The Influence of Social Media Marketing on Instagram to the Creation of Brand Equity: Case of @kitabisacom

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Abstract

A social enterprise initiated a crowdfunding application to gather funds from people. Those who are in need could post an announcement of the amount of funds they needed. Majority used the funds for medical treatment, some used to rebuild infrastructure in places that experienced calamities. The platform's popularity not only gets good attention but also invites those who had scamming intentions. Thus, continuous communication and dialogue must be in place to restore trust. This study investigates the influence of social media marketing that is conducted by the organization via social media account kitabisacom on Instagram to the creation of brand equity. The independent variable is social media marketing that consists of four dimensions which are brand awareness, brand loyalty, brand association and perceive quality. Data is gathered using purposive sampling. The finding revealed that kitabisacom is a top-of-mind platform related to digital donation and has a positive sentiment among the crowds.

Keywords: social media marketing, brand equity, kitabisacom, crowdfunding, instagram

Abstrak

Sebuah wirausaha sosial memulai bisnisnya dengan aplikasi digital untuk pengumpulan dana. Siapapun yang memerlukan bantuan dapat menuliskan jumlah yang mereka perlukan. Sebagian besar orang memerlukan dana untuk biaya pengobatan, beberapa memerlukan untuk pembangunan infrastruktur di tempat-tempat bencana. Platform tersebut terkenal untuk hal-hal baik, tetapi juga tidak terhindarkan menarik perhatian orang-orang yang berniat buruk. Diperlukan komunikasi berkelanjutan dan dialog agar platform memperoleh kepercayaan masyarakat kembali. Artikel ini menginvestigasi pengaruh social media marketing melalui akun Instagram kitabisacom dalam menciptakan brand equity. Variabel indipenden yang digunakan adalah social media marketing dengan empat dimensi yaitu brand awareness, brand loyalty, brand association dan perceive quality. Data dikumpulkan menggunakan purposive sampling. Temuan menyatakan bahwa kitabisacom merupakan platform yang top-of-mind untuk donasi secara digital dan memiliki sentimen positif untuk para penggunanya.

Kata Kunci: social media marketing, brand equity, kitabisacom, crowdfunding, instagram

Introduction

Digitalization creates transformation in various sectors, including economic, political, socio-cultural, technological and the way of accessing information itself (Setiawan, 2017). This ease of digital access is then utilized for social activities, such as fundraising, which is often called crowdfunding. Crowdfunding is an activity of collecting money online involving many people who do not have personal contact (Sa'adiyah & Chandra, 2020). This online fundraising was

pioneered by Patungan.net in the form of a website in 2012. Other crowdfunding websites subsequently emerged, such as Wujudkan.com, AyoPeduli.com, and GandengTangan.com. The platform that has survived since 2013 is @kitabisacom (Ayodya et al., 2021). By 2022, @kitabisacom has been the link between the kindness of six million #GoodPeople in Indonesia through around 100,000 fundraisers (KitaBisa.com, 2022). There are values that becomes guidance for Kitabisa. First, as a fundraising platform, KitaBisa's primary value is "Believe in the "Why." This value is considered crucial because every human being has two crucial moments in their life: when they are born and when they discover why they were born (KitaBisa.com, 2022).

Second, as a constantly evolving platform, KitaBisa believes that the most valuable gift is customer feedback. Therefore, KitaBisa's next value is Customer Obsessiveness. This value is considered crucial, given that to achieve success, a company needs to feel close to and obsessed with its customers. Several forms of obsession can begin with observing consumer behavior data, analyzing questions and complaints, and engaging face-to-face with consumers (KitaBisa.com, 2021).

Third, as a platform within the social enterprise world, we will likely face numerous social issues. Therefore, experimenting and failing are also part of KitaBisa's value of feeling "stupid." Being at this point is undoubtedly the result of experimenting with various foolish assumptions from the past. Being

stupid also encourages us to try new things, experience failure, and ultimately learn to improve and become better in the future (KitaBisa.com, 2022).

As an online platform, KitaBisa reaches out to its audiences and main donators through social media. For this study, the social media under observation in Instagram. Instagram main users are those in age bracket of 25-34 years old, and followed by 18-24 years old, or dominantly Millenials. In total, those age brackets are populating Instagram about 60%. The specific difference about this age bracket is they have already earned, in ongoing period of productivity, has a clear budget for individual and family spending, digital literate and their sense of "humaness" (Dimock, 2023).

Currently Instagram is the primary platform used to support the growth of @kitabisacom's business, posting photos and videos along with calls for donations for various fundraising activities. The @kitabisacom Instagram account's large followers encourage word-of-mouth (WOM) activities that emphasize the authenticity of individual experiences (Kotler & Keller, 2009; Nanggong & Mohammad, 2020). Mediated by the internet, WOM activities also take place online and are often referred to as e-WOM. One of the e-WOM that attracted attention was when a public figure (also known as celebgram – celebrity Instagram) Rachel Venya invited her followers to take social action by donating to overcome the impact of COVID-19 in Indonesia. At that time,

Rachel Vennya managed to collect more than seven billion rupiah through kitabisacom.

It can be said that fundraising by public figures increases the effectiveness of fundraising activities (Lynn-Sze & Fathi, 2023). However, this platform is also used by irresponsible individuals to carry out fundraising activities that are considered unusual. Seperti kasus Cak Like the case of Cak Budi alias Budi Utomo who collected donations for the poor but instead used the funds for operational needs in the form of a Toyota Fortuner car and an iPhone 7. Where the collected funds were managed without transparency and directly distributed through his and his wife's personal accounts (CNN Indonesia, 2020). This case made @kitabisacom implement community guidelines and conduct sweeps and close hundreds of fundraising campaigns carried out by irresponsible parties (KitaBisa.com, 2022). This case also puts kitabisacom's credibility at a critical point. To make an end, @kitabisacom is taking steps to address the crisis, including a communication strategy through social media, particularly Instagram. This strategy not only addresses the crisis but also builds brand equity (Sabia et al., 2023).

Social Media Marketing

Social Media Marketing (SMM) according to Chikandiwa et al.(2013) is a way to interact, collaborate and get involved. Furthermore, Helianthusonfri (2019) stated that SMM is a marketing activity that involves the distribution of information through social networks with the aim of promotion and achieving marketing goals.

Gunelius stated that SMM is a marketing strategy process that is used for marketing activities using a number of media from content sharing, blogging and social networking sites (Mileva & DH, 2018). Thus, SMM can be understood as an activity in a marketing strategy that utilizes social networking channels with the aim of promotion and interaction with the target consumers. The use of SMM is closely related to its characteristics, namely (Kim & Ko, 2012): a). Entertainment, where social media is a means of entertainment that reaches a wide audience, wherever and whenever, b). Interaction, social media makes it easier for its users to interact and fulfill all their needs for information, c). Trendiness, social media helps brands implement strategies that are in line with current trends to attract the attention of the target audience, d). Customization, where brand messages can be personalized and tailored to the target audience, and e). Word of Mouth (WoM), refers to the activity of exchanging information related to the brand easily and quickly when it takes place on social media. A study that analyzed 83 of 83 Spanish non-governmental organization highlight social media as a fundraising tool. It suggested as a showcase for activities committed by the non-governmental organization and highlighted its differences. Though there was no direct increase on the donations, the interactivities, such as social media

activities (posts), content and followers engagement are things that influence fundraising (Elvira-Lorilla et al., 2024).

According to As'ad and Alhadid (2014), aspects that influence marketing activities through social media include: a). Online Communities, when brands utilize social media to build communities relevant to the products and services they offer. These communities can, in turn, encourage customer loyalty and support the development of a brand. b). Interaction, effective and up-to-date interactions can be built through social media so that consumers can easily obtain the information they need without the constraints of space and time; c). Sharing Content, when brands utilize social media as a means of exchanging information and distributing messages needed by consumers, such as newsletters, promotional information or other things related to the brand; d). Accessibility, where social media is relatively more easily accessible to many groups, and the costs are relatively cheaper compared to other channels; lastly e). Credibility, where social media becomes a brand strategy in building strong credibility, as well as building and creating sustainable consumer loyalty.

The influence of SMM to Brand Equity is emphasized in the study related to Facebook and Twitter. However, the effectiveness depends on the platform, the type of brand and the target audience (Yang & Matias, 2023).

Brand Equity

Brand equity (BE) is generally understood as a set of assets owned and closely associated with a brand. When a brand reaches a certain BE, it has leverage in various marketing programs. Likewise, brands find it easier to attract new target consumers and influence existing consumers to become more loyal to the brand. Kotler & Keller (2009) explain BE as the added value created by a product or service.

Furthermore, Astuti and Cahyadi in Barus et.al. stated that BE refers to the attitude or behavior shown by consumers towards a company, which enables the achievement of excellence, strength, and uniqueness that differentiates it from other brands (Barus et al., 2014). BE according to Aaker in Tjiptono (2015) is an asset in the form of a symbol and name on a brand that can provide added value. It is further stated that when a company has BE, it has a positive impact on the market map, where consumers can easily recognize the brand amidst tight competition (Kotler & Armstrong, 2014).

The strength of a brand can be observed in the following indicators, namely: a). Leadership, the opportunity for a brand to influence and become a market leader, both in terms of price and quality; b). Stability, when the brand can maintain customer loyalty continuously; c). Market, where the brand is able to continuously improve the performance and quality of the stores and distributors owned by the brand; d). Internationality, the brand is able to develop itself and expand to various regions, even to other countries; e). Trend, where the brand's ability to compete becomes a trend in certain businesses and industries; f).

Support, when the brand is able to spend funds and promote itself to be more widely known; g). Protection, where the brand has the legitimacy to maintain its brand identity. Complementing the characteristics and functions of BE above, Aaker (1991) said there are four dimensions to explain BE, namely Brand Awareness, Brand Loyalty, Brand Association and Perceived Quality.

Brand Awareness is ability of a brand to be recognized in various places and contexts and to be recalled when there is a need of product category (Tjiptono, 2014). Brand Awareness is ability of a brand to be recognized in various places and contexts and to be recalled when there is a need of product category (Tjiptono, 2014). Those two things happened automatically without help or other cues (Cahyani & Sutrasmawati, 2016). Brand awareness is also explained using continuum of unaware of brand, brand recognition, brand recall and top of mind (Aaker in Siahaan & Yulianti, 2016).

Brand Loyalty refers to consumers' commitment to choose and support one brand (Kotler & Keller, 2009). Some see brand loyalty as engagement intensity to a brand which lead to ownership and identity. When someone identified themshelves with a brand, it is brand loyalty at work (Durianto et al., 2004; Simamora, 2013). Brand loyalty could also be explained using continuum that started at switcher or price sensitive (no brand loyalty), satisfied or habitual buyer (have no reason to change), satisfied buyer (with switching costs), likes the brand (considers it as intimate as friends) and finally the committed buyer (Aaker, 1991).

Brand Association refers to anything that is retained in people's mind about a brand (Aaker, 1991). It could be perceptions, pictures, experiences and feelings. Association about a brand is related to attributes, habits, product, and price that makes it easier for consumers to differ the brands from others, becomes a cause to buy the brand, wires information about brand, and creates positive sentiment toward a brand.

Lastly, Perceive Quality is the impression related to product quality and advantages. It is a total judgement to a brand (Kotler & Keller, 2009). There are guidance to measure quality of a brand: (1) brand performances, (2) brand features which superior compared to others, (3) A fitness in specification, (4) consistency, (5) durability, (6) Optimum services, (7) Conformity between product appearance and quality (Durianto et al., 2004).

Returning to the discussion of social media, Instagram is seen as an effective communication channel for persuasion, specifically fundraising. Social media also has interactive characteristics, allowing for responses and questions (Sari, 2017). SMM activity through social media is suspected to contribute to the formation of brand equity. The current situation, where @kitabisacom is being exploited by irresponsible individuals, makes it urgent to examine @kitabisacom's BE to assess the strength of the @kitabiscom

brand. For this reason, the problem formulation that forms the basis of this study is how social media marketing through Instagram influences the creation of brand equity on the @kitabisacom social media account.

The goal is to demonstrate the relationship and influence of Instagram as a form of marketing communication or persuasion on the creation of brand equity for @kitabisacom. The strength of brand equity acts as a buffer during crises or negative issues. Therefore, the proposed theoretical hypothesis is that there is an influence between SMM and BE.

Research Methods

This study uses a deductive thinking pattern and a quantitative approach to see the influence of SMM on BE @kitabisacom, with a correlative research type (Arikunto, 2013). Correlative research designs aim to make predictions, test hypotheses, and explain the relationship between one variable and another. The primary goal of a correlative research design is to examine how much variation in one variable is related to variation in another variable (Rakhmat & Ibrahim, 2017).

In this study, the dimensions of BE and the social media account @kitabisacom are described through mathematical operations of descriptive

statistics. Then, a simple regression analysis is performed to describe the correlation between the SMM variables and BE. The framework is as follows:

Figure 1. Research Framework
Source: Literature Review

Based on the framework of thought in Figure 1, the research hypothesis in this study is:

H_0: *The independent variable (Social Media Marketing- SMM) does not have a real or significant partial influence on the dependent variable (Brand Equity – BE).*

H_1: *The independent variable (Social Media Marketing- SMM) has a real or partially significant influence on the dependent variable (Brand Equity – BE).*

The object of research in this study is the influence of SMM carried out by the Instagram social media account @kitabisacom on BE. Meanwhile, the research subjects involved were individuals who actively use Instagram social media with the criteria being individuals who had seen, written, commented on, or followed the @kitabisacom account. The social media account that became the subject of the study is Instagram account of kitabisacom. Operationalization of the variable X (Social Media Marketing) and variable Y (Brand Equity) are consecutively as the following
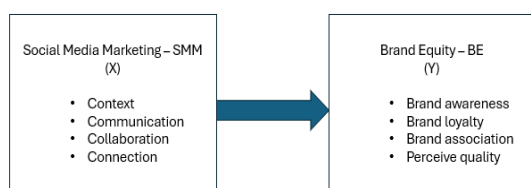
Table 1. Variable X Operationalization

Social Media Marketing – SMM (X)	Brand Equity – BE (Y)
• Context • Communication • Collaboration • Connection	• Brand awareness • Brand loyalty • Brand association • Perceive quality

Social Media Marketing	Definition	Reference
Content	Refers to informational content, entertainment content, choice of words and language style, vividness	(De Vries et al., 2012)
Communication	Refers to interaction, customization of information, and content sharing via social networks	(Kim & Ko, 2012)
Collaborations	Refers to intense engagement, identification, and relationship	(Babac, 2011)
Connection	Refers to relevant media, channels and networks	(Erdogmus & Cicek, 2012)

Table 2. Variable Y Operationalization

Brand Equity	Definition	Reference
Brand awareness	Knowing and recognizing the existence of the brand through visual and recall	(Kim & Ko, 2012) (Babac, 2011) (Karamian et al., 2015)
Brand loyalty	Understand and encourage engagement multiple times across	
Brand association	Identification features and attributes specific to the brand	
Perceived quality	Refer to trustworthiness and transparency, deliver exact perceived quality.	

The users who followed the social media account kitabisacom with a total of 908,000 followers on November 5, 2022. However, studies showed that followers could consist of bots and garbage accounts. From random 15.000 ID on Instagram, the study found 60% is garbage account (Gaffney, 2016). Another study showed that justifying number of active followers is quite challenging, since the nature of social media made it possible for alter ego (pseudonym), social bots and digital ghost. To justify the number of the active followers, researcher is suggested to make an approach from Monthly Active Users (MUA) (Moore, 2023).

To define the population's number, researchers conducted an observation between November 1-5, 2022, and found out the average number of active followers viewing and commenting on @kitabisamcom posts was 5,692. The sample was obtained using a non-probability sampling technique which is purposive sampling. It uses criteria for selecting participants, so not all members of the population

have an equal opportunity (Martono, 2014). The criteria applied are that the population in this study are Instagram account users who have seen written comments and followed the @kitabisacom account, which is 5,6692. The Slovin formula is used to calculate sample size with a sampling error (alpha) of 10%. It generates 99 as the sample size.

The data was obtained through a survey distributed using Google Forms. The scale used to measure a person's perception, opinion, and attitude towards a particular social phenomenon is the Likert Scale: with answer options: Strongly Agree/Always, Agree/Often, Undecided/Sometimes, Disagree/ Rarely, Strongly Disagree/Never (Sugiyono, 2018). The questionnaire as a measuring tool was calibrated with validity and reliability tests on 30 respondents (Cohen in Lestari, 2014), then the data was processed using IBM SPSS Statistics 25.

From the validity test results, it was found that two statements from the SMM (X) variable were invalid, and three statements from the BE (Y) variable were invalid. These invalid statements will be deleted. Meanwhile, from the reliability test results, it was found that the SMM (X) variable had a Cronbach's Alpha of 0.740 and the BE (Y) variable had a Cronbach's Alpha of 0.745. A Cronbach's Alpha value above 0.70 is declared reliable (Ghozali, 2011).

Results and Discussion

Every month, KitaBisa facilitates more than 1.5 million donation transactions and 4,000 fundraisers from hundreds of foundations, social institutions and hospitals. In 2020, based on an Ernst & Young audit summary, KitaBisa received and managed fundraising donations amounting to 835 billion rupiah. Funds of 289 billion Rupiah were distributed for medical and health care assistance; 139 billion Rupiah for humanitarian activities; 91 billion Rupiah for natural disaster relief; 76 billion Rupiah for social activities; and 240 billion Rupiah for other categories. The platform management administration fee is 5% of the total donation, and is exempt from administration fees for natural disasters and zakat (KitaBisa.com, 2021).

With such a large amount of funds and the responsibility it carries, it is important for KitaBisa to have established Brand Equity (BE). Social media marketing activities were intensified to maintain a credible and transparent public image. The public represented by the respondents. Respondents consist of 36 (36.4%) male and 63 (63.6%) female. Their age range from 17 to 55 years old, with the details as the following 17-25 years old about 88 (88.9%) respondents, 26-35 years old about 6 (6.1%) respondents, 36-45 years old about 2 (2%) respondents, and 46-55 years old about 3 (3%) respondents.

Their occupation are varies: students about 77 (77.8%) respondents, private employees about 16 (16.2%) respondents, one entrepreneur (1%); and two teachers (2%). It is also important to know duration of respondents on Instagram. The time-span respondents

spend time on Instagram are categorized into three: less than an hour about 18 (18.2%) respondents; majority spend one up to three hours about 46 (46.5%) respondents, and more than three hours response by 35 (35.4%) respondents. SMM (X) and BE (Y) were processed using the Kolmogorov-Smirnov normality test to determine the distribution of the data. The calculation results can be seen in Table 3 and Figure 2.

Table 3. Normality Test Smirnov (One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters[a],[b]	Mean	.0000000
	Std. Deviation	9.44192237
Most Extreme Differences	Absolute	.085
	Positive	.045
	Negative	- .085
Test Statistic		.085
Asymp. Sig (2-tailed)		.075[c]

a. Test distribution is Normal
b. Calculation from data
c. Lilliefors Significance Correction

Source: Data Processed by SPSS 25 (2023)

Data is declared normally distributed if the sig. value is > 0.05. In the Kolmogorov Smirnov normality test above, the significance value is 0.075 > 0.05, so the data obtained is declared normally distributed. Furthermore, the Plot below.
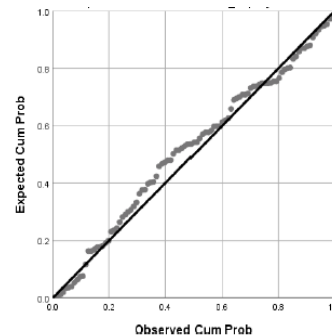

Figure 2. Normality P-Plot Test
Source: Data Processed by SPSS 25 (2023)

Based on the normality test using the P-Plot method, it was found that the data distribution graph follows and is located around the diagonal line. Thus, it can be concluded that the data is normally distributed.

Table 4. Overall Mean Score

	Overall Mean Score	Description
Variable X (Social Media Marketing)		
Content	4,14	Agree
Communication	3,39	Agree
Collaboration	4,11	Agree
Connection	4,10	Agree
Total	4,07	Agree
Variable Y (Brand Equity)		
Brand Awareness	4,17	Agree
Brand Loyalty	3,31	Sometimes

Brand Association	4,18	Often
Perceive Quality	4,13	Agree
Total	3,95	Agree

Source: Data Processed by SPSS 25
(2023)

The SMM (X) variable in the Context indicator has six questions with an average score of 4.14 (Agree). The Communication indicator has seven questions with an average score of 3.93 (Agree). Then the Collaboration indicator has seven questions with an average score of 4.11 (Agree), while the Connection indicator has six questions with an average score of 4.10 (Agree). Thus, the overall average result of the Overall Mean Score calculation is 4.07 (Agree).

In the BE (Y) variable, the Brand Awareness indicator has four questions with an average of 4.17 (Often). The Brand Loyalty indicator has seven questions with an average of 3.31 (Sometimes). Then the Brand Association indicator has seven questions with an average of 4.18 (Often). Meanwhile, the Perceive Quality indicator has seven questions with an average of 4.13 (Agree). So the average of the Y variable in the Overall Mean Score calculation is 3.95 (Agree). Next, a correlation test was carried out according to Table 3, and the results obtained were that the correlation coefficient (r) value between the SMM variable (X) and the BE variable (Y) was 0.734.

Where based on the correlation assessment criteria, the coefficient interval of $0.60 – 0.799$ indicates a strong level of relationship (Sugiyono, 2018). So it can be said that the correlation between the SMM (X) variable and BE (Y) of the @kitabisacom social media account is positive and strong.

Table 4. Pearson Correlation Product Moment

		SMM (X)	BE (Y)
SMM	Pearson Correlation	1	.734**
	Sig (2-tailed)		.000
	N	99	99
BE	Pearson Correlation	.734	1
	Sig (2-tailed)	.000	
	N	99	99

**Correlation is significant at the 0.01 level (2-tailed)

Source: Data Processed by SPSS 2
(2023)

After knowing that the data obtained is normally distributed and has a positive and strong correlation, the next step is to calculate the coefficient of determination to determine the contribution of the influence of the SMM variable (X) on the BE variable (Y). The results of the coefficient of determination analysis can be seen in Table 5. The coefficient of determination is 0.539 or 53.9%, which means that the @kitabisacom social media account has successfully determined BE by 53.9% through SMM activities. The remaining

46.1% is determined by other variables not discussed in this study.

Tabel 5. Coefficient Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.734^a	.539	.534	9.490

a.   Predictors: (Constant), SMM
b.   Dependent Variable: BE
Source: Data Processed by SPSS 25 (2023)

Figure 3. Simple Linear Regression
Source: Data Processed by SPSS 2 (2023).

The simple linear regression test can be observed in Figure 3. Based on the results of the t-test, the following regression equation was obtained:

$$Y = 10{,}143 + 0{,}835X$$

In this equation, the constant value in the regression equation of 10.143 can be interpreted if the SMM (X) variable via Instagram is considered constant or there is no change, then the BE (Y) variable is known to be 10.143. Furthermore, the coefficient value of the SMM regression equation is known to be 0.835. This means that every increase in the SMM (X) variable will increase the BE (Y) variable @kitabisacom by 0.835.

Hypothesis testing based on the results of the t-test, it is known that the sig. value of 0.000> sig. 0.05, which means there is a significant relationship between the SMM variable (X) and the BE variable (Y). Thus, H1 is accepted and H0 is rejected, or it is stated that the independent variable (Social Media Marketing – SMM) has a real or partially significant influence on the dependent variable (Brand Equity – BE).

However, the results of this study cannot be generalized because the sampling used non-probability sampling, namely purposive sampling or sampling with a purpose, and based on certain criteria. These criteria include: followers of the Instagram account @kitabisacom, having seen and written comments. The majority of respondents were female (63%) with an age range of 17-25 years (88.9%), and were students (77.8%), and accessed Instagram for 1-3 hours per day.

Most respondents agreed that they were aware of the donation platform @kitabisacom. This awareness may be due to most of the Indonesians' obligation to donate as a religious practice (Noor & Pickup, 2017). This awareness is further fueled by repeated donations.

As stated above, social media is a channel that facilitates two-way interactions with similar intensity. Further, social media win over traditional media in terms of user friendly, the reach of interaction, and the time to disseminate information (Sari, 2017). In the condition of no technical constraint like availability of connection,

the information disperses in real time, cheaper in cost and worldwide outreach. Social media makes it easier to disseminate information about a brand and becomes a strategy in building brand growth. To be a forum for receiving and accommodating input and suggestions from consumers that can build the development of a brand. It requires relatively more affordable costs because promoting a brand on social media is generally free of charge (Drahošová & Balco, 2017; Holt, 2016).

Though there was no direct increase on the donations, the interactivities, such as social media activities (posts), content and followers' engagement are things that influence fundraising. Further, the study also emphasizes not to overuse stories and increase posts solicit donations (Elvira-Lorilla et al., 2024). Context is one aspect that becomes the guidance in creating social media messages or contents. To present a story and a set of information that users will find related, and the stories' frames are felt authentic (Kreling et al., 2022; Wenas, 2018) The Overall Mean Score on Variable SMM (X) reveals that Context gets the highest score about 4,14, followed by Collaboration at 4,11 that facilitates ideas, perception, knowledge and experiences exchanges. Connection refers to maintain relationship and engagement at 4,10 and lastly Communication at 3.39 that refers to listening and responses. The score related to Communication could imply that social media audiences still tend to be passive readers, not necessarily

reacting or response to the posted messages.

Social media has all the advantages to create a venue and digital existence online. For that characteristic, many endeavors showcase online, including fundraising activities (Lynn-Sze & Fathi, 2023). One of the advantages is developing credibility and sustainable loyalty (As'ad, 2014). The convenience, transparency, and accountability of the KitaBisa service provider foster brand loyalty. It is harmonious with study of the importance of brand equity of a fundraiser (Rios et al., 2023). When a brand achieves brand equity, it can increase the success of various marketing programs.

Furthermore, achieving brand equity makes it easier for a brand to attract new target consumers and maintain existing ones, leading to increased brand loyalty. Brand equity is measured by how consumers think, feel, or act in responding to a particular brand (Shariq, 2018). By having an established brand equity, brand will be resistant to market competition, will have price elasticity and will have larger playing ground to create product differentiation (Stahl et al., 2012). Further brand equity creates loyalty and advocacy. Brand equity provides reason to choose the brand over others, helps customers to restore information related to brand and product category, and creates a favorable sentiment. In previous study related to brand advocacy, brand equity hands in hand with brand loyalty influence customer advocacy (Shailesh & Reddy, 2016).

Based on Overall Mean Score of the variable Brand Equity (X), the highest score is from Brand Association dimension about 4.18. It can be explained that KitaBisa has resided in the audiences' radar as priority options to make donations. Brand association refers to any association created in audiences' mind related to perceptions, pictures, experiences, feeling, habits, products and prices (Kotler & Keller, 2009). The second place according to Overall Mean Score is Brand Awareness at 4.17, followed by Perceive Quality at 4.13 and lastly Brand Loyalty at 3.31. Brand loyalty is at the lowest, this could be because of some recent issues related to irresponsible fundraisers.

The messages in social media account of KitaBisa are dominantly visual oriented, be it poster-carousel format or multimedia-video format. Visual orientation deems to touch the hearts of audiences and persuade them to donate. At this point, we could understand that customers for a crowdfunding platform or fundraising activities are a rational customer. This is explained a study that reveals that cognitive aspect of the brands has prominent role compared to emotional aspects. However, both emotional and rational brand experience significantly predict brand loyalty, brand awareness and perceived quality (Zollo et al., 2020). Social media marketing is effective up to the level of information and knowledge dissemination. To create and establish brand equity in terms of loyalty, brand needs to walk extra miles to ensure credibility and accountability.

Conclusion

Social media marketing through Instagram has a strong and positive influence on the creation of @kitabisacom's brand equity, amounting to 0.734, or 73.4%. This is demonstrated through a simple linear regression analysis.

The Brand Association indicator had the highest average score of 4.18, indicating that @kitabisacom has become embedded in the minds of its audience as a digital donation platform. Meanwhile, the Content indicator had the highest score in the SMM variable at 4.14. This suggests that social media marketing activities through Instagram are effective in using and refining language, message content, and creating engaging and easily understood stories for the target audience.

Though the result could not be generalized due to the nature of sampling methods which is non-probability sampling. The result suggests brands to leverage multi platforms of social media, such as Facebook, YouTube and TikTok. Variety of contact points ensures exposure and creates a harmonious intended depiction and preferable messages projection. The consistency of messages projections will contribute to maintain brand equity.

From the discussion above, brand must also bear in mind that message projection for crowdfunding or fundraising activities has differences compared to brand of product and services. There are community guidance or code of conduct that are implicitly

must be obeyed to gain a picture of authenticity, but in the same time could grasp attention and persuade to donate.

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