

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the digital era, marketing communication strategies have evolved rapidly, especially through social media platforms such as Instagram. These platforms enable companies to engage directly with their audiences using interactive and visually appealing content. One of the increasingly important objectives of marketing communication today is not only to promote products or services but also to strengthen brand awareness a consumer's ability to recognize and recall a brand.

Brand awareness plays a crucial role in shaping consumer perceptions and preferences. According to Kotler & Keller (2016), brand awareness is the foundation of brand equity and significantly influences consumer decision-making. In the context of environmentally conscious business practices, marketing communication is also used to promote sustainability efforts and the company's commitment to environmental responsibility.

In the context of marketing communication strategy, using effective communication helps companies convey their commitment to sustainable practices to consumers, stakeholders and the wider community. Communication cannot be done alone, it must have a partner or a purpose. Communication is also referred to as the activity of conveying messages, ideas, information, feelings, using one type of channel and the information can be received by the communicant well (Wisataone, 2021). Good communication ensures that messages regarding sustainability and environmentally friendly efforts are conveyed accurately and convincingly to consumers. Clear communication is the key to building a good reputation and consumer trust in marketing communication. Today's consumers are more critical and often seek information about how products are made, the materials used, and how the environmental impact is managed. Through professional and honest communication, companies can explain the concrete steps they are taking to

reduce their environmental impact and increase sustainability, increasing consumer trust and strengthening their loyalty to the brand.

Business can only function if there is interaction and communication between two or more people. Although someone can run a business individually, in general business is carried out by an entity or organization. This is a form of cooperation between two or more people who work together to achieve certain goals. In an organization, business communication helps ensure that all team members understand their goals and tasks, and can work together effectively to achieve desired results. Effective communication includes various aspects such as providing clear directions, conveying important information, providing constructive feedback, and ensuring all team members feel involved and valued.

Apart from that, business communication via an Instagram account is an effective strategy for reaching a wide and diverse audience. By utilizing features such as Instagram Stories, IGTV, and post feeds, companies can convey business messages in a visual and interesting way. Through consistent and quality content, companies can build brand awareness, increase engagement, and strengthen relationships with customers. In addition, direct interaction through comments, direct messages and live sessions allows companies to respond to questions and input from customers in real-time, which in turn can increase customer trust and loyalty towards the brand.

With communication using social media, namely Instagram, it is easy to manage the company's image and brand in marketing communication strategy, the image of a company that is environmentally responsible is very valuable. Through well-planned communications campaigns, companies can build this image and differentiate themselves from competitors. This can be done through various communication channels such as social media, company websites, sustainability reports, and marketing campaigns that highlight the company's green initiatives. Companies must be able to convey complex information about environmentally friendly practices and sustainability in a way that consumers can easily understand. This education can include explanations about sustainable raw materials, energy-efficient production processes, and the benefits of products on the environment.

With the right education, consumers will better understand the value of environmentally friendly products and be more likely to choose them.

PT. Riau Andalan Pulp & Paper, which is more familiar with the name PT. RAPP operates under the coordination of Asia Pacific Resources International Holdings Ltd or APRIL Group. APRIL Group itself is a member of the Royal Golden Eagle (RGE) Group which was founded by Sukanto Tanoto in 1973. Royal Golden Eagle (RGE) Group has developed into a global business group that employs more than 60,000 employees. Apart from that, the RGE Group also has assets totaling US\$ 25 billion and sales reach throughout the world. As the founder of the company, Sukanto Tanoto applies the 5C principles to each of his companies. The 5C principle referred to by Sukanto Tanoto is that business practices must bring goodness to the Community, Country, Climate, Customers and ultimately good for the Company. The application of this principle aims to create a company that is responsible for the surrounding environment.

PT. Riau Andalan Pulp and Paper (PT. RAPP) is known as a company that prioritizes sustainability and environmentally friendly principles in every aspect of its operations. As one of the main players in the pulp and paper industry in Indonesia, PT. RAPP has succeeded in building a strong brand image with a commitment to responsible forest management practices. This company has obtained various international environmental certifications such as the *Forest Stewardship Council* (FSC), which confirms that its products come from sustainably managed forests. Apart from that, PT.RAPP is also known for innovations in environmentally friendly technologies, which minimize negative impacts on the ecosystem.

One of PT.RAPP is *Riau Ecosystem Restoration* (RER), a long-term program that aims to rehabilitate and protect critical peat ecosystems in Riau province, through RER, PT.RAPP collaborates with various parties, including the government, non-governmental organizations and local communities, to restore the ecological function of the area and prevent forest and land fires. This program not only shows the dedication of PT.RAPP towards environmental conservation but also contributes to improving the welfare of surrounding communities through

sustainable economic development. Thus, PT.RAPP not only reflects high product quality, but also integrity and social responsibility which are the basis of the company's operations. Initiatives such as RER strengthen position PT.RAPP is a pioneer in an industry that focuses not only on profits, but also on environmental preservation and community development

The researcher was interested in exploring how the @RER_Riau Instagram account implemented marketing communication strategies to build RAPP's brand awareness. This study specifically examined the types of strategies used in Instagram posts and analyzed the audience engagement level, as reflected through likes, comments, and shares. By focusing on the content shared by Riau Ecosystem Restoration (RER)—an environmental initiative under PT RAPP—this research aimed to understand how visual and narrative elements influenced public interaction. A descriptive qualitative method was used in this research, under the title “Analysis of Marketing Communication Strategies Used by RER_Riau Instagram Account to Promote RAPP Brand Awareness.”

1.2 Formulation of the Problem

Researcher formulated two questions that need to be answered in this research, namely

1. What types of marketing communication strategy does @RER_riau employ on Instagram?
2. What is the audience engagement level (like, comment, share) on @RER_riau Instagram post?

1.3 Limitation of the Problem

This study focuses solely on the types of marketing communication strategies used by @RER_riau, particularly in the context of marketing communication, and the level of audience engagement analyzed in this study is limited to publicly visible metrics, such as the number of likes, comments, and

shares. This study focuses on RER's Instagram posts during the period of May-July 2024.

1.4 Objectives of Study

This study aims to analyze two main aspects. First, to identify and analyze the types of marketing communication strategies used by the Instagram account @RER_riau. Second, this study aims to measure the level of audience engagement (likes, comments, and shares) with content published by @RER_riau.

1.5 Significance of Study

This research is of great significance to various related parties.

1. For researchers, this study provides an opportunity to deepen our understanding of marketing communication strategies on social media, particularly on Instagram. Additionally, this study trains researchers to critically analyze audience engagement using a qualitative descriptive approach. The findings can serve as a basis for further research on environment-based marketing communication, digital consumer behavior, and the effectiveness of social media in building an organization's environmentally friendly image.
2. For students in the field of marketing, this research will provide them with practical insight into developing and optimizing communication strategies that support environmentally sustainable initiatives and for future researcher who have research related to similar matters in this field. Thus, this research not only contributes to practical and theoretical understanding but also has implications for the development of corporate policies and more sustainable marketing approaches in the future.