

The Role of Social Media Marketing in Brand Image and Purchase Intention at PT Menara Indonesia

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Abstract

Social media marketing plays a crucial role for companies operating in this digital age. In the case of PT Menara Indonesia, social media marketing serves as a platform for promoting their bootcamp products. Bootcamps are short and intensive training and learning programs focusing on current industry needs. The topics offered by PT Menara Indonesia are up-to-date and beneficial for future job prospects. Therefore, PT Menara Indonesia utilizes digital marketing to disseminate information about its products to potential consumers. The use of social media marketing by PT Menara Indonesia has a positive impact on its brand image and purchase intention.

Keywords: Social Media Marketing; Brand Image; Purchase Intention; Consumer Behavior; Consumer Engagement

1. Introduction

Consumer purchase intent is often used to analyze consumer behavior. Before making a purchase, consumers will usually gather information about the product based on personal experience and information from their environment. After gathering information, consumers will begin to assess the product, evaluate it, and make a purchase decision after comparing products and considering them. According to Kotler and Keller [1], consumer purchase intention is a consumer behavior in which consumers have a desire to buy or choose a product based on their experience in choosing, using, and consuming or even wanting a product.

The use of social media in marketing strategies is increasingly in the spotlight in the context of modern business. PT Menara Indonesia, as a company that is no exception, is also facing this transformation. Social media is not only a means of communication, but also an effective platform for building a strong corporate brand image. PT Menara Indonesia's presence in the digital business world provides an opportunity to detail how marketing through social media influences consumer perceptions of the company's brand.

Brand image can be defined as consumer perceptions based on their experiences with a particular brand. According to Tjiptono, brand image can be described as buyers' trust in a particular brand. In this case, brand image is not just a visual identity, but is also formed through positive interactions with consumers on social media platforms. Positive responses and high engagement can strengthen the relationship between the company and its customers. Therefore, this study aims to explore the depth of the role of social media marketing at PT Menara Indonesia on their brand image.

Another aspect that is no less important is consumer purchase intent. Social media marketing not only creates awareness of products or services but also influences purchasing decisions. How PT Menara Indonesia has successfully utilized social media to increase consumer purchase intent is the focus of this study. Along with the growth in social media usage, companies are not only faced with opportunities but also risks arising from online interactions. Awareness

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of the potential negative impacts and risk mitigation strategies can provide valuable insights for PT Menara Indonesia. In terms of the impact of social media marketing, it is also important to understand that each platform has its own unique characteristics. How PT Menara Indonesia uses the diversity of social media platforms to achieve their marketing objectives is an integral part of this study.

As a company operating in a dynamic business environment, PT Menara Indonesia is faced with the demand to adapt to the changing times. Successful marketing through social media lies not only in its presence but also in its ability to innovate and communicate effectively with an ever-changing audience. By involving consumers in the marketing process, PT Menara Indonesia can also create deeper engagement. This interactive strategy has the potential to strengthen customer relationships and build lasting loyalty.

Social media marketing is not only used as a promotional tool, but also as a window into the world of consumers. Empathetic analysis and feedback received through social media can be valuable guidance for PT Menara Indonesia to refine their marketing strategy. Thus, this study will not only provide a comprehensive picture of the influence of social media marketing on brand image and purchase intention at PT Menara Indonesia, but also provide strategic insights to support the sustainability of companies in the digital era.

Several previous studies have examined the role of social media marketing in shaping brand image [2] and the relationship between brand image and purchase decisions [3]. However, there are still limitations in seeing the integrated relationship between social media marketing, brand image, and purchase intention in a single, comprehensive research model. In addition, the theoretical approaches used previously have mostly leaned toward consumer behavior theory, without linking it to the perspective of producer behavior as actors who design digital marketing strategies. Therefore, in this context, research using producer behavior theory to explain how producers' strategic decisions (in the form of social media campaigns) influence brand image and consumer purchase intention is still limited. Thus, this study attempts to fill this gap by using producer behavior theory to understand the influence of social media marketing and brand image on purchase intention in the digital context.

Producer behavior theory in economics studies how humans carry out production activities. Production is the end result of economic activities using inputs. Producers are individuals or business entities that carry out business activities within the jurisdiction of Indonesia. Producer behavior cannot be separated from ethics in production activities.

The relationship between marketing theory and producer behavior lies in the concept of dependency in business. Marketing theory emphasizes understanding customer needs to create added value in products or services. Meanwhile, producer behavior emphasizes the motivation, decisions, and actions of producers in responding to the market.

Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging valuable products with other parties. Modern companies use social media marketing to promote their products or services efficiently.

Social media marketing is the process of marketing through social media, utilizing social interactions to connect brands with consumers. It allows individuals to promote their websites, products, or services through online channels and large communities that are not available through traditional channels.

In this study, producer behavior theory examines how producers make decisions in their production activities. This includes understanding producer motivation, production decisions, and their production elasticity. On the other hand, marketing theory focuses on how companies create, deliver, and exchange value to their customers.

This involves understanding customer needs, creating product value, and marketing strategies, including marketing through social media. In this context, social media marketing plays an important role by allowing companies to interact directly with their customers through social media platforms, which can influence brand perception and purchasing decisions. By understanding these two theories in depth, we can see how interdependence in business occurs through the interaction between producers and marketers in responding to the market and customer needs.

Kotler and Keller [1] defines image as the beliefs, ideas, impressions, feelings, or perceptions that the public has about a company, object, person, or institution. For companies, brand image means the public's perception of the company's identity. This perception is based on what the public sees or knows about the company. Therefore, the same company may not necessarily have the same image in the eyes of different people or communities.

Kotler and Keller [1] explains purchase interest as consumer behavior that shows interest in buying a product or service, which arises when consumers have confidence in the product and have the ability to make a purchase.

2. Material and methods

This study uses a qualitative descriptive method, which is a research strategy to investigate events or phenomena in individuals' lives and ask individuals or groups to recount their experiences. Sandelowski [4] explains that qualitative descriptive design is an eclectic but reasonable combination of sampling techniques, data collection, analysis, and presentation of findings. This study aims to describe the role of social media marketing on brand image and purchase intention at PT Menara Indonesia. The informants involved in this study were seven people from the digital marketing division and one mentor who accompanied them during their internship. The data collection method used was participant observation, which is observation where the person observing the subject also participates in the life of the subject being observed. In this case, the researcher conducted an internship at the research location for 6 months, which provided sufficient time for the researcher to collect data using the participant observation method. The research stages included data collection through interviews and observation, as well as data processing using qualitative descriptive analysis methods, which involved data reduction, data presentation, and drawing conclusions [5].

3. Results and discussion

3.1. Social Media Marketing at PT Menara Indonesia

PT Menara Indonesia is a business consulting company operating in the digital age. It relies on social media as its primary tool for promoting its products to the public. They make good use of various platforms, such as Instagram and TikTok, to share content that appeals to users.

- PT Menara Indonesia's Instagram profile: The company has several products, including Kampus Gratis and M-Knows Consultant, and each Instagram account advertises a different product. A content planning strategy is used to determine the type of content and when it will be uploaded. The selected content is designed to suit the product and target market. Standard templates from the digital marketing division are also used to ensure that the Instagram accounts look neat. PT Menara Indonesia has succeeded in increasing the number of followers on both accounts by implementing this strategy, which strengthens their brand image and increases public trust in their products and services.



Figure 1 Kampus Gratis Instagram Profile

- PT Menara Indonesia's TikTok profile: As a social media platform that allows users to create and share short videos, TikTok is also utilised by PT Menara Indonesia. They use content planning to develop engaging strategies for the app. The focus here is not only on the number of followers, but also on consistent view counts. PT Menara Indonesia creates content that follows viral trends, successfully attracting high view counts. This influences the product marketing process and increases interest in purchasing from the company.

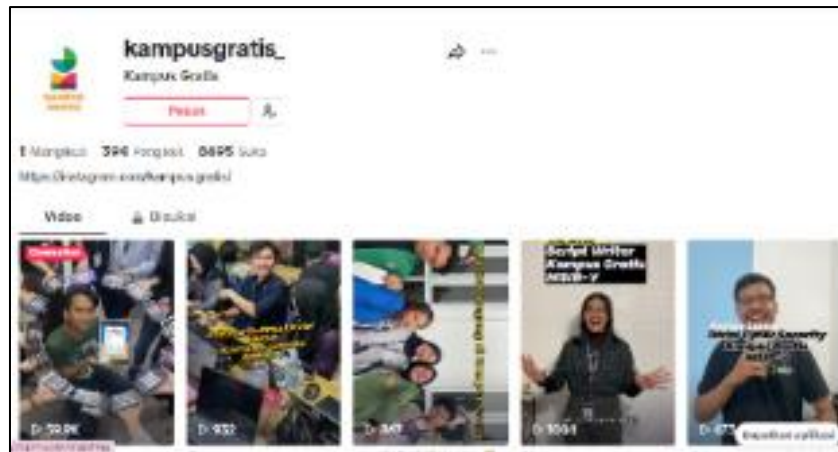


Figure 2 TikTok Profile and Kampus Gratis Content

PT Menara Indonesia utilises two major social media platforms, Instagram and TikTok, as digital marketing channels. With a content planning and product segmentation approach, each account focuses on specific products (e.g. 'Kampus Gratis' and 'M-Knows Consultant') to tailor messages to target audiences. This approach reflects a digital marketing segmentation and positioning strategy that prioritises visual consistency and content relevance. In the literature, this is referred to as an important aspect of social media marketing (SMM) for building a strong brand image and increasing public trust in the brand [6,7]. Additionally, the use of TikTok with a focus on viral video content and consistent views, rather than just the number of followers, demonstrates an understanding of algorithm dynamics and contemporary social media user behaviour: engagement, rather than reach, is key to marketing effectiveness [8,9]. Empirical results show that SMM activities have a positive direct and indirect effect on purchase intention through the mediation of brand image and/or brand trust [6,7,8]. Thus, the increase in followers, consistent visual appearance and viral content on Instagram and TikTok observed in PT Menara Indonesia's campaign strategy can be justified as effective steps to strengthen the brand image and encourage interest in purchasing or registering for their products.

Strengthening PT Menara Indonesia's social media marketing (SMM) strategy aligns with the theoretical basis of the SMM framework developed by Kim and Ko [10]. This framework emphasises that the key elements of SMM, such as entertainment, interaction, trendiness, customisation and word-of-mouth marketing, play a significant role in shaping brand image and increasing consumer purchase intent. Consistent content and high levels of user engagement on platforms such as Instagram and TikTok are concrete examples of interaction and trendiness, which Kim and Ko [10] claim are essential for creating value for consumers in the digital era. Furthermore, Keller's [11] Customer-Based Brand Equity (CBBE) theory asserts that consumer exposure to brand stimuli through social media can strengthen brand associations in memory, thereby enhancing brand image and encouraging purchase intent. PT Menara Indonesia's content strategy, which follows trends and maintains visual consistency, is in line with the brand equity formation mechanism described by Keller.

Supporting Keller's theory, empirical research conducted in various countries has shown that social media marketing (SMM) has a significant influence on brand image and purchase intention. Bilgin [12] found that SMM activities on Instagram directly increase brand awareness and brand image, both of which positively impact purchase intention. Similar results were reported by Alalwan [13], who found that social media interactivity and content quality increase consumers' emotional and cognitive responses, driving purchase interest. Chetioui, Benlafqih and Lebdaoui [14] confirm that trend-based social media content and influencer engagement strongly influence the purchasing decisions of the younger generation, particularly on platforms such as TikTok and Instagram. These findings therefore provide a strong academic basis for the theory that PT Menara Indonesia's strategy, which focuses on planned, consistent, trend-following and visually appealing content, can improve its brand image and consumer purchase intention.

3.2. Social Media Marketing on Brand Image at PT Menara Indonesia

PT Menara Indonesia has successfully built a strong brand image and increased potential buyers' interest in its products and services by using social media marketing strategies, particularly on Instagram and TikTok. Social media marketing has had a significant impact on PT Menara Indonesia's brand image. Social media platforms enable companies to convey their brand values and messages directly to a global audience. Effective marketing strategies on social media can strengthen brand identity, increase visibility, and foster strong relationships with customers. PT Menara Indonesia

utilises the features available on Instagram and TikTok, such as attractive visual content, interactive campaigns and participation in current trends, to create a positive experience that appeals to users' emotions.

The increase in followers on their Instagram and TikTok accounts demonstrates the effectiveness of this marketing strategy in building their brand image. However, to maintain a positive brand image, companies must respond wisely to customer feedback and interactions. Interview results with the PMO of the Free Campus External Team also emphasise the importance of strengthening company branding before selling products to consumers. Instagram and TikTok are used not only to shape brand identity, but also to maintain and enhance a positive brand image through engagement and responsiveness.

The active use of social media through creative visual content, user interaction and brand consistency is key to building a strong brand image. Research conducted by a Diponegoro University team shows that social media can be used as an effective branding tool, capable of 'building an extraordinary brand image and increasing brand awareness' through engaging content, two-way communication and visual consistency [15]. In the Indonesian e-commerce sector, research shows that social media marketing positively influences consumer loyalty, with brand image acting as a significant mediator [16]. PT Menara Indonesia's strategy of separating accounts according to product, maintaining visual consistency and designing content according to the target market is in line with these academic findings, enabling the company to shape positive perceptions and public trust.

The company's active interaction with consumers and responsiveness on social media play an important role in strengthening the brand image and building brand trust, ultimately increasing purchase intention. A recent meta-analysis shows that responsive social media activity can significantly increase brand trust, as companies can provide direct and fast communication, as well as handle consumer feedback effectively [17]. Supporting these findings, research on Instagram content also shows that managing relevant, informative and interactive content can shape positive consumer perceptions of a brand's image [18]. PT Menara Indonesia's success in increasing its number of followers, maintaining account consistency and managing interactions with audiences provides evidence that its practices are in line with the literature — namely, that social media marketing strategies are effective in building and maintaining brand image while increasing consumer purchasing interest.

3.3. Social Media Marketing on Purchase Intention at PT Menara Indonesia

PT Menara Indonesia's use of social media marketing on platforms such as TikTok and Instagram has effectively increased consumer purchase intent. Viral content builds consumer awareness and drives sales, as demonstrated by the high level of interest in the 'Digital Marketing & Event Management' bootcamp. Creative social media marketing strategies have a positive impact on sales and consumer participation.



Figure 3 Digital Marketing and Event Management Bootcamp Banner

The design has been adapted to meet the established requirements regarding the colour palette, selected elements and informative content. PT Menara Indonesia will easily achieve its goals by creating a consistent and targeted design.



Figure 4 M-Knows Consulting TikTok Content

PT Menara Indonesia takes a holistic approach to its marketing strategy, creating not only banners and posters but also video content for the TikTok platform. Viral trends are taken advantage of to create interesting content with suitable storylines, the right talent is selected, and professional video editing is performed. The content is then uploaded to the M-Knows Consulting TikTok account.

PT Menara Indonesia's social media strategy shows that viral content serves not only as a promotional tool, but also shapes how consumers perceive the value of a product. This phenomenon can be understood through the concept of the co-creation of meaning: consumers do not merely receive messages; they also reinterpret the value of a product based on the visual and narrative experiences they encounter on platforms such as TikTok and Instagram [19] (Arnould & Thompson, 2018). Creative content showcasing the experiences of bootcamp participants or snippets of the digital marketing learning process creates experiential value, encouraging consumers to feel closer, more trusting and ultimately more interested in making a purchase[20] (Schmitt, 2012). These findings align with previous research indicating that consumers are more influenced by visual emotional representations and experiences than by traditional verbal promotions [21] (Godey et al., 2016). Thus, the virality of PT Menara Indonesia's content increases visibility and gives deeper meaning to its training products, strengthening purchase intention.

Interactions in the form of comments, duets or TikTok stitches play a significant role in shaping social perceptions of a brand. These interactions can be understood through social influence theory, which states that consumers judge the credibility of products based on social validation from online communities [22] (Cialdini, 2021). This is evident at PT Menara Indonesia, where positive interactions and high engagement create a collective trust that influences purchasing decisions. However, several studies also caution that reliance on virality can be a double-edged sword: content that does not align with audience values can quickly trigger resistance or rejection, thereby weakening purchase intent [23] (Appel et al., 2020). Thus, PT Menara Indonesia's experience demonstrates that creative content strategies can strengthen purchase intention through social and emotional mechanisms, but consistency in values and caution in content production are also prerequisites for maintaining the sustainability of this impact.

4. Conclusion

This study found that social media marketing, particularly on Instagram and TikTok, significantly improved PT Menara Indonesia's brand image and increased consumers' intention to purchase. Attractive Instagram profiles and creative TikTok content successfully attracted consumers' attention, leading to an increase in positive interactions. Consequently, purchase intent increased, as evidenced by a substantial rise in bootcamp registrations. These findings emphasise the importance of social media marketing strategies in supporting a company's success in today's digital age. Companies must actively engage with their followers on social media platforms. Responding quickly and politely to consumer comments, questions and feedback will help to strengthen customer relationships and build a positive brand image.

As with other complementary studies that adopt different perspectives and research methods, this study has several limitations. The research design does not allow the researchers to analyse the association between social media marketing, brand image and purchase intention. Additionally, the study does not explore how TikTok and Instagram content affect consumer psychology in depth. Furthermore, the social media interaction data used provides a snapshot only, so cannot offer a longitudinal view of the consistent effectiveness of digital marketing strategies.

Given these limitations, future researchers are advised to conduct quantitative or mixed-methods research in order to statistically measure the influence of social media marketing on brand image and purchase intention. Future research could also adopt a phenomenological approach to gain a deeper understanding of the psychological mechanisms behind consumers' responses to TikTok and Instagram content. Moreover, longitudinal research is required to monitor changes in the effectiveness of social media strategies over time.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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