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THE INFLUENCE OF SOCIAL MEDIA USE (FACEBOOK AND TWITTER) ON BRAND EQUITY

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Introduction:

Social Media is one of the tools that can be used in marketing strategy. One of the companies that uses social media as a marketing communication channel is Canon Indonesia. Canon Indonesia designed some of the programs and strategies to increase brand equity of Canon Indonesia via social media. With social media, Canon Indonesia can more easily perform marketing activities and also maintain a good relationship with consumers. This can be seen on interactions that occur between fans or followers of Canon Indonesia account with the administrator.

According to a researcher observation that performed to 30 users of social media which like or followed Facebook and Twitter of Canon's account, there are 70% of social media users claimed that they merely posting and just followed Canon's account without ever doing the interaction and as much as 56.7% users stated that they did not pay attention to the contents of the Canon's social media. In addition to 83,3% stated that they prefer switch to other brands if there any competitor who has better quality of camera products and give more affordable price and as much as 86,7% stated that they easily influenced to the promotion of other brands.

Based on it we can conclude that brand loyalty is still quite low, and consumers are still vulnerable to competitors offers and promotional offers. Social media, theoretically beneficial to build relationships with consumers, it can also promote brand awareness, brand recall, and if done properly it can build brand loyalty and brand equity.

Formulation Of The Problem

The topic of discussion of the problems that have been described above can be formulated into a few questions as follows:

- What kind of consumer perceptions about social media (Facebook and Twitter) of Canon Indonesia?
- What kind of brand equity camera Canon Indonesia in front of social media (Facebook and Twitter) users?
- How big is the influence of social media (Facebook and Twitter) on brand equity of camera Canon Indonesia?

Study Literature

Social Media

Chris Heuer, the founder of Social Media Club and new media innovator, discusses the Four Cs for a social operating system:

- Context: How we frame our stories.
- Communications: The practice of sharing our story as well as listening, responding, and growing.
- Collaboration: Working together to make things better and more efficient and effective.
- Connections: The relationships we forge and maintain.

Social Media as A Marketing and Branding Channel

Social Media turning into an influential marketing channel is news to many companies and organizations. (Drury 2008,274). The social media marketing is as a process that empowers individuals and companies to promote their websites, products or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels. It connects service providers, companies and corporations with a broad audience of influencers & consumers (Weinberg, 2009, 2-3).

Brand Equity

Aaker classifying brand equity into five dimensions, namely, brand loyalty, brand awareness, brand association, perceived quality, and other proprietary brand assets. From the fifth dimension, the four initial dimension is at the core of brand equity because it represents the consumer reaction to the evaluation and a brand that can be understood by

The Respondents Perception Of Brand Equity

Consumer Perceptions About Variable Y (Canon Brand Equity Indonesia)

Item	Sub Variables	Total	Score	Percentage
BAW11,BAW12	Brand Awareness	2638	1600	82,31%
BAS13, BAS14, BAS15	Brand Association	4004		81,82%
PQ16,PQ17,PQ18,PQ19,PQ20,PQ21	Perceived Quality	7855		83,29%
BL22,BL23,BL24,BL25	Brand Loyalty	5331		82,70%
Average				82,70%

Based on average in the table above, it can be interpreted that consumer judge that Canon Indonesia efforts to enhance brand equity can run well. 82,70% is evident that the average of respondent rate if the brand equity of the Canon is very good. Through social media managed by Canon, consumers get the ease in doing communications and interaction with Canon. The existence of this facility makes consumers increasingly love the brand, so if customer already love the brand, loyalty will increase so does the brand equity.

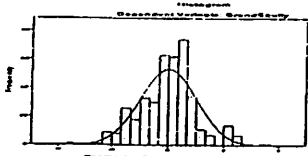
The Influence Of Social Media Use (Facebook And Twitter) On Brand Equity Of Canon Camera Indonesia

Classic Assumption Test

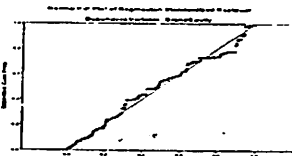
Test of Normality

Normality can be seen using the normal curve and Histogram charts P-P Plot. Based on the images it can be concluded that the research data is normal because of the shape of the curve has a tendency of balance. Neither on the curve of a P-P Plot can be said normal, because the image distribution with data points is in line and following the diagonal line.

Histogram Display



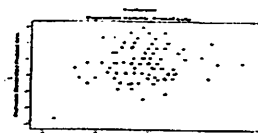
Normal Curve P-P PLOT



Linieritas Test

Based on the results of the calculation obtained a significant number of 0.0001. Figures $0.0001 < 0.05$. It means, there is a linear relationship between the variables of social media and brand equity. Because there is a linear relationship between two variables, then the variable of social media (Facebook and Twitter) use does affect brand equity of Canon camera Indonesia. In conclusion, the regression model is correct and proper.

Heteroscedasticity Test



Scatterplot

From the output above it can be seen that the dots doesn't form a clear pattern, and the points spread above and below the 0 on the Y axis so it can be concluded that there is no heteroscedasticity problem in regression model.

Coefficients Determinant

The following is a determinant of the coefficients which also shows how big the influence between the variables (X) social media to brand equity (Y):

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,575 ^a	,331	,329	4,49870

a. Predictors: (Constant), MediaSosial b. Dependent Variable: BrandEquity

Based on the calculation in the table above, the acquisition value of the coefficient determinant can be known 0,331 or 33,1%. That value can be interpreted that the influence of social media use Facebook and Twitter to brand

Suggestions

Canon indonesia

As seen of the result in variabel analysis calculations, it can be concluded that indicator of context is the least sub variabel on social media. There is only 79% said that the context is interesting, so it needs an increase in creativity for posts that made on social media accounts of Canon camera indonesia, then next time it able to provide information that is interesting and can be easily accepted by the consumer.

In sub-variable communication, from the results of the existing percentage can be seen that the respondents say that the admin give slow respons to customers. This is caused by the absence of specialized employees who handle social media accounts of Canon camera Indonesia. During the time, person who handles social media accounts are internal part such as manager or officer staff. Canon should have employees who can handle social media accounts, so Canon will be more focus on use of social media

Further Research

Be able to develop the research, could be developed through new variables and also the new theory. Moreover, future researchers could be examine about the others social media. As we know at this time many social media tool that can be use for marketing tool, and almost companies in the world become aware of the advantage using social media as marketing chanel.

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