



Creativity of Messages on Instagram Content of @Winngas as a Trigger for Brand Addiction for Their Followers

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Abstrak

Instagram merupakan salah satu media sosial yang paling umum digunakan dalam sebuah perusahaan atau institusi dalam mengomunikasikan aktivitas dan kegiatan perusahaan dengan tujuan masing-masing. Era digital seperti sekarang ini memaksa setiap pemasar mampu untuk mengelola media instagram agar dapat diterima dengan baik oleh konsumen agar terciptanya *brand addiction*. Winn Gas merupakan satu merek perlengkapan dapur yang menggunakan instagram @winngas sebagai alat penyebarluasan informasi, tentang produknya kepada konsumen untuk meningkatkan *brand addiction* dengan pesan kreatif yang diciptakan. Pesan Kreatif dirancang berdasarkan pendekatan Periklanan, daya tarik pesan, kerangka eksekusi dan kredibilitas sumber atau *endorser*. Penelitian ini menggunakan analisis konten kualitatif Holsti dengan memperhatikan konten instagram dari @winngas, terutama konten gambar yang diupload setiap harinya, ditambah dengan memperhatikan postingan instagram winn gas yang bekerjasama dengan para endorser. Dalam hal ini, terdapat dua sumber *endorser* yang akan diteliti yaitu Chef Muto dan Chef Devina Hermawan dan Fokus konten yang diambil dari postingan instargam @winngas dengan dikategorikan dari postingan produk, kegiatan mini quis, ucapan hari raya, konten masakan, event, fakta menarik, konten pesan kreatif. Postingan diambil dari periode 30 hari yang diwakili oleh 10 postingan instagram. Hasil penelitian bahwa postingan yang dilakukan oleh @winngas berupa satuan pesan kreatif dapat memicu adanya *brand addiction* bagi khalayak pengikutnya.

Kata Kunci: *Brand addiction, Instagram, dan media baru*

Abstract

Instagram is one of the most commonly used social media in a company or institution in communicating company activities or activities with their respective goals. The digital era like today forces every marketer to be able to manage Instagram media so that it can be well received by consumers in order to create brand awareness. Winn Gas is a kitchen equipment brand that uses Instagram @winngas as a means of disseminating information about sales to consumers to increase brand awareness with creative message strategies that are created. Strategy based on advertising approach, message appeal, execution framework, and credibility of source or endorser. This study uses Holst's qualitative content by paying attention to Instagram content from @winngas which is found in image contents uploaded every day, plus by paying attention to Winn Gas's Instagram, especially contents created in cooperation with its endorsers. In this case, there are two endorsers to be studied, namely Chef Muto and Chef Devina Hermawan and focus on contents taken from @winngas Instagram posts categorized from product posts, mini quiz activities, holiday greetings, cooking content, events, interesting facts, creative message content. Posts are taken from a 30-day period represented by 10 Instagram posts. The results of the study show that the posts made by @winngas in the form of a creative message unit can increase brand addiction on social media Instagram.

Keywords: *Instagram, Brand addiction, and new media*

A. Introduction

The use of digital-based technology has obviously penetrated people's lives, and makes the flow of change definitely drastic, all of which require the Internet to reach the level of accessibility of life (Danar et al., 2020). This is the momentum for Internet services in collecting data on how many internet users, the survey results taken by APJII (Association of Indonesian Internet Service Providers) for the period of 2019-2020 (Q2) reached 73.7% of total population (Gunawan et al., 2020) and if it is a number it prints up to 266,910,000. This figure represents a significant increase for Internet users

in Indonesia. Maximizing the data states that Indonesia has entered the use of the Digital Era (Marta & Septyana, 2015).

Public uses social media to find and share information. Based on the research data of WeAreSocial and Hootsuite, there are around 170 million users who actively use social media and specifically it reaches 168.5 million who access social media using smartphones (Tama Bina et al., 2020). From the data of Essential into Internet social media, Mobile and E-Commerce Use Around the World, of total Indonesian population totaling 264.5 million people, the active users of social media amount to 130 million with a percentage of 49% (Takau, 2020).

Social media is interactive and so, it has various advantages. It has the ability to create information dissemination model effectively. The dissemination of information can be carried out from one person to many others. It is why business people use social media widely in conveying creative messages from marketed products or services (Sapoetri & Pannindriya, 2019). In many studies it is stated that words or messages via electronic has a positive correlation in triggering an addiction to a brand, social media definitely can give brand addiction to consumers or targets (Dewi & Avicenna, 2020).

The increasing use of Instagram's social media access at this time, plus the implementation of the WFH (Work From Home) program due to the Covid-19 pandemic which has caused Instagram users in Indonesia to reach 69.2 million, in January it was recorded around 62.23 million indicating a significant spike (Mustafalmam, 2021).

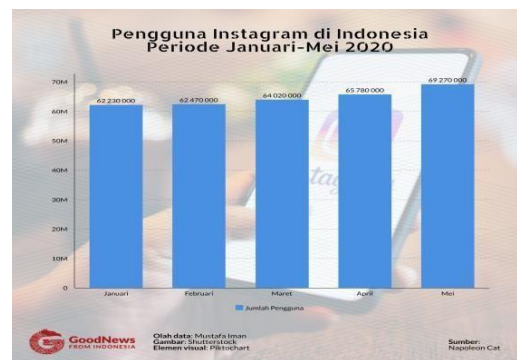


Figure 1. Instagram Uses in Indonesia in The Period of January-May 2020

The accessibility of Instagram social media requires marketers to know how to use the media in a such a way and therefore, the results have higher quality. There are several ways that Instagram media can be said to have high quality. Firstly, we must know the quality of the message content. A marketer must have the message content very clear and so, it can grab the attention of consumers. The format of the message is like print advertising when the marketers publish, so it has to pay attention to the title, image, print, and color (Mahmud Machfoedz, 2010).

The quality of Instagram can be considered from the source credibility, which is frequently referred to as an endorser. The credibility is an acceptance-based construction because it is seen from what a person perceives when he/she sees. Otherwise, an endorser is a person whom public recognizes and uses this identification to support the advertised products. If the advertising messages are conveyed it will reach more people following. It will run between the source credibility (Endorser) and the creative messages; it will result in more brand strengthening.

Endorsers must have attractiveness, trustworthiness, expertise or level of knowledge about the subject being played or level of trust from the source

and similarity (Saragih & Junaedi, 2019), their credibility can create creative messages to be delivered and they can increase brand addiction. The use of quality Instagram includes creative messages or content plus the source credibility or endorser. It can shape and increase addictive behavior in consumers. Brand addiction is a condition where consumers feel very interested in certain brands and enter the realm of liking so much that it can be stated that the consumers are addicted to certain brands. It makes them feel happy and comfortable when they can buy the brand (Mrad & Cui, 2020).

Advertising is one of the communication marketing strategies that marketers have been using. Advertising must include a lot of important marketing strategies and therefore, the obtained results can be maximized. The idea behind creative messages can use several approaches, i.e., the strategy message of The Aspect of Effect Model, the second approach using Message Appeals (Hakim & Nurfebiaraning, 2021), the third approach of Executional Frameworks (Execution Framework), and the fourth approach of Sources/spokespersons (Belch & Belch, 2003) (Kenneth E. Clow, Donald E. Baack - Integrated Advertising, Promotion, and Marketing Communications- Pearson (2017). Pdf, nd)

One of the businessmen who use Instagram as a medium for delivering creative messages for his/her products is PT. Winn Appliance with Winn Gas brand. It occurs because the existence of a brand image affects public to create a uniqueness in a particular brand (Wijaya & Susanty, 2017) (Sampurna et al., 2020). This kitchen equipment manufacturing company uses social media as a marketing activity for the Winn Gas brand to trigger brand addiction among its followers.

Winn Gas has carried out many activities on Instagram social media. From the figure, it shows Winn Gas's Instagram with 13.7K followers. There

are 489 posts and 179 following accounts. The image below shows Winn Gas's posts, where there are product posts and existing recipe sharing activities.

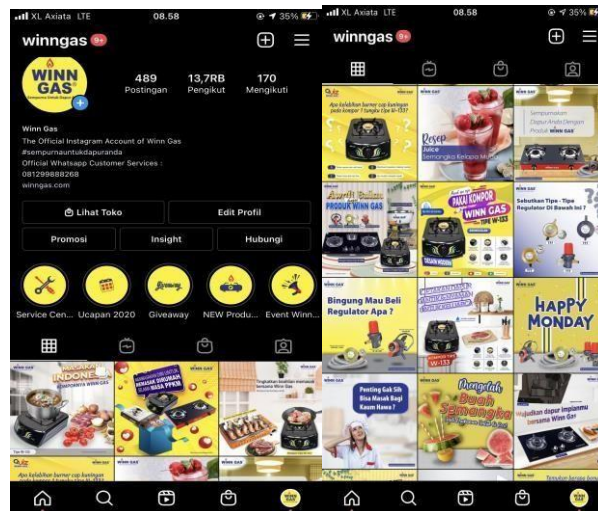


Figure 2. Winn Gas's Instagram

Winn Gas collaborates with Endorser Chef Muto to maximize addictive behavior in Winn Gas's followers. The focus of Winn Gas content is expanding the use of social media for disseminating information. This is one way for marketers to package a creative or interesting message. This setting is made for better content quality.

Chef Devina Hermawan was chosen as an endorser and she would cooperate with Winn Gas when there was a new product to be released. This collaboration has been going well so far. It continues with the Giveaways that the Winn Gas promotion team carries out. This research has several references to track the maximum results.

The previous research used as the reference was entitled "The Influence of Your Terasrumah Instagram Images and Profiles on Brand Awareness". These results show that there is a positive and significant

relationship between Instagram quality and brand awareness among Terasrumahmu Instagram users at the English Ivy Coffee Cafe. The second research on "Strategic analysis of creative messages on Instagram ADS Airas Pastry" (Hakim & Nurfebiaraning, 2021) discussed creative messages built by culinary shop owners utilizing Instagram social media with the results of Instagram Adv. It can help provide information in certain cases, hard selling actions, focus on price orientation, promos and knowledge of brands and creative messages in Airas Pastry where content is combined and uploaded to their Instagram social media starting with the related elements, i.e., the model of effect including perception, cognitive, affective, persuasion, transformation, and behavior (Judge & Nurfebianing, 2021).

New Media Theory

Online media or what is frequently called new media is a message mediated through technology, for example via a computer connected to the Internet system in it (Creeber, G. and Martin, 2009). The new media study is a concept initiated by Pierre Levy (2001). It explains that New Media is an idea that is included in the category of media renewal. There are views that exist in New Media theory, i.e., social interaction. It differs from its approach to face-to-face interaction. Pierre Levy views the World Wide Web (WWW) as open, flexible and dynamic information, which allows humans to develop new knowledge orientations and also engage in a more interactive and community-based democratic world of mutual sharing and power-giving. There are six characteristics of new media, i.e., digital, interactivity, hypertextual, and networking, virtual and simulated forms (Wibisono, 2019) (Lumampauw et al., 2020).

Marketing Communication

Marketing communication can also be stated as a basic implementation strategy to facilitate communication with consumers. Consumers will feel that they have their own value if marketers serve them quickly and well. Moreover, companies that issue new products can provide product knowledge to consumers plus another understanding if marketing communication is a means that marketers use to persuade and inform and so, it is easy to accept, buy and know the brand that is being marketed (Hakim & Nurfebiaraning, 2021).

Advertising

Advertising trends on social media make advertising more effective. This trend is growing rapidly to supporting marketers' communication in the midst of product promotion, imaging, business expansion, and the development of advertising for companies (Tasruddin, 2016). There are several approaches in advertising to make creative messages on social media. In advertising, the first approach is the message strategy of The Facets Model of Effects which consists of persuasion, cognitive, affective, persuasive, transformation and behavior. There are ideas behind creative strategies in different ways when conveying messages through The Facets Model of Effects which consists of persuasion, cognition, affection, persuasion, transformation and behavior.

Perception relates to making attention, awareness, recognition, and perception memory. It is a process in which the target audience receives all information through the five senses and immediately gives an active meaning. Advertising can be said to be effective if what is conveyed can attract the attention of the target audience. In this matter, definitely we

should pay attention to things that can attract the attention of consumers. Cognition is to convey information and understanding. It refers to how the target audience responds to information, learns, and understands something. This aspect is a rational response to the messages. Affection hits emotions and creates feelings that can reflect the feelings of the audience to stimulate desire, create new feelings like a brand. It is a very important affective response.

Persuasion to change attitudes creates beliefs and preferences to the persuasion is a purpose that is made intentionally to influence and motivate the recipients of the messages to build confidence to what they see. Moreover, transformation builds brand identity and associations change from ordinary products and turn into special ones. There is a differentiation from other products based on brand identity. Finally, behavior for stimulation start from initiating trial purchases, repurchases and several other forms of action (Hakim & Nurfebriani, 2021).

Message Appeals

There are seven elements that will affect the message appeals in advertisements, i.e., whether the messages can affect brand strengthening on products, the logical combination of this attraction is to be analyzed using good advertising materials, i.e., fear, humor, sex, music, rationality, emotions, rarity/uniqueness. (Belch & Belch, 2003) The message appeals can create a relationship between the brand and the audience, and these establish a characteristic of the product that becomes a characteristic that can distinguish it from other products and therefore, the audiences can distinguish the brand image through the messages (Latukolan et al., 2021).

Executional Framework

In the executional framework process or Executional Frameworks, this is a way in which the attractiveness of the advertisement will be presented and the message strategy will be delivered in a kind of Animation, Slice of Life, Storytelling, testimonials, automotive, Demonstration, Fantasy-based, informative approach, this executional framework approach makes the organizers' advertising will create an effective message. (Kenneth E. Clow, Donald E. Baack - Integrated Advertising, Promotion, and Marketing Communications-Pearson (2017). Pdf, n.d.).

Source Credibility / Endorser

Because this research uses Instagram as a form of research, the source credibility in question is Endorser where Winn Gas collaborates with Endorsers to create content in a kind of creative messages to be conveyed through Instagram social media. It is because this media can be considered to have great quality and it can increase brand awareness in consumers, business people must choose a good credibility of the Endorsers. In the research, there is an effective endorser's credibility, i.e., attractiveness. In this matter, an endorser has more attraction or value in him/herself, it can make the creative message conveyed about the products easily and consumers can accept it easily. Secondly, the level of trust in the endorser's way of persuading and the expertise that the endorser has can develop the trust. Thirdly, endorser's skills seem to be visible when he/she conveys messages about products to consumers in a kind of experiences and the messages are informative. The endorsers can strengthen a branding on a product (Menayang & Marta, 2020). Fourthly, similarity is what is reflected when convincing consumers about the similarities between the speaker and the

consumers. The similarities are shown between Endorser and consumers, such as age, occupation, income, attitude, physics, ethnicity, personality, interpersonal data (Sertoglu et al., 2014) (O'Keefe, 2016).

Brand Addiction

Circumstances where consumers see the difference between needs and wants, there is a selection process that relies on changes in behavior due to the emergence of brand addiction. It is because the relationship between consumers and brands is intense and so, it involves emotions in it. The addictions that form the relationship are very close because some of them consider it a comfort in their zone. There is an uncontrollable desire and so, it enters the dependency stage consistently. Consumers frequently collect a certain brand with a feeling of satisfaction because they have succeeded in owning the brand/brand and they are able to create feelings of anxiety when they are not able to own the products. Therefore, the consumers consistently buy their products. There are many findings that individuals are addicted to a brand. They show that addictive behavior can fulfill several positive functions for the concerned individuals because they are able to devote some percentage of their income to buy the brand (Mrad et al., 2020).

Message Content Quality

The intended message format must include colors, designs, titles, and the wording of the messages. These should attract the attention of the readers. In other ways, this use shooting angle settings and other tools/properties as well as add image resolution, and therefore, the messages in the images can be conveyed with these various views which makes the content more eye-catching (Chatherine et al., 2020). The Instagram profiles

are information that consumers need and these must be understandable from the existing names, keywords, hashtags and emails. (Mia Nummila, 2015) The use of language or the messages conveyed must be understood and understandable to create its own interest to followers on social media (Mursalim, 2017) (Lumampauw et al., 2021).

B. Research Methods

The research used Holsti's content analysis method to the Instagram content of @winngas which particularly uploaded image content every day. (Viona et al., 2021). It also considered Winn Gas's Instagram posts in collaboration with Endorsers. There were two sources of endorsers to be investigated in this research, i.e., Chef Muto and Chef Devina Hermawan. Holsti explains that content analysis is a research technique in which data collection is adapted in a kind of identifying the character of the messages in detail or grouping the messages conveyed objectively and systematically (Manurung et al., 2020).

This research uses a qualitative approach or called qualitative content analysis. The qualitative content analysis is described in an orderly and directed manner with the goal of analyzing the content of creative messages on Instagram social media of @winngas. The research analyzed various research concepts, objectives and other explanations based on posts on Instagram media (Monggilo, 2020). The Instagram posts of @winngas to get creative messages, the researchers take posts for the last 30 days categorized as message appeal, execution framework and advertising elements and it includes the quality of message content plus endorser posts that fall into the source credibility category.

C. Research Result and Discussion

The discussion in this research analyzes creative content messages. These are divided into several sections in the Instagram posts of @winngas (creative content messages) starting from Winn Gas Products, Winn Gas Mini Quiz, Holidays, cooking content or recipes, Winn Gas Events, Winn Gas Facts (which contains information about unique facts) as well as creative message content. This analysis is posted with the duration of 30 days, with total content representing as many as 10 content. And for the source credibility/Endorser, it relates to the Instagram posts represented by Chef Muto and Chef Devina Hermawan.

The posting of Winn Gas Stove Product was posted on July 7, 2021. The product was posted to increase brand strengthening to the Winn Gas products. The posted one was analyzed using an advertising approach in terms of the perception of the W388 product posting with many specifications of colors, and others. These increase to the public's perception on this product with the Winn Gas brand, and the existence of this post can attract the attention of consumers. On the cognitive phase, the audience can respond correctly what is shown from the post totaling 488 likes. This triggers action behavior to the Winn Gas brand when they need a product like w388 as well. The affective phase can touch emotions and stimulate a desire to buy because they see complete specifications. It can increase the brand addiction. In the persuasive phase, there is a belief in the product post at above because it is uploaded to Winn Gas directly

The next phase relates to the transformation. There is a kind of privilege in the above post due to the Winn Gas logo. As entering into the analysis of the attractiveness of the message in this post, it goes into two (2) of the seven elements, i.e., reality and emotional. In the element of reality, it is

real that the above product is uploaded with the intention of increasing the Winn Gas brand for the W388 stove type. Moreover, it is emotional when individuals see this post and they like it a lot. In the next phase it relates to the executional framework, this reinforcement is the element of an informative approach because there is some information contained in the above post. Moreover, there are the existing specifications about the product and they obtain information related to the product.

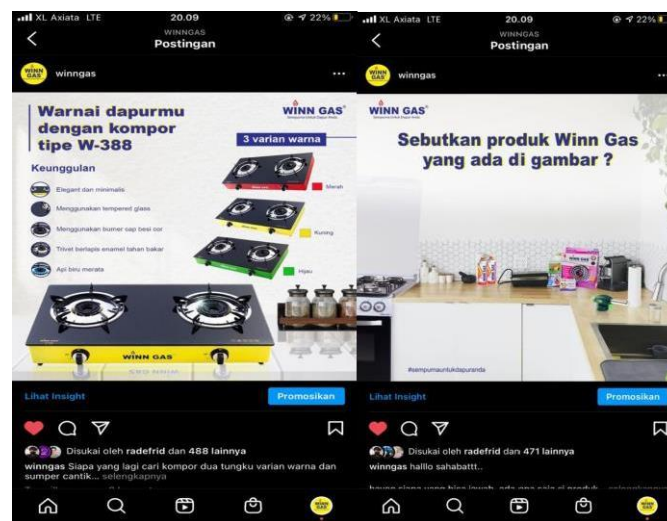


Figure 3. Winngas Instagram Content

In the post at above, it describes the content of the mini quiz that Winn Gas has made creatively. It is analyzed using an advertising approach. Firstly, it relates to perception when they see the upload there is a trigger for the attitude of action due to the interesting quiz. Secondly, the cognitive phase relates to a positive response. It occurs because those who see it definitely enter their minds without realizing they will pay attention to which products have the Winn Gas brand they will mention after they feel challenged with the posting. In the affective phase, they will really feel that Winn Gas makes mini games in the middle of their leisure time, or they will like it because

their motoric brain is running while answering the mini quiz. Furthermore, in the persuasion phase, through posting this mini quiz it can increase confidence because there are several Winn Gas brand products and it triggers audience to like Winn Gas products. There are five (5) comments when they answer questions and the amount of likes in this post reaches 471 likes. In the analysis of the attractiveness for the messages posted on June 3, 2021, they enter into an emotional and realistic element. This second element can be described in the mini quiz winn gas Instagram post, they can express that they are able to answer product types with Winn Gas log. The brand addiction process is quite successful because it enters into several phases that can determine the process.

The posting of Winn Gas on June 22, 2021 shows high empathy in relation to the congratulations to Greater Jakarta's Anniversary. This posting was in a kind of an animated video made to encourage Winn Gas' brand addiction activities, as shown from the audience of this video as many as 20,235 views. Concerning the cognitive phase of the audience, furthermore, there is a sense of empathy for saying the anniversary of Greater Jakarta, and these stimulate them to be more interested with Winn Gas products.

Concerning the affective element for the same feeling, the persuasion of belief in the post makes Winn Gas more trusted. The animated video made by Winn Gas attracts the attention. The transformation with Winn Gas that made the video on Jakarta's anniversary makes the brand associations more visible. If it is included in the last element, i.e., behavior, this post can make consumers interested because there are totally 20,235 views. Moreover, concerning the appeal of the incoming message on the music element, it is used in the Jakarta Anniversary video post with the Winn Gas logo. It makes consumers more interested and it will increase their belief to the Winn Gas

brand, and emotionally they will wait for the next unique animated design.

In a posting on June 9, 2021 with 483 likes and the theme "healthy food doesn't have to be expensive," Winn Gas's post with the theme makes consumers more interested in the activities carried out by Winn Gas to increase its brand addiction. Furthermore, concerning the cognitive element if they want to have a healthy life at an affordable cost, they will definitely look for Winn Gas' posts with the theme "healthy food doesn't have to be expensive". The affective level of feeling interested and liking the creative message makes them feel happier due to the interesting content like the picture at above and they will definitely remember the post and what makes it is from the Winn Gas brand.

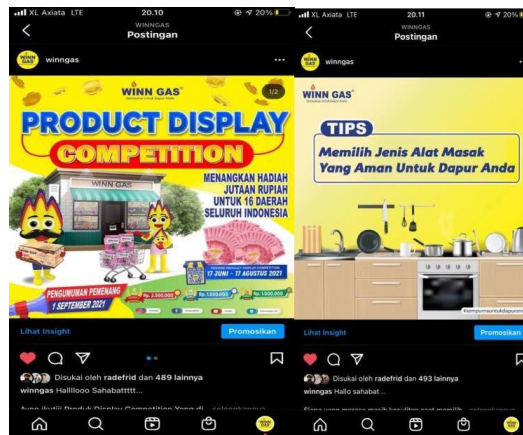


Figure 4. Winnigas Instagram Content

The content posted on June 9, 2021 with a total of 489 likes made it more attractive to consumers. This posting was posted with a very interesting design because there were several ongoing events to Winn Gas. Many took part and were interested in this event due to the prize when the contest was called "Product Display Competition." This post entered into a perception analysis because there was an introduction and awareness of

Winn Gas products. This competition required participants to post on each social media in the period of 3 months and this made the recognition of the Winn Gas brand intensified. Furthermore, concerning cognitive phase, consumers will remember the Winn Gas brand. They will look at the Winn Gas competition, and they can also see through the others' posts who participated in this competition. Concerning the affective level of liking and emotional in relation to this post, it makes them more interested with Winn Gas products because they can participate in the event and they have the opportunity to win.

The persuasion of confidence with the Winn Gas brand occurs because the company make a competition that can be followed at the national level with this post. The post can increase brand strengthening to Winn Gas products. The transformation of brand strengthening exists in the association that takes place in the post, consumers can see that the Winn Gas brand can attract attention due to the ongoing competition, they will remember that the brand association can create the event is Winn Gas. Their behavior is happy when they follow the competition and they hope that they can win the competition.

As entering the analysis of the attractiveness of this message and the posting, it includes the elements of reality and emotional if the executional framework of this posting enters into the aspect of testimonials and an informative approach when they see this content, they get information that Winn Gas is holding a national level event. With this content, the level of brand awareness in the minds of consumers is increasing and the quality of the message content can attract attention because it is quite clear and interesting. In the next posting, it relates to knowledge shared by Winn Gas. The posting was posted on June 19, 2021 with 494 likes.

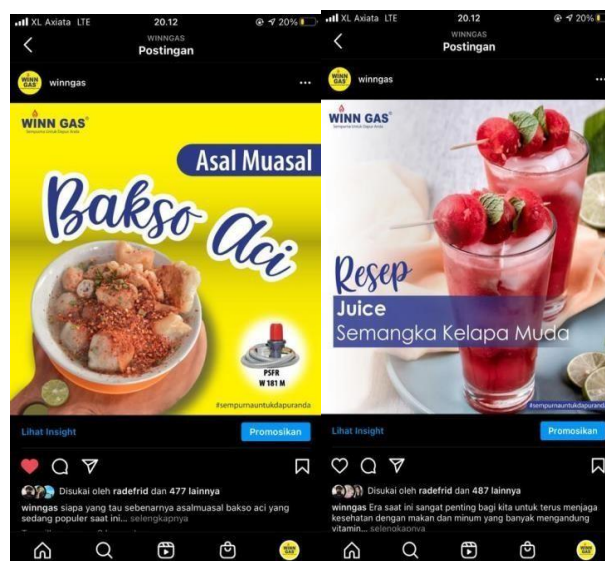


Figure 4. Winnas Instagram Content

This posting provides a content concept that attracts attention because there is knowledge here on the theme of "Tips for Choosing the Types of Cookware that is Safe for Your Kitchen" With the above posting which has a unique posting concept, this content is included in the category of attracting attention, if their perception can see that there is an awareness of learning with the posting on how they choose cooking utensils to keep it safe. As they want to practice it, they consciously remember that the knowledge of cooking utensils uploaded by the Instagram account of Winn Gas increases the brand awareness when the consumers see it. Their cognition will remember in their minds that Winn Gas has posted useful knowledge which individuals want to choose their kitchen utensils safer. Moreover, their cognition will make a fundamental reason that the reminder of this interesting and creative message comes from Winn Gas. Concerning affective phases in this matter when they will increasingly like all Winn Gas postings due to its unique news and knowledge. In this matter, individuals can

practice them very easily. This persuasive belief in the Winn Gas brand can be seen from the accountable content. So, the interaction in the comments column when Winn Gas gives a response, and therefore, the level of belief can increase Winn Gas's brand addiction. The message appeal in this posting relates to the emotional and realistic element when they see this posting. It is because of the new knowledge they receive and can practice very; it relates to the realistic discussion. The executional framework contains an element of informative approach. In this matter, readers feel that there is important information that they can get through the theme of the above posting, i.e., safety tips for choosing kitchen utensils. Otherwise, this can increase Winn Gas's brand addiction. It is because there is something that sticks in their minds when they see the postings. Moreover, the content quality of the message is also acceptable because it uses language that customers can easily understand.

Figure 5. Winnigas Instagram Content



Furthermore, the above posting was posted on June 24, 2021 and there were 478 likes for the posting. In the description, the posting of Winn Gas with the theme of "the origin of tapioca flour meatballs" the content of the creative message in this posting makes the Winn Gas brand more well known and it can increase the awareness of Winn Gas brand. With the content like this, consumers will be more curious and more interested and so, they will follow Winn Gas' postings every day. This creative content can actually increase awareness and the introductions as well. It is because this special interest includes in the element of perception of uniqueness for this posting and it makes new perceptions about the Winn Gas brand among the consumers. Their cognition will be very memorable due to this Instagram posting. Every time they eat meatballs, they will know where the meatballs come from after they see the postings from Winn Gas.

It is very effective if the interesting content is maintained consistently. These will make them follow the development of Winn Gas' Instagram posts. From the affective phase, they like the postings of Winn Gas for this creative message of "the origin of tapioca flour meatballs." Therefore, they increase their interest to the postings that Winn Gas updates every day. They will definitely convince that the Winn Gas brand exists due to the posting and the uniqueness of the message conveyed in the posting includes the persuasive element.

The message appeal goes to the emotional and reality elements and it is easily accessible and the truth about the origin of this tapioca flour meatball can be found out easily. It will increase their general knowledge and they automatically realize the posting on Winn Gas's Instagram account. The executional framework includes the elements of storytelling and an informative approach. Therefore, this posting can increase Winn Gas's brand

awareness and it is a very effective quality message content.

The above posting was posted on June 29, 2021 with 487 likes. The posting has the theme of the young coconut watermelon juice recipe. With this content, the perception of the Winn Gas brand is getting more real because cooking utensils definitely relate to food and beverage introductions and the awareness will increase due to the postings. It attracts attention to quickly try and make according to the recipe shared by Winn Gas. They will remember because the content attracts attention by making the young coconut watermelon juice and the ingredients used here are easy and therefore, this content can attract consumers' interest. It includes the cognitive and affective element. They like it more. It is because it is strengthening the quality of good message content and the image design. Therefore, it can increase the confidence of the customers to try it. They will also realize that the posting is on the Winn Gas account. The message appeal goes to reality and emotion if the executional framework includes in the informative approach. This posting also makes the Winn Gas brand more popular, and therefore, it will result in a higher level of the brand awareness.

Source Credibility/Endorser

Winn Gas chose Chef Muto because there is something more attention that will imprint on people's minds, i.e., his style and language, i.e., "watauuuuuuuwwwww." The chef known in that language has 25.4K followers on social media Instagram and 2,298 posts. It was what made Winn Gas collaborated with Chef Muto. With the source credibility, it can improve the quality of creative messages about the Winn Gas brand and its products. Because any provided information will increase the value of the product or brand that is being marketed.

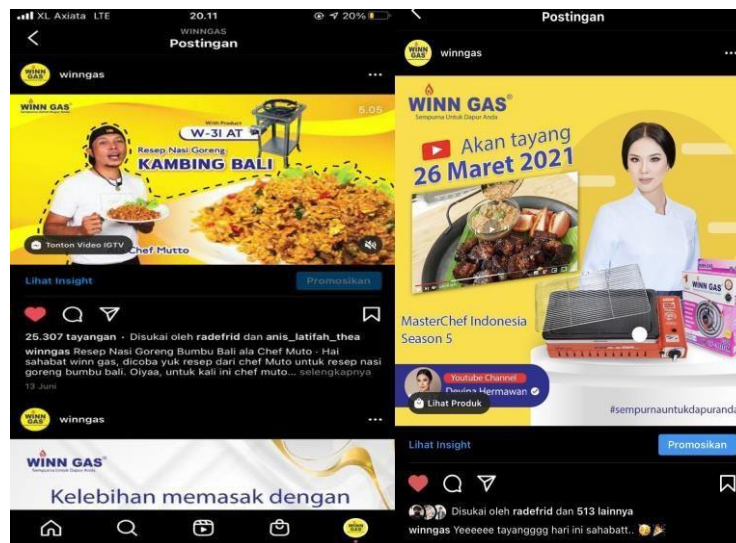


Figure 7. Winn gas Instagram Content

1. The attractiveness/charisma that Chef Muto has when he makes the content of balinese goat fried rice recipe. He attracts when he is cooking and playing with cooking utensils. It makes winn gas content capable to attract consumers who see it. They will be interested due to its rich content and otherwise, it does not market the charisma of Chef Muto at all.
2. Trust because Chef Muto has been known for 5-6 years of his career as a chef. He is known for his quite quirky style and the language of "watauuuuuwwwww." It can increase interest and so, the trust is increasing due to his length of career, winn gas cooperates with Chef Muto so far.
3. Trust is definitely acceptable because there is an element of experience. Therefore, confidence in Winn Gas is increasing.
4. Expertise or experience. The expertise that Chef Muto has is enough to make winn gas entrust the new product w31AT to him. The

product will be marketed through the content created due to his cooking skills and it conveys a message very clear when explaining the product specifications. The skills are what make the brand winn gas rises among the same target audience, i.e., cooking lovers

5. The similarity of choosing Chef Muto because the target market is the same, i.e., consumers who like to cook or cooking lovers

Secondly, Winn Gas collaborated with Chef Devina Hermawan, the first winner of the Masterchef Season 5. On this occasion, Winn Gas made chef Devina Hermawan as a marketer for Winn Gas' new product, i.e., Grill and BBQ W2WS. The content presented by Chef Devina was a recipe of sweet grilled ribs. Chef Devina made the recipe directly and therefore; consumers could accept the creative message conveyed here.

1. The attraction and charisma. The characteristics is shown in Chef Devina Hermawan. It was shown when she won the Indonesian marter chef and made here more popular in the cooking world. This attraction makes Winn Gas interested in collaborating with Chef Devina, and therefore, what Chef Devina has to say can be conveyed properly.
2. Trust, the creative messages were conveyed about the Winn Gas brand and its products when Chef Devina Hermawan became the winner in Masterchef Season 5.
3. The experience that Chef Devina has has been mature enough and therefore, consumers can trust Winn Gas as a mainstay brand.

4. The similarity that Chef Devina has in common with mothers who like to cook makes what they say easy to accept because they share the same hobbies and experiences.

D. Conclusion

This research concludes that creative content messages on Instagram social media can trigger brand addiction in the audience of followers. There are two points, i.e., the quality of the profile on Instagram which is analyzed using advertising aspects in which there are five (5) elements of perception, cognitive, affective, persuasion, Transformation and behavior. These five elements in every post on Winn Gas' Instagram profile will be very effective because creative messages are conveyed well and therefore, brand strengthening in each post will be of great value. As analyzing using the appeal of the message, there are seven (7) elements, i.e., fear, humor, sex, music, reality, emotional and rationalism. If in the post there is one of the appeals of these messages, the posts that Winn Gas has uploaded will produce good results in increasing the strengthening of the Winngas brand. The execution framework has eight (8) elements, i.e., animation, slice of life, storytelling, testimonials, automotive, demonstration, fantasy and informative approach. The source credibility chosen by Winn Gas Chef Muto and Chef Devina Hermawan makes maximum results because it has fulfilled the five existing elements, i.e., attraction, trust, experience and similarity.

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Lentera: Jurnal Ilmu Dakwah dan Komunikasi

Vol. V, No. 2, Desember 2021

P-ISSN: 2549-7391, E-ISSN: 2549-578X

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