

# **PENGARUH KONTEN @JENIUSCONNECT DI MEDIA SOSIAL INSTAGRAM TERHADAP BRAND AWARENESS APLIKASI JENIUS BTPN**

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## **ABSTRAK**

Perkembangan teknologi dan Penelitian ini dilatar belakangi Jenius BTPN sebagai pionir jasa digital perbankan yang masih memiliki tantangan dalam meningkatkan *brand awareness*, harus membenahi diri dalam rangka mempertahankan eksistensi diantara para kompetitor. Dengan dukungan teknologi internet, Jenius BTPN memperbaiki seluruh aspek dalam perusahaannya, termasuk aspek komunikasi. Strategi tersebut diperkuat dengan pengelolaan media sosial secara aktif, salah satunya ialah dengan mengelola akun Instagram. Penelitian ini berjenis kuantitatif explanatif dan menggunakan metode survei. Survei dilakukan kepada 100 orang *followers* @jeniusconnect. Hasil dari koefisien korelasi yaitu  $r = 0,675$  dengan nilai tersebut termasuk kedalam tingkat hubungan yang “kuat” karena terletak diantara 0,600-0,799. Analisis hasil uji regresi menunjukkan variabel X tidak mengalami perubahan dan variabel Y bernilai 19,222 dikarenakan b positif maka angka variabel Y naik sebesar 1,106. Analisis hasil uji koefisien determinasi yaitu sebesar 45,5% maka dapat disimpulkan 45,5 % *brand awareness* Jenius BTPN dipengaruhi oleh konten Instagram. Hasil uji hipotesis dengan menggunakan tingkat signifikansi sebesar 10% diperoleh hasil sebesar 1,661 dengan t tabel adalah 9,897 berdasarkan perhitungan tersebut, hasil perhitungan t hitung  $>$  t tabel yaitu  $9,897 > 1,661$  maka dapat disimpulkan  $H_0$  ditolak dan  $H_a$  diterima.

**Kata Kunci:** Komunikasi Pemasaran, Konten Media Sosial, Sosial Media Marketing, Brand Awareness

***THE INFLUENCE OF @JENIUSCONNECT CONTENT ON INSTAGRAM SOCIAL MEDIA AGAINST  
JENIUS BTPN BRAND AWARENESS APP***

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***ABSTRACT***

This technology development and research are motivated by Jenius BTPN as a pioneer of digital banking services which still has challenges in increasing brand awareness, must improve itself in order to maintain its existence among competitors. With the support of internet technology, Jenius BTPN improves all aspects of its company, including the communication aspect. This strategy is strengthened by the active management of social media, one of which is by managing an Instagram account. This research is quantitative explanatory and uses a survey method. The survey was conducted on 100 followers of @jeniusconnect. The result of the correlation coefficient is  $r = 0.675$  with this value included in the level of a "strong" relationship because it lies between 0.600-0.799. The analysis of the results of the regression test shows that the X variable does not change and the Y variable is 19.222 because b is positive, the number of variable Y increases by 1.106. Analysis of the coefficient of determination test results of 45.5%, it can be concluded that 45.5% of Jenius BTPN brand awareness is influenced by Instagram content. The results of hypothesis testing using a significance level of 10% obtained a result of 1.661 with t table is 9.897 based on this calculation, the calculation results  $t_{count} > t_{table}$  is  $9.897 > 1.661$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

***Key Words:*** *Marketing Communication, Social Media Content, Social Media Marketing, Brand Awareness*