, researchers will reveal the social media marketing strategies used in marketing the 2023 Halloween Season Event to improve the brand image of Jawa Timur Park 3.

## LITERATURE REVIEW

### Social Media Marketing

Social media marketing is a marketing strategy that uses social media platforms to increase visibility and interaction with target audiences. According to Tuten & Solomon (2017), social media marketing can be defined as the use of social media platforms to promote products or services. The main goal is to interact with the audience and promote the brand or product. With the ability of social media platforms to create a two-way dialogue, companies can hear direct feedback from customers and respond quickly.

Through SMM, companies can expand their brands by monitoring and facilitating interactions, participation and sharing with customers via digital media to encourage positive engagement with the company and brand that leads to commercial value. SMM provides an ideal platform for companies to not only deliver marketing messages, but also interact directly with their audiences. Therefore, SMM is not only a tool to increase brand visibility, but also opens up opportunities to build close relationships with customers, which can produce a positive impact on company value.

According to Kim & Ko (2012) stated that SMM has five indicators, namely: Entertainment, Customisation, Interaction, Word of Mouth Electronic, and Trendiness. Social media marketing platforms include websites and social media applications that are used for marketing purposes. According to Chaffey & Bosomworth, (2023), a social media marketing strategy is carried out by identifying the main types of social media platforms, each of which needs to be managed on the social media marketing radar. The following are the main types of social platforms available: Social Networks, Publishing and News, Comments, Communities, Customer Service, Knowledge, Streaming, and Commerce.

## **Brand Image**

The definition of brand image is a perception that appears in the minds of consumers when remembering a brand of a particular product. According to the American Marketing Association in Kotler and Keller (2008) defines a brand as a name, term, sign, symbol, design, or combination thereof which is intended to identify goods or services from one seller or group of sellers and differentiate them from competitors' goods or services. Meanwhile, according to Ginting (2011), a brand is a name, term, sign, symbol, design, or combination to mark a product or service from one seller or group of sellers and to differentiate it from competitors. So it can be concluded that brand image is the name, terms, symbols, signs and designs that a company uses to differentiate its products from competitors.

According to Wardhana (2021), brand image dimensions include the following: Brand Identity, Brand Personality, Brand Association, Brand Attitude and Behavior. The benefits of brand image for consumers and companies according to Caputo (2021) as quoted in Wardhana, et al. (2021) are as follows: A positive image of a brand is more likely to obtain purchases by consumers and the positive image that has been formed of the old product brand can be used to develop the latest and newest product innovations. The following are types of brand associations that are factors in forming brand image (Firmansyah, 2019): Benefits from brand associations, the strength of brand associations, and uniqueness of brand associations.

## **Consumer Brand Engagement (CBE)**

The consumer management transition has changed from passive to proactive value creation with the company; and this has influenced leading international brands to incorporate CBE into their marketing strategies (Islam et al., 2019). CBE inherently involves reciprocal interactions and relational exchanges between consumers and the object of engagement on which the brand focuses. CBE is consumer involvement that includes psychological conditions and behavioral actions in certain brand interactions (Hollebeek et al., 2019). One line of thinking focuses on behavior alone, where CBE is described as the manifestation of consumer behavior driven by motivation toward a brand that goes beyond purchase. In the sense that beyond purchasing, consumers voluntarily contribute resources to the brand through consumer-brand interactions. Consumer engagement as a behavior is important for capturing the role of consumers in shared value creation (Bergel et al. 2019). CBE as a psychological state, characterized by emotional, cognitive, and behavioral dimensions (Brodie et al. 2019). The combination of psychological and behavioral components in the engagement process reflects the consumer's overall involvement (emotional, cognitive, behavioral and social) with the brand in a particular interactive structure (Hollebeek, 2019).

The dimensions of the CBE scale were developed by Ndhlovu and Maree (2022) to measure CBE in the context of product and service brands. In products, the dimensions are reasoned and affective behavior:

1. Reasonable behavior is defined as a consumer's level of ongoing active mental state regarding the brand and behavioral manifestations in certain brand interactions (Ndhlovu and Maree 2022).
2. Affection refers to a person's favorable feelings regarding a particular brand in a particular consumer-brand relationship (Ndhlovu and Maree 2022).

Meanwhile, for the service context, the CBE dimensions are affection, absorption, identification, and social relationships.

1. Absorption is a state of depth and undivided concentration, in which consumers lose track of time as they interact with the object of engagement.
2. Identification is the degree to which someone sees themselves as part of (or belonging to) the brand.
3. Social relationships indicate the participation of connected actors in the creation of shared value in brand relationships.

These dimensions strengthen CBE as a multidimensional concept, because it is rooted in a broader conceptualization of CBE, namely emotional, cognitive and behavioral conceptualizations. The results obtained through CBE are as follows: Brand Evangelism and Consumer-Based Brand Equity.

## METHOD

This research is qualitative-based research, which was conducted at Jatim Park 3, located at Jalan Ir. Soekarno No. 144, Beji Village, Junrejo District, Batu City, East Java. The focus of this research is the use of social media in an effort to improve the brand image of Jawa Timur Park 3, the Instagram audience @jatimparkhalloweenseason, the application of social media marketing to improve the brand image of Jawa Timur Park 3 and the successful application of social media marketing in an effort to improve the brand image of Jawa Timur Park 3.

### Research Subjects

The subjects in the research were divided into two groups, namely internal companies, in this case the event organizers, and also external companies, namely event participants. The sampling used in this research was the snowball sampling technique, namely sampling with the aim of expanding the research subject. This method involves selecting several initial respondents who have characteristics relevant to the research objectives. Key informants are people who know and have various information needed in research. Researchers will directly interview two key informants from internal parties in the East Java Park Group. Supporting informants are people who can provide additional information to complement the analysis and discussion in this research. Researchers will contact supporting informants via their Instagram social media and provide a Google form which will be filled in by supporting informants as information for this research.

### Data Collection Methods

The data obtained used interview, documentation and observation techniques which are explained as follows: (Arikunto, 2012).

1. Interviews are a data collection technique used by researchers to obtain verbal information through direct questions to informants. In this research, researchers conducted interviews with informants, namely the organizers who play an important role in the promotion and social media of the Jatim Park Halloween Season and also the Jatim Park Halloween Season participants as supporting informants.
2. Documentation is the activity of recording all activities that occur and are related to the problem being discussed. The documentation method is obtained from written sources in the form of insight data on Instagram social media and the results of content posted about the event.

3. Observation is a data collection technique through direct observation of research objects to obtain a clear picture of the object being discussed. In this research, the researcher will carry out observations as an observer, observing how the social media team develops advertising strategies, as well as recording and summarizing information data provided by informants regarding target audience, engagement, and revenue achievements for all content posted on Jatim Park's Instagram social media. Halloween Season.

### **Data Analysis Methods**

This analysis is carried out after the data has been collected, where the research data analysis process will start from understanding, studying and reviewing the data using the steps created by Miles and Huberman, including: (Harahap, 2021)

1. Data reduction is an analytical technique that directs and classifies necessary and unnecessary data so that valid research results can be obtained. In reducing data, each researcher will be guided by the goals to be achieved. The main aim of qualitative research is findings.
2. Data presentation is a technique for grouping data according to topic categories or research themes after carrying out data reduction. Researchers will group data systematically to make it easier to understand in the form of tables, charts or short descriptions.
3. Drawing conclusions is the stage of drawing conclusions from all data obtained because of research. The initial conclusions put forward are still temporary and will change if strong evidence is not found to support them at the next stage of data collection. Conclusions in qualitative research are new findings that have not previously existed.

## **RESULTS AND DISCUSSION**

### **Implementation of Social Media Marketing at the Jatim Park Event Halloween Season**

The application of social media marketing is one of the main pillars in the success and sustainability of every event organized by the Jawa Timur Park Group. The following is a discussion of the indicators of Social Media Marketing provided by Jawa Timur Park 3 at the Jatim Park Halloween Season event:

#### **1. Entertainment**

Entertainment is any form of activity or content designed to entertain, delight, or fascinate the audience. The Jatim Park Halloween Season event is designed to provide maximum entertainment to visitors to East Java Park 3. By creating interesting content on Instagram, holding competitions with no age limits, and an atmosphere that matches the Halloween theme, so that visitors join in. at this event. This event is also designed to meet the entertainment needs of various age groups, from children to adults and this event is also designed in such a way as to invite visitors who have never been to East Java Park 3. Jatim Park Group succeeded in making visitors feel entertained and enjoyable experience while taking part in the Jatim Park Halloween Season event at East Java Park 3. Based on the results of the interview above, this is in accordance with the theory presented by Kim & Ko (2012)

that entertaining content can build consumer closeness to the brand and strengthen interest. consumer.

## **2. Customisation**

Customization is an effort to adapt products to consumer desires. Customization is an important aspect of the Jatim Park Halloween Season event because this event is held at an entertainment venue and invites visitors to wear Halloween-themed costumes and makeup. This allows visitors to express their creativity and feel more involved in the atmosphere of the Halloween event at East Java Park 3. Apart from that, activities such as makeup challenges, dance competitions and flashmob dance competitions also strengthen this customization element by providing opportunities for visitors to customize their appearance according to the Halloween theme. Based on the results of the interview above, this is in accordance with the theory presented by Kim & Ko (2012) that efforts to adapt this event to the interests of visitors can create additional value for visitors.

## **3. Interaction**

Interaction is a strategic effort to encourage active participation and engagement of social media users with the event content. Interactions also offer opportunities for two-way exchange of opinions and share information with each other. Jatim Park Group uses various strategies to achieve this goal. One of them is creating interactive content, such as using Instagram features, namely question boxes, quizzes, polls and so on, which invite users to participate directly. In addition, they are also actively responsive to comments and messages from users to strengthen engagement and build closer relationships with their followers.

## **4. Word of Mouth Electronic (e-WOM)**

Social media plays an important role in spreading e-WOM about this event. Through various platforms such as Instagram, Facebook, Tiktok and Twitter, visitors can easily share their experiences with their friends, post photos and submit positive reviews about this event. This helps in expanding the reach of the event and increases visitor interest. Apart from that, interactions between users that occur on social media can also trigger a viral effect, where visitors who are impressed by this Halloween season event can invite more people to join or attend the event.

## **5. Trendiness**

The East Java Park Halloween season event strives to stay up to date with trends and visitor desires. By holding competitions, creating shows that are in line with the latest trends, creating content on social media that is trendy and interesting, and paying attention to elements that are currently popular among visitors. This event succeeded in maintaining the impression of trendiness which made it attractive to many people. Through active engagement with visitor trends and preferences, Jatim Park Group can maintain the relevance of their events for various visitor segments. Therefore, this event not only provides entertainment, but also strengthens the Jatim Park brand image as a dynamic and up-to-date entertainment destination.

## **The Role of Social Media Marketing in Improving the Brand Image of East Java Park 3**

Social media marketing also plays an important role as a very effective tool in helping Jawa Timur Park 3 to strengthen and improve their brand image. The following is a discussion of the Brand Image indicators given by Jawa Timur Park 3 at the Jatim Park Halloween Season Event:

## **1. Brand Identity**

Social media marketing plays an important role in building a consistent and strong brand image for Jawa Timur Park 3. By presenting narrative visual content through social media platforms such as logos, design colors, content concepts and other elements, Jawa Timur Park 3 communicates consistent messages to his followers. This creates an impression and is easily recognized by the audience regarding the brand identity of Jawa Timur Park 3. By conveying consistent messages and creating a strong brand image, Jawa Timur Park 3 builds deeper relationships with its followers and strengthens brand loyalty. This helps Jawa Timur Park 3 to differentiate from its competitors in the entertainment industry, by creating a unique and easily recognizable brand identity among social media users. Thus, social media marketing acts as an effective tool in building and strengthening the brand image of Jawa Timur Park 3 in the eyes of its followers. Based on the results of the interview above, this is in accordance with the theory presented by Wardhana (2021) that brand identity influences consumer perceptions of the products or services offered.

## **2. Brand Personality**

Brand personality is a characteristic given to a brand or company. This refers to the way in which the brand is perceived, identified and understood by consumers. Jawa Timur Park 3 uses content posted on social media Instagram @jatimparkhalloweenseason to convey the desired brand personality to their followers. Through this content, Jawa Timur Park 3 tries to create the desired brand impression or image, which can influence followers' perceptions of the brand. By choosing content that is in line with the brand identity, such as content that is fun, friendly and enthusiastic, Jawa Timur Park 3 can create an image that is friendly, exciting and full of enthusiasm in the eyes of its followers. Brand personality emitted through social media content is an important element in a brand's marketing strategy to build positive relationships with its audience. Based on the results of the interview above, this is in accordance with the theory presented by Wardhana (2021) that by having distinctive and easily recognizable characteristics, brands can make it easier for consumers to identify and differentiate their products or services from competitors.

## **3. Brand Association**

Brand association in content refers to a brand's efforts to connect or associate their brand with various elements presented in their marketing content. Social media marketing helps Jawa Timur Park 3 to build positive associations with their brand through high-quality and relevant content. In this context, association refers to through collaboration with influencers, positive reviews from visitors, collaborating with other brands, and consistent brand appearance, they can create associations with various companies. By using social media as the main platform, Jawa Timur Park 3 can collaborate with influencers who are relevant and have an audience that matches their target. Then collaborating with other brands such as skincare, food and beverages can also help expand the brand's reach and create positive associations with



various groups of users. In addition, positive reviews from visitors posted on social media can also help strengthen the brand image of Jawa Timur Park 3 and create positive associations with visitors. Based on the results of the interview above, this is in accordance with the theory presented by Wardhana (2021) that brand associations build positive relationships between brands and various associations, building customer trust and loyalty.

#### **4. Brand Attitude and Behavior**

Marketing strategies through social media marketing can influence followers' attitudes and behavior towards the Jawa Timur Park 3 brand. By using the right strategy in social media marketing, Jawa Timur Park 3 can create a positive experience for its followers and build strong relationships with their audience. Through high-quality and relevant content such as interesting photos of rides, videos of visitor experiences or information on special events, Jawa Timur Park 3 can form positive associations with their brand in the minds of Instagram followers. Positive reviews from visitors can also help strengthen the brand's positive image. Additionally, by offering special promotions or inviting participation in certain events, Jawa Timur Park 3 can stimulate positive attitudes towards the brand and encourage followers to take desired actions, such as visiting Jawa Timur Park 3 or sharing content with their friends. In this way, social media marketing strategies can be an effective tool in influencing followers' attitudes and behavior towards Jawa Timur Park 3.

### **CONCLUSIONS**

Based on the results of the discussion above, the researcher can conclude that social media marketing has an important role in improving the brand image of Jawa Timur Park 3. Through the application of social media marketing aspects such as entertainment, customization, interaction, electronic word of mouth (e-WOM), and trendiness, Jawa Timur Park 3 has succeeded in building a positive brand image. By displaying entertaining and attention-grabbing content, they have succeeded in attracting the interest and engagement of their followers. Then, in pursuing this event with consumer interest, Jawa Timur Park 3 also succeeded in attracting the audience's attention, proving that they have a good understanding of the audience and are able to present an event that suits their audience's interests. Jawa Timur Park 3 builds direct interaction with followers through comments, direct messages and other interactive features to strengthen engagement and build closer relationships between brands and consumers. Apart from that, electronic word of mouth (e-WOM) from users who share this event on their social media can help increase brand trust and reputation in the eyes of consumers towards Jawa Timur Park 3. The final aspect is following the latest trends and presenting relevant content, Jawa Timur Park 3 can maintain a positive brand image. Thus social media marketing has become an effective tool for Jawa Timur Park 3 in improving their brand image and building positive relationships with consumers.

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