

**THE EFFECT OF THE APPLICATION OF GRAPHIC
DESIGN AND SOCIAL MEDIA MARKETING ON
INCREASING BRAND LOYALTY**

THESIS

To Fulfill the Requirements for Obtaining a Bachelor's Degree



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ABSTRACT

In this era, integrated social media has become one of the most popular marketing strategies companies use. The developments of technology create new mechanisms and communication tools in the modern marketing world, where it is easier for companies to reach and communicate with actual and potential consumers. This study aimed to explore the impact of social media marketing (SMM) activities, brand image, and graphic design in building KFC consumers' loyalty in Indonesia.

The primary source of data collection was obtained from 250 KFC respondents in Indonesia who were chosen using a purposive sampling technique, while the analysis technique used was SEM AMOS 26. The main findings in this study indicated that effective use of social media marketing in the presence of graphic design would increase brand image and consumer loyalty. The relationship between brand image and brand loyalty was also very effective. The resulting output also demonstrated that brand image acted as an arbitrage between social media marketing and graphic design for brand loyalty.

Keywords: brand image; brand loyalty; graphic design; KFC ;social media marketing

ABSTRAK

Di era ini, media sosial terintegrasi telah menjadi salah satu strategi pemasaran yang paling populer digunakan perusahaan. Perkembangan teknologi menciptakan mekanisme dan alat komunikasi baru dalam dunia pemasaran modern, dimana semakin mudah bagi perusahaan untuk menjangkau dan berkomunikasi dengan konsumen aktual dan potensial. Penelitian ini bertujuan untuk mengeksplorasi dampak kegiatan social media marketing (SMM), brand image, dan desain grafis dalam membangun loyalitas konsumen KFC di Indonesia.

Sumber utama pengumpulan data diperoleh dari 250 responden KFC di Indonesia yang dipilih dengan menggunakan teknik purposive sampling, sedangkan teknik analisis yang digunakan adalah SEM AMOS 26. desain grafis akan meningkatkan citra merek dan loyalitas konsumen. Hubungan antara citra merek dan loyalitas merek juga sangat efektif. Output yang dihasilkan juga menunjukkan bahwa citra merek bertindak sebagai arbitrase antara pemasaran media sosial dan desain grafis untuk loyalitas merek.

Kata kunci: citra merek; loyalitas merek; desain Grafis; KFC; pemasaran media sosial

SUMMARY

1. Background

Media such as Instagram has managed to have 500 million daily users, while Twitter with around 166 million daily users worldwide in the first quarter of 2021. However, the most used social media platform is Facebook, which has more than 2.85 billion active users (Tankovska, 2021). Statistically and specifically, from 100% of the generational population, U.S. millennials are the most users of social media, namely 90.4%, followed by Generation X (77.5%) and Baby Boomers (48.2%) (Lipsman, 2019). The figures also reveal the strategies brands use to target their customers, and up to 73% of marketers believe social media marketing is "somewhat effective" or "very effective" for their business (Buffer, 2019). In general, many brands run and grow through their social media channels by communicating, sharing, and engaging with their customers, hoping they can create brand awareness, leading to sales growth. Similarly, as shown in a recent study, 93% of social media users prefer to engage with companies via these virtual platforms as they are more cost-effective and can reach more customers when compared to other traditional channels, such as radio, newspapers, or magazines. (Amersdorffer et al., 2012)

Advertising is expected to stimulate consumers to consume highly and cultivate extravagance. Advertisements that promote products from KFC with a persuasive communication approach have visuals that contain meaning. Visuals used as a language of communication can attract large audiences. Thus, communication connects visuals or images at the level of billboards, banners, posters, and the like as the nonverbal communication language. It can be said to be the language of visual communication. However, what visuals can display persuasive communication like in KFC advertisements. The communication behind this visual language makes researchers interested in researching KFC advertisements because it is to provide understanding to the community.

In previous research, Godey et al. (2016) have discovered that social media marketing does not have an adequate role in increasing perceptions of brand image and brand loyalty among consumers. However, according to Ebrahim's (2019) research, social media marketing has a vital role in increasing consumers' perception of brand image and brand loyalty. Thus, in this study, we want to investigate the role of social media marketing and role of graphic design in Indonesia to analyze the findings of previous researchers further. This research will be conducted through relevant methods and approaches. Aspects of communication attract attention and convey messages to the public. Therefore, this research was written so that in the future, it can be a reference for other researchers.

2. Research Objective

- a. To analyze and determine the positive effect of Social Media Marketing toward Brand Image.
- b. To analyze and determine the positive effect of Graphic Design toward Brand Image.
- c. To analyze and determine the positive effect of Social Media Marketing

toward Brand Loyalty.

- d. To analyze and determine the positive effect of Graphic Design toward Brand Loyalty.
- e. To analyze and determine the positive effect of Brand Image toward Brand Loyalty.
- f. To analyze and determine the indirect effect of Brand Image between Social Media Marketing and Brand Loyalty.
- g. To analyze and determine the indirect effect of Brand Image between Graphic Design and Brand Loyalty.

3. Research Methodology

This research is an activity that is carried out in a planned and systematic way to get problem-solving answers to certain phenomena. This research has been determined, so this type of research is quantitative research with an explanatory approach. This research was conducted using a questionnaire-based survey.

4. Result and Discussion

The results of hypotheses testing show that H1: Social Media Marketing has a positive effect on Brand Image, H2: Graphic Design has a positive effect on Brand Image, H3: Social Media Marketing has a positive effect on Brand Loyalty, H4: Graphic Design has a positive effect on Brand Loyalty, H5: Brand Image has a positive effect on Brand Loyalty, H6: There is an indirect effect between Social Media Marketing and Brand Loyalty through Brand Image, H7: There is an indirect effect between Graphic Design and Brand Loyalty through Brand Image.

5. Conclusion and Recommendation

The results show that there is a direct relationship between brand image and customer satisfaction. Therefore, managers must improve brand image by increasing public awareness about the KFC brand. A good brand image will also increase consumer loyalty when brand awareness increases. Marketers must try various ways to create loyalty among consumers by utilizing existing social media platforms to maintain product images with quality and aesthetic content.

This research also shows that the quality of an ad is also important because it plays a role in luring consumers to glance at it. Therefore, managers must assess the advertisements that are made. It is because if the company can attract consumers, the level of consumer interest will also increase. This study also shows that brand loyalty is also an important variable. Consequently, managers must focus on social media marketing, brand image, and the quality of graphic design.

For researchers, the results of this study are expected to become literature and references to examine other dimensions that might be able to encourage loyalty by utilizing social media as a platform and source of information. Future researchers can use a broader sample and can take advantage of other industries, including luxury products. Researchers can also introduce moderators in the model.

RINGKASAN

1. Latar Belakang

Media seperti Instagram berhasil memiliki 500 juta pengguna harian, sementara Twitter dengan sekitar 166 juta pengguna harian di seluruh dunia pada kuartal pertama 2021. Namun, platform media sosial yang paling banyak digunakan adalah Facebook, yang memiliki lebih dari 2,85 miliar pengguna aktif (Tankovska, 2021). Secara statistik dan spesifik, dari 100% populasi generasi, generasi milenial AS merupakan pengguna media sosial terbanyak yaitu 90,4%, diikuti oleh Generasi X (77,5%) dan Baby Boomers (48,2%) (Lipsman, 2019). Angka tersebut juga mengungkapkan strategi yang digunakan merek untuk menargetkan pelanggan mereka, dan hingga 73% pemasar percaya bahwa pemasaran media sosial "agak efektif" atau "sangat efektif" untuk bisnis mereka (Buffer, 2019). Secara umum, banyak merek berjalan dan tumbuh melalui saluran media sosial mereka dengan berkomunikasi, berbagi, dan terlibat dengan pelanggan mereka, dengan harapan mereka dapat menciptakan kesadaran merek, yang mengarah pada pertumbuhan penjualan. Demikian pula, seperti yang ditunjukkan dalam penelitian terbaru, 93% pengguna media sosial lebih memilih untuk terlibat dengan perusahaan melalui platform virtual ini karena lebih hemat biaya dan dapat menjangkau lebih banyak pelanggan jika dibandingkan dengan saluran tradisional lainnya, seperti radio, surat kabar, atau majalah. (Amersdorffer et al., 2012)

Periklanan diharapkan dapat merangsang konsumen untuk mengonsumsi secara berlebihan dan membudayakan pemborosan. Iklan yang mempromosikan produk dari KFC dengan pendekatan komunikasi persuasif memiliki visual yang mengandung makna. Visual yang digunakan sebagai bahasa komunikasi dapat menarik audiens yang besar. Dengan demikian, komunikasi menghubungkan visual atau gambar pada tataran baliho, spanduk, poster, dan sejenisnya sebagai bahasa komunikasi nonverbal. Dapat dikatakan sebagai bahasa komunikasi visual. Namun, visual apa yang bisa menampilkan komunikasi persuasif seperti pada iklan KFC. Komunikasi dibalik bahasa visual inilah yang membuat peneliti tertarik untuk meneliti iklan KFC karena untuk memberikan pemahaman kepada masyarakat.

Pada penelitian sebelumnya, Godey et al. (2016) menemukan bahwa pemasaran media sosial tidak memiliki peran yang memadai dalam meningkatkan persepsi citra merek dan loyalitas merek di kalangan konsumen. Namun menurut penelitian Ebrahim (2019), social media marketing memiliki peran vital dalam meningkatkan persepsi konsumen terhadap brand image dan brand loyalty. Dengan demikian, dalam penelitian ini kami ingin menyelidiki peran pemasaran media sosial dan peran desain grafis di Indonesia untuk menganalisis temuan peneliti sebelumnya lebih lanjut. Penelitian ini akan dilakukan melalui metode dan pendekatan yang relevan. Aspek komunikasi menarik perhatian dan menyampaikan pesan kepada khalayak. Oleh karena itu, penelitian ini ditulis agar kedepannya dapat menjadi referensi bagi peneliti lain.

2. Tujuan Penelitian

- a. Menganalisis dan mengetahui pengaruh positif Social Media Marketing terhadap Brand Image.
- b. Menganalisis dan mengetahui pengaruh positif Desain Grafis terhadap Brand Image.
- c. Menganalisis dan mengetahui pengaruh positif Social Media Marketing terhadap Brand Loyalty.
- d. Menganalisis dan mengetahui pengaruh positif Desain Grafis terhadap Brand Loyalty.
- e. Menganalisis dan mengetahui pengaruh positif Brand Image terhadap Brand Loyalty.
- f. Menganalisis dan menentukan pengaruh tidak langsung Brand Image antara Social Media Marketing dengan Brand Loyalty.
- g. Menganalisis dan menentukan pengaruh tidak langsung Brand Image antara Desain Grafis dengan Brand Loyalty.

3. Metodologi Penelitian

Penelitian ini merupakan kegiatan yang dilakukan secara terencana dan sistematis untuk mendapatkan jawaban pemecahan masalah atas fenomena tertentu. Penelitian ini telah ditentukan, maka jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan explanatory. Penelitian ini dilakukan dengan menggunakan survei berbasis kuesioner.

4. Hasil dan Pembahasan

Hasil pengujian hipotesis menunjukkan bahwa H1: Social Media Marketing berpengaruh positif terhadap Brand Image, H2: Desain Grafis berpengaruh positif terhadap Brand Image, H3: Social Media Marketing berpengaruh positif terhadap Brand Loyalty, H4: Desain Grafis berpengaruh positif terhadap Brand Loyalty, H5: Citra Merek berpengaruh positif terhadap Brand Loyalty, H6: Terdapat pengaruh tidak langsung antara Social Media Marketing dengan Brand Loyalty melalui Citra Merek, H7: Terdapat pengaruh tidak langsung antara Desain Grafis dengan Brand Loyalty melalui Citra Merek.

5. Kesimpulan dan Saran

Hasilnya menunjukkan bahwa ada hubungan langsung antara citra merek dan kepuasan pelanggan. Oleh karena itu, pengelola harus meningkatkan citra merek dengan cara meningkatkan kesadaran masyarakat tentang merek KFC. Citra merek yang baik juga akan meningkatkan loyalitas konsumen ketika kesadaran merek meningkat. Pemasar harus mencoba berbagai cara untuk menciptakan loyalitas di kalangan konsumen dengan memanfaatkan platform media sosial yang ada untuk menjaga citra produk dengan konten yang berkualitas dan estetis.

Penelitian ini juga menunjukkan bahwa kualitas sebuah iklan juga penting karena berperan dalam memikat konsumen untuk melihatnya. Oleh karena itu, pengelola harus menilai iklan yang dibuat. Hal ini dikarenakan jika perusahaan dapat menarik konsumen maka tingkat ketertarikan konsumen juga akan

meningkat. Studi ini juga menunjukkan bahwa loyalitas merek juga merupakan variabel penting. Akibatnya, manajer harus fokus pada pemasaran media sosial, citra merek, dan kualitas desain grafis.

Bagi peneliti, hasil penelitian ini diharapkan dapat menjadi literatur dan referensi untuk mengkaji dimensi lain yang mungkin dapat mendorong loyalitas dengan memanfaatkan media sosial sebagai platform dan sumber informasi. Peneliti selanjutnya dapat menggunakan sampel yang lebih luas dan dapat memanfaatkan industri lain, termasuk produk mewah. Peneliti juga dapat memperkenalkan moderator dalam model.

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