

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Influence of Instagram Social Media Marketing on Brand Awareness at Kumon Puri Kencana in 2025

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ABSTRACT

This study aims to analyze the influence of marketing through Instagram on brand awareness at Kumon Puri Kencana Learning Center in 2025. Instagram, a strategic, visual-based platform with interactive features such as Stories, Reels, and IGTV, is considered capable of strengthening the relationship between brands and audiences and significantly increasing content appeal. This study used a quantitative approach with descriptive methods, and data collection techniques through questionnaires distributed to 100 active Instagram users. The variables measured included visual content quality, posting frequency, Instagram feature utilization, and follower interaction. Meanwhile, brand awareness was analyzed based on indicators of brand recognition, brand recall, and top-of-mind. The analysis showed that Instagram had a positive and significant influence on Kumon Puri Kencana's brand awareness. Simple linear regression results indicated that Instagram usage directly increased brand awareness, with 88.4% of respondents choosing Kumon as their primary tutoring center. This research contributes to the development of literature in the field of digital marketing, particularly in the education sector, and serves as a strategic reference for other educational institutions in optimizing social media as a tool to increase brand awareness.

Keywords: Social Media, Instagram, Brand Awareness, Digital Marketing.

I. Introduction

PT KIE Indonesia (Kumon) is a company engaged in education, in the form of out-of-school courses under the name of the Kumon Method. Kumon is an individualized learning system, where every child (from preschool to high school students) is given learning materials according to their own abilities, not based on age or grade level at school. This is so that children's abilities can develop optimally. Kumon Educational Japan Co., Ltd is a learning course organization founded by Toru Kumon in 1954. The Kumon method is a method of learning mathematics and reading comprehension that is applied in classrooms effectively. Kumon was developed with a franchise system. The Kumon method aims for its students to achieve high school material by studying independently. Beginning with the opening of classes in Osaka, Japan in 1958, the Kumon Method has now spread to more than 60 countries and regions around the world with more than three million six hundred thousand students studying with this method. Developments in today's technological age prove such great progress. Technological progress is something that cannot be avoided in today's life because advances in technology can follow the progress of science. At this time, internet technology is developing rapidly and increasingly sophisticated, many human jobs are helped by the internet so that work can be



completed more quickly and efficiently. the internet also makes it easier for humans to socialize, get various information, and establish communication quickly (Witriyana, 2021).



Figure 1. Statistics on the Adoption and Use of Internet-Connected Devices in Indonesia, 2024

Source: Indonesia Digital Data, December 2024

The image shows the latest data on the adoption and use of connected devices and digital services in Indonesia. With a population of 278.7 million people, the use of digital technology continues to show significant development. The number of mobile connections was recorded at 353.3 million, exceeding the number of people and reflecting a penetration rate of 126.8% of the total population. Active internet users reach 185.3 million people or 66.5% of the population, with an annual growth of 1.5 million users. Meanwhile, active social media users are stable at 139 million, which covers 49.9% of the population. This data confirms that digital technology and services have become an integral part of the lives of the Indonesian people, offering great opportunities for business development and innovation in the digital era. The spread of the internet in Jakarta shows a high penetration rate compared to other regions in Indonesia. According to data from the Central Statistics Agency (BPS), in 2022, around 84.65% of the population of DKI Jakarta has accessed the internet. This figure places Jakarta as one of the provinces with the highest internet penetration in Indonesia. However, there are still some areas in Jakarta that are not fully reached by internet services. The Indonesian Internet Service Providers Association (APJII) noted that around 95% of Jakarta already has adequate broadband services, while the remaining 5% still needs infrastructure development to ensure equitable internet access. The Jakarta Provincial Government has taken the initiative to improve internet access for the public through the JakWiFi program, which provides free Wi-Fi services in various public facilities and government offices. The program aims to reduce the digital divide and ensure that all Jakarta residents can enjoy the benefits of internet connectivity. Overall, although Jakarta has a high internet penetration rate, efforts continue to be made to ensure that internet access is available evenly throughout the region, so that all levels of society can utilize digital technology for various purposes (We are we Data Digital Indonesia December (2024)).

The existence of the internet has brought significant changes in various aspects of human life. One of the most striking is the emergence of social media as an effective communication and marketing platform. Social media is a tool that can connect individuals with other individuals by using the internet which is currently a necessity as the times develop towards a more advanced and modern direction. as one of the communication media that is in great demand by the public because of the convenience and features it offers social media is growing very rapidly as evidenced by the presence of various kinds of social media such as Facebook, TikTok, Twitter, Instagram, Skype Line and others has become an important tool for companies to reach their audience, build relationships, and increase brand awareness.

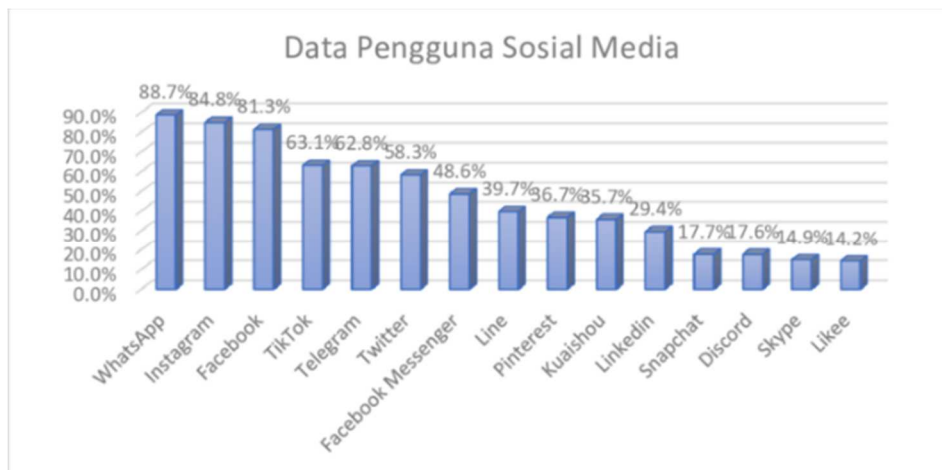


Figure 2. Social Media Usage Data

Source: ResearchGate, 2024

Then there is the time when competition between companies increases. Companies are required to take quick and appropriate steps because a high level of competition requires a high level of business innovation. As for competitor companies that use social media as a marketing tool to increase their brand awareness. Mathematics tutoring service companies use Instagram social media as a marketing medium.



Figure 3. Instagram account of Sempoa Lippo Puri



Figure 4. Instagram account of Sakamoto Puri

Abacus and Sakamoto are two competitor companies from Kumon engaged in mathematics tutoring. In the Instagram social media of the two companies the content is quite good containing information about the company in the form of addresses, services, guidance activities, and educational content. It aims to promote a service that they provide to attract the attention of consumers. In building a successful company, it definitely requires various processes and has many challenges, it takes maximum effort so that the company gets targets that are in accordance with the vision and mission, therefore social media has an important role as a step to advance the company.



Figure 6. Instagram account of Kumon Puri Kencana

Kumon Puri Kencana is a company engaged in education. Then Instagram social media is a platform used to provide information about the services provided by the community. In this case, kumon puri kencana has problems when marketing its services and the lack of public awareness of tutoring services. Because at this time consumers are looking for the latest and up-to-date tutoring places. Compare to its two competitors, namely Abapo and Sakamoto, whose brand awareness is superior can be seen from the data on their Instagram, Kumon is at risk of falling behind competitors who have made good use of the Instagram social media platform. Therefore, kumon has challenges related to Instagram marketing strategies whose content is not attractive and effective.

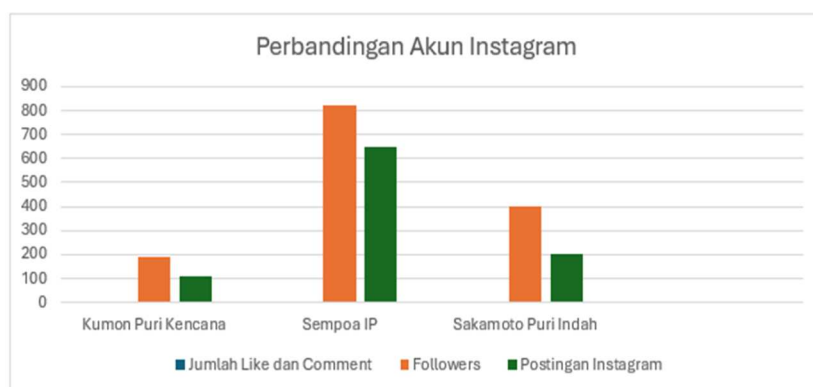


Figure 7. Comparison of Competitors' Instagram Accounts

Based on the company's internal data above, there is a comparison of the number of Instagram followers between competitors and Kumon puri kencana. It can be said that the followers and number of posts of Kumon puri kencana are still very few compared to its competitors, to overcome these problems, Kumon puri kencana needs to plan and implement effective content strategies such as posters and video reels that provide clear information and explanations related to the services provided by Kumon puri kencana and other information. This is important to increase the number of Instagram followers.

Table 1. Competitor Instagram Account Comparison

| Instagram Account Comparison | Kumon Puri Kencana | Sempoa SIP Lippo Mall Puri | Sakamoto Puri Indah |
|------------------------------|--------------------|----------------------------|---------------------|
| Number of Likes and Comments | Few | Many | Many |
| Number of Followers | 193 | 821 | 402 |
| Number of Posts | 108 | 649 | 202 |

In table 1. explained that there is a significant gap between the Kumon Puri Kencana Instagram account and the account belonging to its competitor. This can be seen from the table that shows that the number of followers of the Kumon Puri Kencana Instagram account is still lower than the number of competitors' followers. Based on this problem, the strategic step that needs to be taken is to design a variety of interesting and informative content. The type of content produced should be structured in detail, supported by relevant data, and contain clear and comprehensive information. The main goal of this strategy is to attract the attention of potential customers, build trust in the services offered by Kumon Puri Kencana, and increase brand awareness. For Kumon Puri Kencana, the use of Instagram has strategic value because the majority of the target audience, namely millennial parents and Gen Z, are active users of this platform. They tend to look for information, reviews, and children's learning experiences through social media before making a decision. Therefore, Instagram-based digital marketing strategies are not just an option, but a need to build brand awareness. In addition, creative approaches such as student success storytelling, the use of short video formats (Reels), and direct interaction through live streaming features can differentiate Kumon from

competitors. This strategy will not only help increase the number of followers, but also encourage active engagement that contributes to strengthening the brand image in the minds of consumers. Based on the problems that kumon puri kencana has and pressure from its competitors, kumon puri kencana must find the right solution such as maximizing Instagram social media as the key in improving service to consumers. To overcome the various challenges that exist, Kumon needs to plan and implement effective content marketing strategies such as attractive posters, educational video reels that provide information related to the services provided by Kumon Puri Kencana.

The influence of Instagram social media is very large for the development of kumon puri kencana because it has many benefits that can be maximized by providing detailed information that will reach a wider target. This is very important to attract potential consumers, build trust in the services offered, and increase brand awareness. The trust built through social media can influence consumers in making purchasing decisions. Thus, a consistent, creative, and informative content strategy not only helps Kumon introduce its brand, but also ensures that it has a strong position in consumers' minds. In the future, Kumon Puri Kencana can also consider the use of paid advertising (Instagram Ads) to expand its reach, as well as collaborate with micro-influencers in the fields of parenting and education to strengthen public trust. The combination of organic and paid strategies will help accelerate the process of increasing brand awareness while maintaining brand reputation in the long run. Looking at the phenomenon above, it is concluded that utilizing social media is very necessary to achieve the goals of Kumon. This is also inseparable from a creative innovation that must be used for the sustainability of the business. Based on the above background, the author finally decided to conduct a research theme with the title "The Influence of Instagram Social Media Marketing on Brand Awareness at Kumon Puri Kencana in 2025".

II. Literature Review and Hypothesis Development

According to (Kotler & Keller, 2020) marketing can be defined as a series of activities that involve the process of creating, delivering, and providing value to customers. This activity is not only limited to transactions alone, it also aims to build mutually beneficial relationships between customers, clients, or consumers with various components of the marketing system. This method shows that maintaining an ongoing relationship between the company and customers is essential to creating long-term value. According to (Tjipjono & Diana, 2020) Marketing is the process of making, distributing, promoting, and pricing goods, services, and ideas. The goal is to facilitate pleasant exchanges with customers and to build and maintain positive relationships with stakeholders in an ever-changing environment. Marketing management is defined as the discipline and art of attracting, retaining and increasing customers by setting target markets and creating superior customer value. The planning and execution of marketing operations within a company to achieve organizational goals effectively and efficiently is known as marketing management. Of course, in the marketing management function, there are analytical activities, that is, analyses carried out to study the market and its marketing environment to find out how great the opportunity is to seize the market and the threats that must be faced (Kotler & Keller, 2022). Marketing is finding and meeting social and human needs (Aisyah, 2020). From a management point of view, marketing is an organizational function and set of actions that creates, communicates, and delivers value to customers and manages customer relationships in a way that benefits the organization and other stakeholders. Marketing management can be defined as the art and science of selecting a target market and collecting, retaining and developing customers through the creation, delivery and delivery of superior customer value. Digital marketing is a marketing approach that engages stakeholders through the use of electronic devices such as computers, mobile phones, and smartphones. When implemented, this approach can expand the marketing mix by incorporating various marketing communication elements and pre-existing conventional media channels (Firmanda & Lukiastuti, 2022).

Rachmadi, T., & Kom, S. in (Mawardi et al., 2022) stated that digital marketing is an online marketing activity that is useful for reaching a wider market using internet media, aiming to connect businesses with potential buyers through internet media. From the previous experts' explanations, the author can conclude

that digital marketing refers to marketing activities that use the internet and various online platforms such as websites, social media which are useful for the dissemination of information widely, so that it can get new opportunities and aim to have a relationship between business people and potential buyers. Social media is one of the products of the development of information technology that has brought great changes in people's lives, including in the business world. The presence of social media allows individuals and companies to interact, share information, and promote products and services quickly, cheaply, and widely. Promotion through social media is one of the effective marketing strategies because it is able to expand promotional reach, increase the frequency of updates, and convey quality messages. Platforms such as Instagram, TikTok, Facebook, and YouTube are not only means of communication, but also digital marketing tools that can influence consumer interests and decisions (Manik & Soegesti, 2025). Social media serves as a platform to convey information, which is currently growing rapidly with the presence of various new communication channels supported by technological advances (Karunia H et al., 2021). According to Chris Brogan in a journal written by (Tongkotow et al., 2022) social media can be defined as a collection of modern communication and collaboration devices that open up opportunities for various forms of interaction that were previously inaccessible to the average individual. According to (Ardiansah & Maharani, 2021) social media functions as a platform that facilitates interaction between users with two-way communication characteristics. In addition, social media is often used to build a personal image or individual profile. In the context of business, social media is also used as a means of marketing. Companies can leverage social media by uploading content, such as photos, to platforms like Instagram, so that it can be accessed by consumers who follow the account.

The main characteristics of social media are interactivity, accessibility, visibility, and connectivity. Interactivity allows for two-way communication between users and organizations. Accessibility makes social media easy to reach at a low cost. Visibility refers to the ability of content to be viewed widely through sharing features and recommendation algorithms. Meanwhile, connectivity strengthens social relationships, both between individuals and between individuals and brands. In the context of marketing, social media is a strategic channel because it is able to reach a wide audience at a lower cost than traditional advertising. According to (Kotler & Keller, 2020), social media serves as a means to build relationships, create conversations, and strengthen brand perception. This is in line with the opinion (Ardiansah & Maharani, 2021) that social media is not only used for promotion, but also to build long-term brand engagement. According to Putra Dalam (Annisa & Fanni, 2020), Instagram is one of the social media platforms that provides convenience for users to upload files in the form of digital photos and images to the internet, both through web browsers and mobile applications. Instagram serves as a platform for individuals and businesses to promote their products or services by leveraging its vast user base and the power of its visual elements. In addition, Instagram offers features such as Instagram Stories and IGTV, which are specifically designed for creators and brands to increase interaction with audiences and effectively expand the reach of promotions (Saputra, 2022). Instagram, one of the most popular social media platforms, has an edge when it comes to visualization. Content in the form of photos, videos, and graphics published through Instagram can increase appeal and make it easier for consumers to remember the brand. (Annisa & Fanni, 2020) emphasized that the use of Instagram as a promotional medium is effective in increasing brand awareness because consumers are faster to recognize visual identities than just text. Instagram is currently one of the most popular social media and is widely used by various circles, especially the younger generation and parents who are actively looking for information on children's education. As a visual platform, Instagram offers Feed, Stories, Reels, and Live features that allow companies or educational institutions such as Kumon Puri Kencana to convey marketing messages in an engaging, interactive, and easily accessible way (Rahman & Mutasowifin, 2026).

Brand awareness refers to the level of consumer recognition and understanding of a brand. Building strong brand awareness is essential to ensure the success of a brand in a competitive market. Without brand awareness, consumers will not consider a product in the purchase process. In the context of educational institutions, brand awareness determines how far parents recognize and trust the institution as the right choice for children's education. Through the implementation of an effective strategy, companies can increase brand awareness while creating positive relationships with consumers, which ultimately allows the brand to

grow and achieve sustainable growth according to Soehadi in the journal (Purwiyanto & Purwanto 2020). Brand awareness is the ability of consumers to recognize and remember a brand so that it becomes the basis for consideration in the purchase decision-making process (Ameliana & Huda, 2024). According to (Susanto & Sari, 2020) the ability of consumers to recognize a brand is an integral part of the identity of a certain product or brand. In this context, consumers are able to recognize and name products easily without the need to provide detailed explanations about the product. The concept of brand awareness encompasses four different levels, which represent the extent to which consumers can identify a product. Brand awareness is one of the key elements in brand equity (Kotler & Keller, 2020). Without brand awareness, consumers will not consider a product in the decision-making process. Therefore, companies need to strive to ensure their brands achieve at least brand recognition brand recall, and ideally, top-of-mind in consumers' minds. In the context of an educational institution like Kumon Puri Kencana, brand awareness means not only that parents know the Kumon name, but also that they understand the added value and differences of the Kumon program compared to other institutions. With high brand awareness, parents will be more confident in choosing Kumon as their child's learning environment.

a. Unware Of Brand

Brand awareness is the most basic level in the hierarchy of brand awareness. At this stage, the individual has absolutely no knowledge or recognition of a brand or product, even when shown the image or product. Consumers at this level cannot be sure whether they have purchased or used the product, nor are they able to recognize it. Since this stage represents the lowest level of brand awareness, companies need to improve their marketing communication strategies to introduce the brand more effectively to their audiences. In the context of Kumon Puri Kencana, if prospective parents of students do not know what Kumon is, then they are at the stage of being unaware of brand. Through the use of Instagram, Kumon can introduce its brand through attractive visual posts, student testimonials, and learning program information that is packaged simply. This step is important for consumers to move from brand awareness to the brand recognition stage.

b. Brand Recognition

In the Brand Recognition stage, consumers can recognize and remember a particular brand or product easily. They are able to identify and classify such products based on the little information provided, without the need for detailed explanations. This stage reflects the consumer's ability to recognize a brand or product quickly and efficiently. In the context of Kumon Puri Kencana, brand recognition can be strengthened through the consistency of the use of visual identities on Instagram, such as Kumon's signature logo with facial characters, light blue color, and a simple but professional communication style. This visual consistency helps parents quickly identify Kumon content among the vast amount of information floating around on social media.

c. Brand Recall

At the brand recall stage, consumers have the ability to recognize and remember a brand or product independently without the need for additional explanation of the characteristics of the brand or product. Brand recall is an important indicator of whether a brand is able to compete with competitors. If consumers can only remember a few brands from the many options in the market, then brands that are successfully remembered have a competitive advantage. Therefore, marketing communication strategies, including through social media such as Instagram, play an important role in strengthening consumers' ability to remember brands.

d. Top Of Mind

The Peak of Mind is the highest level in the hierarchy of brand awareness. At this stage, a brand becomes the first thing that comes to mind or is mentioned by consumers when asked about a certain product category. Consumers are able to recall the brand spontaneously without the need for additional help,

stimulation, or explanation about the brand or product. In the context of educational institutions, if when parents hear the word "math course" and immediately mention "Kumon," then this shows that Kumon has occupied the top of mind. This achievement is certainly inseparable from a consistent communication strategy, maintained service quality, and brand reputation that has been built in the long term. Therefore, achieving the top of mind position is the main goal for every marketer. To maintain this position, companies need to continue to maintain consistency in communication, content innovation, and interaction with consumers to keep brands relevant amid changing trends and the emergence of new competitors.

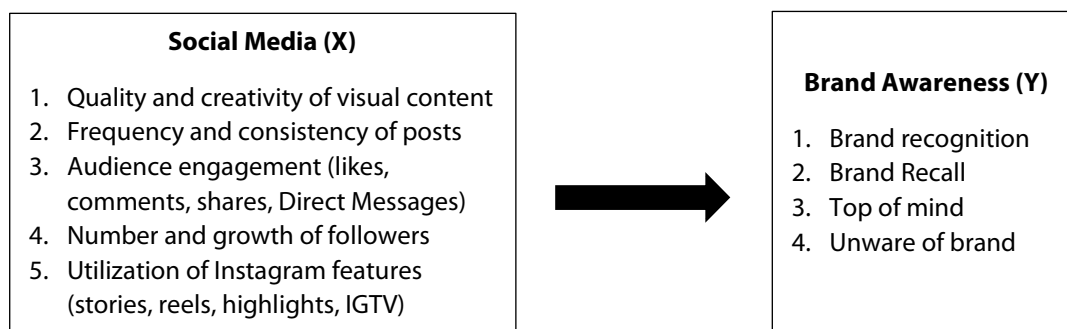


Figure 8. Frame of Mind

III. Research Method

This study uses a quantitative approach. This approach is used to test the hypothesis that has been formulated and analyze the relationships between variables that can be measured numerically. In this study, data collection was carried out using a survey method through questionnaire instruments. The questionnaire was compiled based on the variables that were the main focus of the study, namely Instagram social media as an independent variable (X) and brand awareness as a dependent variable (Y). In addition, the indicators of each variable are derived based on relevant theories and previous research. In this study, data collection was carried out using a survey method through questionnaire instruments. The questionnaire was compiled based on the variables that were the main focus of the study, namely Instagram social media as an independent variable (X) and brand awareness as a dependent variable (Y). In addition, the indicators of each variable are derived based on relevant theories and previous research. Quantitative data collection using primary data. In research, these social phenomena are specifically determined by the researcher, which is hereinafter called the research variable. With the Likert scale, the variables to be measured will be described as indicator variables. This scale was chosen because it is effective in measuring respondents' perceptions, attitudes, and assessments of each indicator of the variables being studied (Sugiyono, 2021).

Table 2. Measurement Scale

| Indicator | Score |
|-------------------|-------|
| Strongly Disagree | 1 |
| Disagree | 2 |
| Neutral | 3 |
| Agree | 4 |
| Strongly Agree | 5 |

Source: Data processed by the author (2025)

This is in accordance with this study where primary data was obtained through questionnaire collection techniques using an electronic survey google form, with a 5-point likert measurement scale indicator for all variables distributed to respondents. This study uses the Non-Probability Sampling method with a sampling technique, namely the Purposive Sampling technique. The population in this study is people,

especially West Jakarta and outside the city who know or know the Kumon Puri Kencana Instagram account with an unknown number. Only a small fraction of this population was used as a sample in the core study. The number in the population, especially in the West Jakarta area, in this study is not known exactly, so the sampling technique used is using the Cochran formula as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Note:

- n = Sample size required
- Z = Z value at a given confidence level (96% confidence level)
- P = Expected proportion (use 0.5 if unknown)
- Q = 1 - p (Unexpected Proportion)
- e = Accuracy level (10%)

In this study, an accuracy level of (α) 5% with a confidence level of 96% was used so that a $Z^2 = 1.96$ value was obtained. The accuracy level is determined at 10% while the probability of the questionnaire being true (accepted) or false (rejected) is 0.5 each. By entering into the equation of the formula above, it can be obtained with the minimum amount is:

$$n = \frac{(1,96^2)(0,5)(0,5)}{0,1^2}$$

$$n = \frac{(3,84)(0,5)(0,5)}{0,01}$$

$$n = \frac{0,96}{0,96}$$

$$n = 96 \text{ (rounded to 100)}$$

After being calculated using the Cochran formula, the number of samples used for this study was as many as 100 samples.

IV. Result and Discussion

4.1. Result

a. Characteristics of Respondents by Age

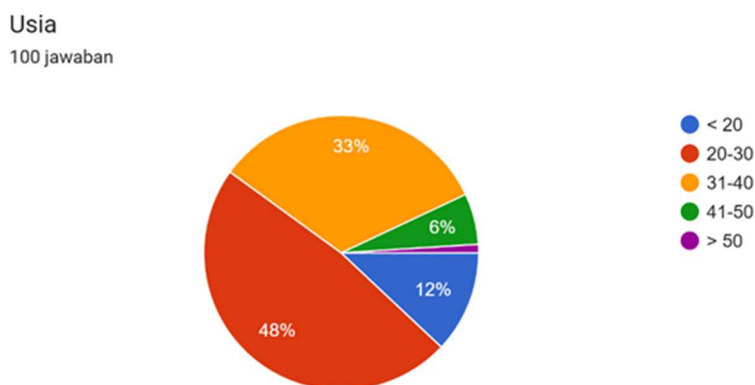


Figure 9. Characteristics of Respondents by Age

Based on the image above, it can be seen that out of the 100 respondents who were given the questionnaire, respondents aged 20-30 years were the most respondents, namely 48% or 48 people, 33% or 33 people aged 31-40 years, respondents with the age of <20 years as many as 12 people, respondents with the age of 41-50 years as many as 6% or 6 people, While the rest at the age of <50 years is 1% or 1 person. This shows that the majority of consumers aged 20-30 years are Kumon Puri Kencana customers.

b. Characteristics of Respondents by Gender

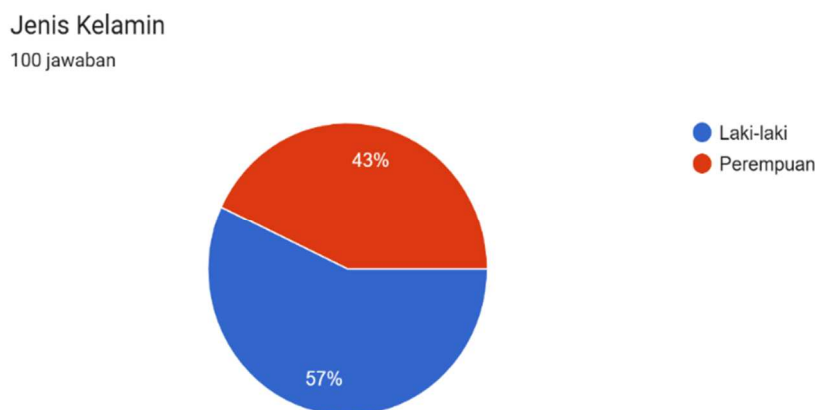


Figure 10. Characteristics of Respondents by Gender

Based on the image above, it can be seen that of the 100 respondents who have been given a questionnaire, 57% or 57 people are female respondents and the remaining 43% or 43 people are male respondents. This shows that more male consumers are customers at Kumon Puri Kencana.

c. Characteristics of Respondents by Domicile

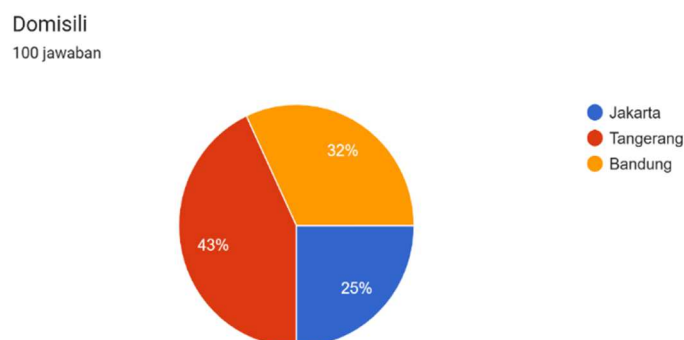


Figure 11. Characteristics of Respondents Based on Domicile

Based on the figure above, it can be seen that of the 100 respondents who have been given the questionnaire, 43% or 43 respondents domiciled in Tangerang were the most respondents, 32% or 32 respondents were domiciled in Bandung, and the remaining 25% or 25 people were domiciled in Jakarta. This shows that Kumon Puri Kencana customers are dominated by students who live in Tangerang.

d. Characteristics of Respondents by Occupation

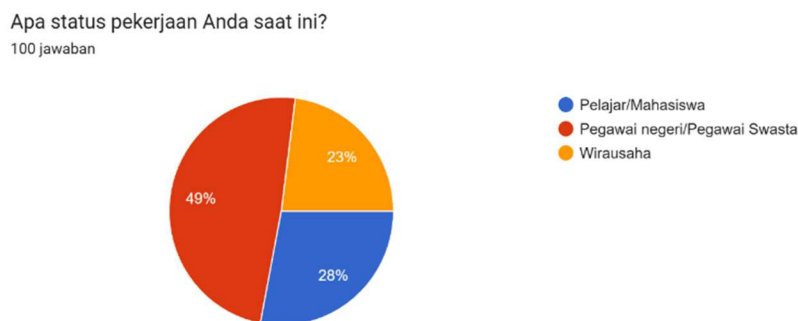


Figure 12. Characteristics of Respondents Based on Occupation

Based on the figure above, it can be seen that of the 100 respondents who have been given the questionnaire, 49% or 49 people are Civil Servants or Private Employees are the most respondents, 28% or 28 people are students or students, 23% or 23 people are entrepreneurs. This shows that Kumon Puri Kencana's customers are dominated by Civil Servants or Private Employees.

4.2. Research Results

a. Descriptive Analysis

The descriptive analysis of Instagram social media marketing variables is as follows:

1) Kumon Puri Kencana's Instagram content is visually appealing and informative

According to the statement, respondents gave excellent responses, as shown by the scores given by respondents on a questionnaire distributed to one hundred people. The value given by the respondents of 90.00% shows that in the process of marketing Instagram social media kumon customers and the general public say that the content of the kumon puri kencana Instagram is visually interesting and informative.

2) Kumon Puri Kencana utilizes Instagram features such as Posts, Stories, Reels, and IGTV to convey information

The respondents' responses to this statement were also categorized as very positive. The score of 85.00% indicates that Kumon Puri Kencana effectively delivers information through Instagram by optimally utilizing available features, including Posts, Stories, Reels, and IGTV.

3) I obtain the latest promotional information about Kumon Puri Kencana through Instagram.

For this statement, respondents again demonstrated very positive perceptions. The score of 91.20% indicates that customers and the general public receive up-to-date information and promotional content about Kumon Puri Kencana through its Instagram account.

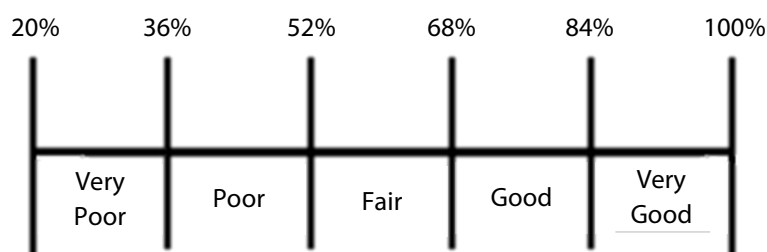


Figure 13. Respondents' Responses Based on Instagram Social Media Variables

The descriptive analysis of the brand awareness variable is presented as follows:

- 1) I remember the Kumon logo when I see an image featuring a circular shape (the letter "O"), known as the "Thinking Face." According to the statement, respondents gave excellent responses, as shown by the score of 81.40% of the questionnaire distributed to one hundred people. This value indicates that visual elements such as the distinctive Kumon logo have been embedded in respondents' memories, signaling a strong level of visual recognition of the brand.
- 2) I was able to recognize Kumon after seeing his content on Instagram. According to this statement, respondents gave an excellent response with a score of 84.00%. This shows that Instagram plays an important role in helping respondents recognize the Kumon brand, thereby strengthening brand awareness through social media.
- 3) I remembered the Kumon brand when I saw the math tutoring. This statement obtained a score of 87.20%, which indicates that respondents automatically associate math tutoring with Kumon. This shows that Kumon has managed to establish a strong brand association in the minds of its consumers.
- 4) I remembered the Kumon brand when I saw the math tutoring. Although the statement is identical to the previous number, the percentage result is 87.00%, still reflecting the excellent recall rate of the Kumon brand in the context of educational services.
- 5) I know the characteristics or characteristics of the kumon. With a score of 84.40%, respondents showed a strong understanding of the distinguishing elements of Kumon compared to competitors, both from their methods, learning concepts, and visual communication styles.
- 6) When asked to name a math tutoring place, Kumon is the first brand that comes to mind. The percentage of 83.60% shows that Kumon quite dominates the respondents' minds as the top of mind in the mathematics tutoring category.
- 7) Kumon is the first brand that comes to my mind when talking about math tutoring. A score of 84.40% indicates that Kumon was able to be the first choice in respondents' minds when they heard the word "tutoring", reflecting the power of the brand's spontaneous association.
- 8) I immediately remembered the kumon brand when I was asked about math tutoring. With a score of 84.60%, the Kumon brand managed to create a strong top of mind awareness among respondents. This indicates the effectiveness of brand positioning in the minds of consumers.
- 9) Kumon is my top choice if I need math tutoring services. Getting the highest score of 88.40%, it shows that Kumon is not only remembered, but also the main preference of respondents as a tutoring service provider.
- 10) Before looking at his Instagram account, I didn't know about Kumon Puri Kencana. Although this statement is negative, a score of 83.00% indicates that the majority of respondents know Kumon Puri Kencana after looking at Instagram, confirming that the platform has succeeded in increasing local brand awareness.
- 11) Face-shaped images and blue logos are characteristic of Kumon. With a score of 87.80%, respondents were aware of Kumon's visual identity, demonstrating the effectiveness of brand design elements in building brand awareness and recognition.
- 12) Your awareness of the Kumon brand is low. Despite the negative statements, a score of 89.00% of respondents expressed disagreement with the claim, which means that brand awareness of Kumon is very high

From the overall data, it can be concluded that the level of brand awareness of Kumon Puri Kencana is in the "Very Good" category. Visual elements, user experience on Instagram, and brand associations in the context of tutoring indicate the success of the communication strategy implemented. Based on the results of a questionnaire that has been distributed to 100 respondents regarding their perception of Kumon Puri Kencana's brand awareness, it can be concluded that overall the level of brand awareness is in the very good

category, with an average percentage of 85.40%. With a high response rate on every indicator, it can be concluded that Kumon Puri Kencana has managed to build a strong brand identity and is widely known by the public, especially through the use of Instagram social media as a digital marketing channel.

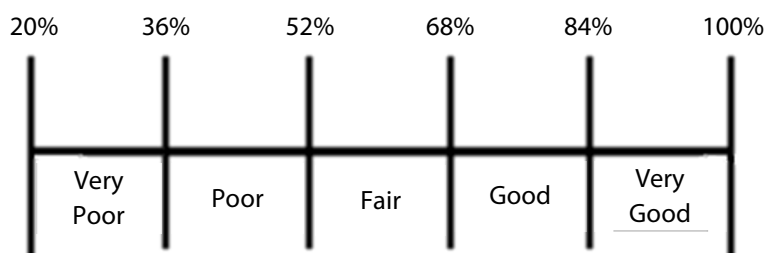


Figure 14. Respondents' Responses Based on Brand Awareness Variables

b. Normality Test

The normality test is used to find out whether the data obtained has been distributed normally or not, a normality test is carried out on the basis of decision-making based on probability values. The provisions are as follows:

- a. If the probability > 0.05 then the data in the distributed regression model is normal.
- b. If the probability < 0.05, then the data in the regression model is not normally distributed.

The normality test is carried out to find out whether the residual data is normally distributed, as one of the requirements in linear regression analysis. In this study, the normality test was carried out using the Kolmogorov-Smirnov (K-S) method.

Table 3. Normality Test

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters ^{a, b} | Mean | .0000000 |
| | Std. Deviation | 3.14897026 |
| Most Extreme Differences | Absolute | .085 |
| | Positive | .048 |
| | Negative | -.085 |
| Test Statistic | | .085 |
| Asymp. Sig. (2-tailed) | | .073 ^c |

Based on the output of the Kolmogorov-Smirnov test, an Asymp value was obtained. Sig. (2-tailed) is 0.073. This value is greater than the significance level of 0.05 ($\alpha = 5\%$), which means that there is no significant difference between the data distribution and the normal distribution. Thus, it can be concluded that the residual data in this study are normally distributed and meet the classical assumptions for linear regression analysis.

c. Reliability Test

Cronbach's Alpha value for the Experiential Marketing variable is 0.933, which indicates that the instrument has very high reliability. This value is well above the minimum standard of 0.7, which means that the instrument has excellent internal consistency. Thus, all statement items in this variable are considered to be able to provide stable and reliable results if re-measured under similar conditions.

d. Normality Test

Table 4. Normality Test

| Test of Normality | | | | | | |
|-------------------------|---------------------------------|-----|------|--------------|-----|------|
| Variable | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Unstandardized Residual | .051 | 120 | .200 | .994 | 120 | .897 |

The results of the normality test using the Kolmogorov-Smirnov method showed that the statistical value of K-S was 0.051 with a significance value (p-value) of 0.200. This significance value is greater than the significance limit of 0.05, which means that there is no significant difference between the distribution of the research data and the normal distribution. Thus, the data used in this study has met the assumption of normality, and can then be analyzed using parametric statistical methods such as multiple linear regression.

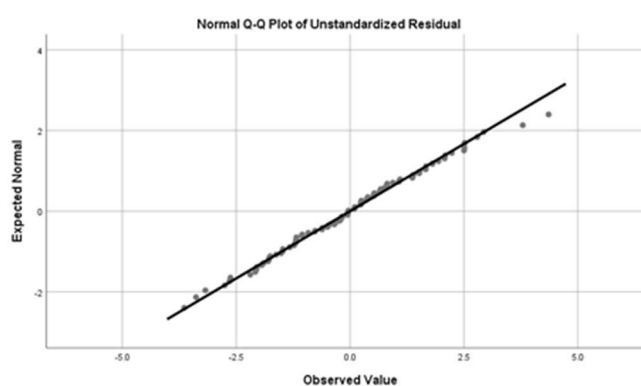


Figure 15. Normality Chart P-P Plot

A visual assessment of the normality test can be observed in Figure 15. If the plotted points are distributed closely around the diagonal line, the residuals can be considered normally distributed. Based on the figure, the residuals in this study follow the diagonal line, confirming that the assumption of normality is satisfied.

e. Simple Linear Regression Analysis

According to Sopian (2024), simple linear regression can be represented through a mathematical equation that connects the two variables, where the regression coefficient shows the degree of influence of independent variables on dependent variables.

Table 5. Simple Linear Regression Test

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 31.215 | 4.116 | | 7.584 | .000 |
| | X | 1.505 | .308 | .442 | 4.880 | .000 |

a. Dependent variable: Y

A simple linear regression test was performed to determine the influence of the independent variable (X) on the dependent variable (Y). Based on the output of the coefficients table, the following regression equations are obtained:

$$Y = 31.215 + 1.505XY = 31.215 + 1.505XY = 31.215 + 1.505X$$

Constant (a) of 31.215 indicates that if there is no influence of variable X, then the value of Y is 31.215. The regression coefficient of variable X of 1.505 indicates that every 1 unit increase in variable X will increase Y by 1.505. The results of the significance test t showed a calculated t-value of 4.880 with a significance value of 0.000 (< 0.05), which means that variable X has a significant effect on Y. The value of the Beta (standardized) coefficient of 0.442 indicates that variable X has a positive and strong influence on variable Y. Thus, it can be concluded that there is a positive and significant influence between variable X on variable Y.

f. T-Test

In the t-test study, it was obtained using calculations from SPSS using data from 100 respondents. The following are the results of the T test in the study.

Table 6. T-Test Results

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 31.215 | 4.116 | | 7.584 | .000 |
| | X | 1.505 | .308 | .442 | 4.880 | .000 |

a. Dependent variable: Y

The t-test is used to examine the partial effect of the independent variable (X) on the dependent variable (Y). Based on the results presented in the Coefficients table, the following values were obtained:

- 1) Calculated t-value = 4.880
- 2) Significance value (Sig.) = 0.000
- 3) Critical t-value (df = n - 2 = 98, α = 0.05) ≈ 1.984

Since the calculated t-value (4.880) is greater than the critical t-value (1.984) and the significance value (0.000) is less than 0.05, it can be concluded that the independent variable (X) has a statistically significant effect on the dependent variable (Y). Therefore, the alternative hypothesis (H_a) is accepted.

g. F-Test

According to Riyanto & Hatmawan (2020), the F-Test or often referred to as simultaneous test is a test used to determine the parameters that relate to the influence and dependent variables together.

Table 7. F-Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 238.555 | 1 | 238.555 | 23.815 | .000 ^b |
| | Residual | 981.685 | 98 | 10.017 | | |
| | Total | 1220.240 | 99 | | | |

a. Dependent variable: Y
 b. Predictors: (Constant), X

The F-test is used to find out whether independent variables together (simultaneously) affect the dependent variables. Based on the ANOVA table, the following values are obtained:

- 1) F count = 23.815
- 2) Sig. (Significance) = 0.000

Because the significance value < 0.05, it can be concluded that variable X simultaneously has a significant effect on variable Y. This means that the regression model used in this study is feasible to be used in explaining the influence of independent variables on dependent variables.

h. Coefficient of Determination

According to Kasmir (2023), the determination coefficient is used to measure the extent of the relationship between two or more variables in a study, as well as whether the relationship affects each other.

Table 8. Coefficient Results of Determination

| Model Summary | | | | |
|------------------------------|-------------------|----------|-----------------|----------------------------|
| Model | R | R Square | Adjust R Square | Std. Error of the Estimate |
| 1 | .442 ^a | .195 | .187 | 3.165 |
| a. Predictors: (Constant), X | | | | |

Based on the Model Summary table, the R Square value is 0.195. This means that 19.5% of the variation that occurs in variable Y can be explained by variable X, while the remaining 80.5% is explained by factors outside of this model. The Adjusted R Square value of 0.187 indicates an adjustment to the number of variables in the model, and this value is still in the category of sufficient for social research.

4.3. Discussion

Based on the results of data processing through a questionnaire distributed to 100 respondents, it was found that Kumon Puri Kencana's Instagram social media marketing strategy has had a very positive impact on increasing brand awareness. This is evident in the high percentage of respondents who responded positively to several key indicators. Regarding social media marketing, the majority of respondents stated that the content uploaded by Kumon Puri Kencana is visually appealing and informative, with a percentage of 90.00%. Furthermore, respondents also rated the use of Instagram features such as stories, reels, and IGTV as very good, as indicated by a score of 85.00%. Furthermore, 91.20% of respondents stated that they obtain the latest information about Kumon from the official Kumon Puri Kencana Instagram account. Overall, the average score for the Instagram social media marketing variable was 88.73%, falling into the very good category. Meanwhile, respondents' responses to the brand awareness variable also showed very positive results. A total of 81.40% of respondents admitted that they could recall the Kumon logo when they saw the circular image known as the "Thinking Face." Furthermore, 85.40% of respondents stated that they could recognize Kumon after seeing its content on Instagram, and 82.70% said they associated Kumon as one of the first brands that came to mind when thinking about tutoring services. This demonstrates that social media marketing activities have shaped Kumon's brand recognition, recall, and dominance in consumers' minds. Therefore, it can be concluded that the use of Instagram as a marketing medium has significantly increased brand awareness at Kumon Puri Kencana. These findings support the theory that social media plays a significant role in building relationships with consumers and enhancing brand presence. Instagram, with its visual power, has been shown to convey brand messages more effectively to a wider audience. Therefore, it is crucial for Kumon to continue optimizing its use of Instagram through more engaging and interactive content to maintain and increase brand awareness amidst increasingly fierce market competition.

V. Conclusion

Based on the results of the research entitled “The Influence of Instagram Social Media Marketing on Kumon Puri Kencana Brand Awareness in 2025”, it can be concluded that Instagram social media marketing has a positive and significant influence on the marketing performance of Kumon Puri Kencana. Various elements, including the quality of visual content, posting frequency, audience interaction (such as likes, comments, and direct messages), follower growth, and the effective use of Instagram features such as Stories, Reels, and Highlights, contribute to increasing public attention and interest in the Kumon Puri Kencana Instagram account. These findings indicate that Instagram serves as a strategic digital marketing platform for expanding marketing reach in the digital era. Furthermore, the results show that the level of brand awareness of Kumon Puri Kencana is categorized as good, although it has not yet reached an optimal level when compared to competitors such as Abacus and Sakamoto. Respondents demonstrated the ability to recognize, recall, and identify the Kumon brand after being exposed to Instagram content. Therefore, the implementation of a more creative, consistent, and structured content strategy is necessary to strengthen Kumon Puri Kencana’s brand position in the minds of consumers.

For Kumon Puri Kencana, it is recommended to improve the quality and consistency of Instagram content by regularly sharing educational, creative, and relevant materials that align with the interests of the target audience, particularly parents and students. Content such as testimonials, learning tips, classroom activity highlights, and informative infographics can help increase engagement and credibility. Furthermore, optimizing the use of Instagram features, including Reels, Stories, Live sessions, and IGTV, can expand audience reach and foster more interactive communication. Engaging in collaborative activities with micro-influencers, alumni, or parents of students, as well as organizing interactive promotions such as giveaways, quizzes, and question-and-answer sessions, may further enhance brand visibility and engagement. Regular evaluations of social media performance through audits and benchmarking against competitors are also necessary to ensure the continuous improvement of digital marketing strategies. For future researchers, it is suggested to broaden the scope of the study by examining other Kumon branches or similar tutoring institutions to improve the generalizability of the findings. Employing a mixed-methods approach that combines quantitative and qualitative techniques may provide deeper insights into audience perceptions of social media marketing strategies. Additionally, incorporating other variables such as engagement, brand loyalty, or brand image could offer a more comprehensive understanding of the impact of social media marketing on brand performance.

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