

The Influence of Consistent Social Media Communication on Brand Awareness of Ignos Studio's MSMEs

I . D. G. Aristana¹, I K. W. D. Prayana², N. M. Sudianti³, L. P. R. A. Ratnaningrum⁴, dan N. W. A. D. Pratiwi^{5*}

¹ Institut Bisnis dan Teknologi Indonesia, Indonesia 1; email: dewa.aristana@instiki.ac.id

² Institut Bisnis dan Teknologi Indonesia, Indonesia 2; email: wira.dharma@instiki.ac.id

³ Institut Bisnis dan Teknologi Indonesia, Indonesia 3; email: madesudianti@instiki.ac.id

⁴ Institut Bisnis dan Teknologi Indonesia, Indonesia 4; email: rarastiki@instiki.ac.id

⁵ Institut Bisnis dan Teknologi Indonesia, Indonesia 5; email: anggita.dara@instiki.ac.id

Corresponding author : I Dewa Gede Aristana

Abstract: Digital transformation has reshaped how Micro, Small, and Medium Enterprises (MSMEs) communicate with consumers, especially through social media. This study aims to examine the influence of social media communication consistency on brand awareness at Ignos Studio, a photography-based MSME using Instagram. The core issue is the lack of consistency in visual identity, verbal style, and posting frequency, which may hinder brand awareness development. A quantitative correlational survey was conducted involving 120 active followers of @ignos.studio on Instagram. Brand awareness was measured through brand recognition, recall, and top-of-mind awareness. The data were analyzed using multiple linear regression via SPSS version 31. The findings show that social media communication consistency significantly influences brand awareness ($R^2 = 0.719$). Partially, visual and frequency consistency have a significant positive effect, while verbal consistency has no significant effect. These results support the theoretical foundation of Integrated Marketing Communication (IMC), highlighting the importance of cohesive visual identity and consistent rhythm in reinforcing brand memory. This study offers practical implications for MSMEs to develop structured and consistent social media strategies to enhance sustainable brand awareness.

Keywords: Brand awareness; Digital strategy; Instagram marketing; Message consistency; MSME branding

1. Introduction

Introduction In the current digital era, social media has become a strategic communication tool for Micro, Small, and Medium Enterprises (MSMEs) to engage markets and build emotional proximity with consumers. Instagram, in particular, serves as an ideal platform for creative service-based MSMEs like photography. Ignos Studio, based in Abianseml, Bali, actively utilizes Instagram to communicate its brand and promote its services. However, preliminary observations reveal inconsistencies in visual design, message style, and upload frequency. These inconsistencies risk hindering the optimal development of brand awareness

Previous studies emphasize the importance of communication consistency in enhancing brand awareness. Ahmed et al. (2023) found that consistent visual and verbal communication significantly impacts brand recall and recognition. Park and Lee (2021) demonstrated that a uniform Instagram layout enhances top-of-mind awareness. However, most research isolates visual, verbal, and frequency dimensions without integrating them into a unified model. This study addresses that gap by assessing the collective influence of all three dimensions

Weakness method previously lies in its tendency analyze One dimensions in a way separate, without see interaction between factor. In fact, on platforms like Instagram which are

Received: June 01, 2025

Revised: June 14, 2025

Accepted: June 28, 2025

Published: June 30, 2025

Curr. Ver.: June 30, 2025



Copyright: © 2025 by the author.

Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

dynamic and visual, integration third dimensions consistency the become key success communication brand. Therefore that, research This designed For evaluate influence consistency social media communication, including visual harmony, narrative message, and intensity uploads on Ignos Studio's brand awareness, which was measured through indicators of brand recognition, brand recall, and top-of-mind awareness.

Study This use approach quantitative with method survey against 120 respondents active @ignos.studio account, and the data was analyzed with technique multiple linear regression using SPSS version 31. Research This give contribution : (1) development of a conceptual model social media communication integrated for MSMEs based on service creative ; (2) evidence empirical in context local Indonesian; and (3) guide strategic in management digital content in a consistent.

Structure article This consists of above : Part 2 discusses review libraries and frameworks theory ; Part 3 explains methodology research ; Section 4 presents results and interpretation analysis ; and Section 5 concludes with conclusions , implications , and directions study advanced

2. Literature Review

Study about consistency social media communication has Lots carried out in various context and region. A study by Ahmed et al. (2023) shows that MSMEs in Malaysia are implementing consistency in visual and verbal elements have higher levels of brand recall and recognition high . On the other hand , Gonzalez et al. (2022) emphasized that structured verbal narrative capable strengthen association brands , in particular in context of digital SMEs in Spain . Park and Lee (2021) in studies they find that Harmonizing visual layout on Instagram increases top -of-mind awareness among users young people in South Korea.

Although thus , some big study the discuss dimensions consistency in a way separate . Not many yet studies that combine third dimensions primary , visual, verbal, and frequency in one integrative model used in a way specific to service MSMEs creative like photography . Research This make an effort fill in gap the with a more approach comprehensive and contextual to characteristics local MSMEs in Indonesia.

2.1 Theory Consistency Communication

Communication consistency is a core principle of Integrated Marketing Communication (IMC), which emphasizes the importance of delivering a unified message across communication channels (Keller, 2020). Wheeler (2017) added that consistent visual identity includes logo, palette color , typography , and layout will speed up the recognition process brand recognition and strengthening brand professionalism .

Consistency message or Verbal consistency , as proposed by Mangold & Faulds (2021), also applies strengthen perception and credibility brand . Likewise with consistency frequency

, which according to research by Oliveira and Cruz (2023), has an influence on brand salience if done in rhythm scheduled (at least three times per week). With Thus , research This align theories the in measure How three form consistency communication influence brand awareness.

2.2 Brand Awareness Theory

Brand awareness or awareness brand is fundamental elements in the decision-making process decision consumers . Aaker (1996) stated that brand awareness includes brand recognition, brand recall, and top-of-mind awareness. Meanwhile that , Kotler and Keller (2021) emphasize that consumer tend buy product from more brands formerly they recognize .

According to Rossiter and Percy (1997), the strategy for building brand awareness includes repetition message , easy visual remember , association strong emotions , and the use of digital media in a effective . Study Contemporary research by Chahal and Rani (2022) also confirms that on social media Like Instagram, brand awareness is greatly influenced by consistency. upload , alignment messages , and engagement audience .

Brand awareness comprises brand recognition, recall, and top-of-mind awareness (Aaker, 1996). According to Kotler and Keller (2021), consumers are more likely to purchase brands they recognize. Rossiter and Percy (1997) emphasize repetition, emotional association, and visual clarity as key strategies. Chahal and Rani (2022) affirm that on platforms like Instagram, consistency in upload rhythm, message alignment, and visual identity significantly impact brand awareness.

With referring to theories and research previously said , research This designed For test in a way empirical connection between consistency social media communication and brand awareness in creative MSME context , with studies case at Ignos Studio in Bali, Indonesia.

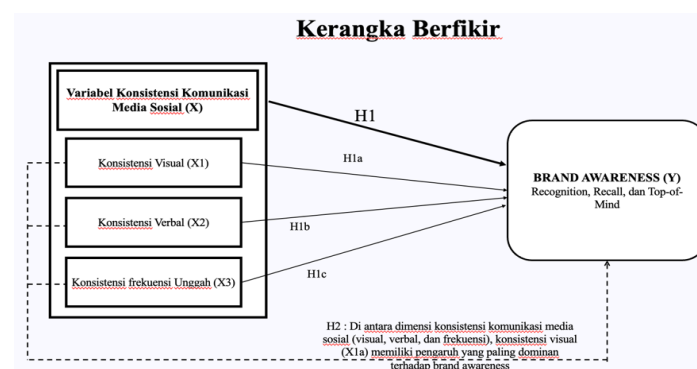


Figure 1. Thinking Framework Diagram

Source : Documentation writer)

- a. H_1 : Consistency of social media communication has a significant impact on brand Ignos Studio's MSME awareness .
- b. H1a: Social media visual consistency has a significant influence on brand awareness of Ignos Studio MSMEs .

- c. H1b: Verbal consistency of social media has a significant influence on brand awareness of Ignos Studio MSMEs .
- d. H1c: Consistency in the frequency of social media uploads has a significant effect on brand awareness of Ignos Studio MSMEs .
- e. H2: Among the dimensions of consistency of social media communication (visual, verbal, and frequency), visual consistency has the most dominant influence on brand awareness of Ignos Studio MSMEs.

3. Method

This study uses a quantitative approach with an explanatory design, aiming to determine and test the extent to which consistent social media communication influences brand awareness. This approach was chosen because it can explain the causal relationship between variables through the collection of numerical data, which is then analyzed statistically.

Prior to developing the survey instrument, researchers conducted initial observations of the @ignos.studio Instagram account for two months. These observations covered visual elements such as color and layout consistency, caption style, and content upload frequency. The findings from these observations served as the basis for designing a questionnaire relevant to Ignos Studio's digital reality.

3.1 Research Design

The research design is structured in a quantitative correlational form, with the aim of measuring and analyzing the influence of independent variables (consistency of social media communication: visual, verbal, frequency) on the dependent variable (brand awareness).

Table 1 Characteristics of Research Design

Component	Information
Type Study	Quantitative explanatory
Design	Survey cross-sectional correlational
Variables Independent	Consistency Social Media Communication (X)
Variables Dependent	Brand Awareness (Y)
Time Approach	Cross-sectional (data collection from one time)
Method Collection	questionnaire (Google Form), Observation Instagram Content
Analysis Techniques	Simple Linear Regression , Validity & Reliability Test
Research Location	UMKM Ignos Studio – Abiansema , Regency Badung , Bali

Component	Information
Instrument Measuring	point Likert scale For all over indicator point Likert scale based on indicator theoretical (Aaker, 1996; Keller, 2020)

With this design, the research is expected to produce findings that not only demonstrate the significant relationship between social media communication consistency and brand awareness, but also provide practical contributions to the development of consistent digital communication strategies for creative service MSMEs like Ignos Studio. Furthermore, this approach fills a gap in the literature, which is still limited in discussing the integration of consistency dimensions in the context of visual-based social media in Indonesia.

3.2 Location and Time of Research

This research was conducted at Ignos Studio, a small and medium-sized selfie studio based in Abiansema District, Badung Regency, Bali. This location was chosen because Ignos Studio actively uses Instagram as its primary communication medium for brand building and customer engagement, particularly among young people and the local photography community.

Data collection was conducted over five days, from June 5 to 10, 2025, using an online questionnaire distributed via Instagram Stories, WhatsApp Business, and direct messages (DM) to active followers. This collection period was chosen to optimally capture audience interactions within a concise yet representative timeframe.

3.3 Population and Sample

The population in this study was all followers of the Instagram account @ignos.studio. The sampling technique was purposive sampling with the following criteria: (1) having seen a post or story in the last two months, and (2) being willing to complete the questionnaire in full. The number of respondents who met the requirements and completed the questionnaire was 120 people. Screening was carried out based on answers on the Google Form and interaction history on the @ignos.studio account by considering at least 5 times the number of indicators in the regression analysis (Hair et al., 2010).

3.4 Data Collection Techniques

Primary data was collected through an online questionnaire based on Google Forms. This instrument consisted of statements measuring communication consistency (visual, verbal, frequency) and brand awareness (recognition, recall, top-of-mind). The questionnaire was structured based on theoretical indicators from Aaker (1996), Keller (2020), and Wheeler (2017), using a 1–5 Likert scale.

Additionally, direct observation of the @ignos.studio Instagram account was conducted two months prior to the questionnaire distribution. This observation covered post frequency, color and layout alignment, and messaging style.

3.5 Variables Research and Definition Operational

This research involves two types of variables, namely:

3.5.1 Independent Variable (X): Consistency of Social Media Communication, which consists of three main indicators:

- a. X1 – Visual Consistency: The alignment of visual design elements such as color palette, layout, and graphic identity across each post.
- b. X2 – Verbal Consistency: Uniformity of language style, tone of voice, and narrative consistency in captions and brand messages.
- c. X3 – Frequency Consistency: Regularity in upload schedule and number of posts in a weekly period.

3.5.2 Variables Dependent (Y): Brand Awareness , which is measured through three indicator as following :

- a. Y1 – Brand Recognition: Ability audience For recognize Ignos Studio's logo, brand name , and visual elements .
- b. Y2 – Brand Recall: Ability audience For remember the brand in detail spontaneous without help .
- c. Y3 – Top-of-Mind Awareness: Position Ignos Studio as the first brand to appear in mind audience when think about service photography .

The data collection instrument was a closed-ended questionnaire using a 1–5 Likert scale. The statements were structured based on theoretical indicators adapted from the integrated communication model by Aaker (1996) and Keller (2020), and adapted to the context of digital communication through social media.

3.6 Data Analysis Techniques

Steps data analysis was carried out as following :

- a. Validity Test use Pearson correlation ($r > 0.3$ and significance value (Sig. 2 tailed) < 0.05 as valid conditions)
- b. Reliability Test with Cronbach's Alpha (≥ 0.7).
- c. Classical Assumption Test (Normality, Heteroscedasticity, and Linearity)
- d. Analysis Multiple Linear Regression For see influence simultaneous and partial .
- e. Significance Test (t and F) for test hypothesis.
- f. Coefficient Determination (R^2) for measure strength model contribution.

All over analysis done with help device SPSS software version 31. This procedure refers to the approach recommended by Hair et al. (2010) and Ghozali (2018) for regression analysis. Following is illustration channel method study :



Figure 2. Research Flow Diagram

3.7 Instrument Validity and Reliability Test

Before the questionnaire was widely distributed, a pilot test was conducted on 30 respondents to assess the suitability of the statement items. Validity testing was conducted using the Pearson Product Moment correlation technique, with the criteria that an item is declared valid if the Pearson correlation coefficient (r) is greater than 0.3 and the significance value (Sig. 2-tailed) is less than 0.05. This indicates that the item has a significant and fairly strong relationship with the total score of the measured construct.

Afterward, a reliability test was conducted using the Cronbach's Alpha method to assess internal consistency between items. The instrument was declared reliable if the α value was ≥ 0.7 , indicating a good level of reliability. The statement items that met both validity and reliability criteria were then used in the primary data collection process on 120 respondents.

3.8 Data Dissemination and Collection Techniques

The questionnaire was distributed online using Google Forms and shared via Instagram Stories, WhatsApp Stories on business accounts, and private messages to customers who had interacted with Ignos Studio. The questionnaire was distributed over five days and received responses from 120 participants. Screenshots of the distribution evidence were kept as documentation of the implementation.

3.9 Research Ethics

This research upholds the principles of academic ethics. Respondents were given an explanation of the research objectives, guaranteed the confidentiality of their identities and responses, and were given the freedom to discontinue the survey at any time. Participation was voluntary and without any incentives.

3.10 Classical Assumption Tests

Before conducting the regression analysis, classical assumption tests were performed to ensure the validity of the regression model. The tests used included:

- a. Normality Test: Using PP plot graph and Kolmogorov-Smirnov test.
- b. Heteroscedasticity Test: Using scatterplot test and Glejser test.

- c. Linearity Test: Using ANOVA analysis on regression estimation.
- d. If all assumptions are met, the regression model can be used optimally.

3.11 Research Algorithm

Algorithm 1. Research Process of the Influence of Communication Consistency on Brand Awareness

INPUT: Communication Consistency Variables X_1, X_2, X_3), Brand awareness variable (Y) respondent questionnaire data

OUTPUT: Regression value of influence on brand awareness (Y)

- 1: Identification of problems and formulation of research objectives
 - 2: Literature study and theoretical framework development
 - 3: Preparation and testing of questionnaire instruments
 - 4: Data collection through observation and Google Form Questionnaires
 - 5: Data processing using SPSS (validity test, reliability, classical assumptions, regression)
 - 6: Interpretation of results and conclusions
-

3.12 Components Mathematics

In study This equation model used regression as component mathematical :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

- Y = Brand Awareness
- X_1 = Visual Consistency
- X_2 = Verbal Consistency
- X_3 = Consistency Frequency
- a = Intercept / constant
- b_1, b_2, b_3 = Coefficients regression of each variable free
- e = error/residual

This model is used to test partial and simultaneous effects. variables independent to variables dependent . Equation This used For calculate and analyze influence the three independent variables in a way simultaneous to variables dependent (brand awareness)

4. Results and Discussion

This section serve results analysis of the data obtained through distribution questionnaire and observation activity Instagram account @ignos.studio. Analysis aim For evaluate influence consistency social media communication towards brand awareness, as formulated in hypothesis and framework theory previously .

Data processing is carried out with use device IBM SPSS Statistics software version 31, via a series stages analytical , including : validity test , reliability test, assumption test classical

, and analysis multiple linear regression . All results served in form tables and visualizations For support interpretation in a way quantitative . Interpretation done with linking findings empirical to relevant theories and discuss implications results towards communication strategy MSME brands in the digital era.

4.1 Respondent Description

Profile respondents in study This consists of over 120 Instagram users who have interact or know existence Ignos Studio. Characteristics respondents explained in

Table 2. Distribution Characteristics Respondents

No	Characteristics	Category	Frequency	Percentage (%)
1	Type Sex	Woman	94	78.3
		Man	26	21.7
2	Age	13–17 years	16	13.3
		18–24 years	72	60.0
		25–34 years	22	18.3
		≥ 35 years	10	8.4
3	Domicile	Badung	42	35.0
		Denpasar	39	32.5
		Gianyar	18	15.0
		Tabanan	10	8.3
		Other	11	9.2
4	Frequency Interaction with Ignos Studio	Once see content	100	83.3
		Never	20	16.7
5	Frequency Using Instagram	>4 times a day	85	70.8
		2–4 times a day	25	20.8
		1 time a day	10	8.4

(Source : processed data)

Most of the respondents is women (78.3%) and are in the range aged 18–24 years (60.0%), which is appropriate with demographics active Instagram users . Domicile respondents part big originate from the Badung and Denpasar areas , which are coverage main service Ignos Studio. Besides that , the majority respondents has get to know the brand through interaction Instagram content , with frequency high platform usage (>4 times a day).

4.2 Validity and Reliability Test Results

Table 3. Validity Test of Item Variable X (Consistency Social Media Communication)

Item	Pearson Correlation	Sig. (2-tailed)	N	Information
X1.1	0.782**	< 0.001	120	Valid
X1.2	0.739**	< 0.001	120	Valid
X1.3	0.772**	< 0.001	120	Valid
X1.4	0.745**	< 0.001	120	Valid
X1.5	0.761**	< 0.001	120	Valid
X1.6	0.725**	< 0.001	120	Valid
X1.7	0.800**	< 0.001	120	Valid
X1.8	0.824**	< 0.001	120	Valid
X1.9	0.788**	< 0.001	120	Valid

Table 4. Validity Test of Item Variable Y (Brand Awareness)

Item	Pearson Correlation	Sig. (2-tailed)	N	Information
Y1.1	0.782**	< 0.001	120	Valid
Y1.2	0.792**	< 0.001	120	Valid
Y1.3	0.840**	< 0.001	120	Valid
Y1.4	0.895**	< 0.001	120	Valid
Y1.5	0.853**	< 0.001	120	Valid
Y1.6	0.881**	< 0.001	120	Valid
Y1.7	0.898**	< 0.001	120	Valid
Y1.8	0.921**	< 0.001	120	Valid
Y1.9	0.834**	< 0.001	120	Valid

Table 5. Reliability Test Instrument Study

Variables	Number of Items	Cronbach's Alpha	Information
Consistency Communication (X)	9	0.912	Reliable
Brand Awareness (Y)	9	0.954	Reliable

All over grains statements on both variables show mark significant Pearson correlation at the level 99% confidence ($p < 0.001$), with coefficient above 0.725 . This is indicates that each item has validity adequate construction to the total score their respective variables . Therefore that , all items are declared valid and worthy used in analysis more carry on .

Next , the results of the reliability test show mark **Cronbach's Alpha** as big as **0.912** For variables *Consistency Communication* and **0.954** For variables *Brand Awareness* . The value is

at far above common threshold of 0.70 used in study social , so that prove that instrument own excellent internal consistency . With Thus , all construct in questionnaire This stated reliable and can trusted For measure perception respondents in a way accurate and stable .

4.3 Assumption Test Classic

Before do analysis multiple linear regression , required testing to assumptions classic For confirm the statistical model can used validly . Testing includes normality test , heteroscedasticity test, and multicollinearity test .

4.3.1 Normality Test

Normality test done against residuals using Kolmogorov-Smirnov method . Based on test results , grades significance Asymp . Sig. (2-tailed) of < 0.001 , indicates that the residual is not normally distributed statistics . However , because amount sample large ($n = 120$), the Central Limit Theorem (CLT) states that residual distribution tends to approaching normal. Therefore that , the model is still can used in analysis linear regression .

4.3.2 Heteroscedasticity Test

Glacier Test done with make absolute residual value as variables dependent . Regression results show that two of three variables independent own mark significance > 0.05 . Only one variables namely TotalX3 (Frequency) which has mark significance of 0.027, which indicates existence possibility heteroscedasticity . However , in general general fixed model considered fulfil assumptions homoscedasticity Because indication the only appear on one variable .

4.3.3 Multicollinearity Test

Multicollinearity test done with see Tolerance and Variance Inflation Factor (VIF) values. According to Ghazali (2016), Tolerance value > 0.1 and VIF value < 10 indicates No existence multicollinearity . All variables in this model fulfil criteria said , so that can concluded No there is symptom multicollinearity .

With Thus , the three assumption tests classic show that the data in study This worthy used in multiple linear regression model furthermore.

4.4 Multiple Linear Regression Test

Multiple linear regression analysis was used For measure influence three dimensions consistency social media communication (X1: Visual, X2: Verbal, and X3: Frequency) towards brand awareness variable (Y)

Table 6. results Analysis Multiple linear regression

Coefficients^a								
Model	Unstandardized Coefficients			Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error		Beta	t		Tolerance	VIF
1	(Constant)	2.297	2.293		1.002	.319		
	TotalX1	1.372	.225	.435	6.090	<.001	.475	2.105
	TotalX2	-.159	.282	-.047	-.564	.574	.353	2.836
	TotalX3	1.594	.230	.538	6.925	<.001	.401	2.492

a. Dependent Variable: TotalY

$$Y = 2.297 + 1.372X1 - 0.159X2 + 1.594X3$$

Table 7. Summary Multiple Linear Regression

Variables	Coefficient B	t count	Sig.	Conclusion
TotalX1 (Visual)	1,372	6,090	<0.001	Influential positive significant
TotalX2 (Verbal)	-0.159	-0.564	0.574	No significant
TotalX3 (Frequency)	1,594	6,925	<0.001	Influential positive significant

The results of the regression analysis show that two of the three dimensions of social media communication consistency, namely visual consistency (X1) and upload frequency (X3), have a positive and significant influence on brand image. awareness (Y). This indicates that Ignos Studio's MSME audience responds more to visual aspects and regularity in content delivery, in line with the characteristics of Instagram users who are highly visual- oriented .

Visual consistency (B = 1.372, $p < 0.001$) strengthens the findings of Liu et al.'s study. (2022), which showed that consistent visual design can increase perceptions of professionalism and strengthen brand image on social media platforms. Meanwhile, frequency consistency (B = 1.594, $p < 0.001$) confirms the importance of regularity in digital communication, in line with research findings from Hussain et (2021) stated that high and consistent content frequency can increase engagement and gradually strengthen brand recognition.

In contrast, verbal consistency (B = -0.159, $p = 0.574$) did not show a significant effect, which may reflect that the target audience pays less attention to the uniformity of verbal messages than to the visual aspects and rhythm of interactions. This finding is supported by research from Arora & Sanni (2019), which states that on platforms like Instagram, audiences respond more quickly to visual elements than to text narratives, especially in the context of MSMEs that rely on aesthetic uniqueness as a selling point.

The largest Beta coefficient is found in the frequency dimension ($\beta = 0.538$), which shows that upload frequency is the dominant factor in forming a brand. This implies that Ignos Studio's content strategy should focus on a consistent and regular publication schedule, in addition to strengthening visual elements.

4.5 Coefficient of Determination Test and F Test

The coefficient of determination test was conducted to measure how much all dimensions of social media communication consistency (X1: Visual, X2: Verbal, and X3: Frequency) contribute together to the brand awareness (Y).

Table 8. Model summary results table (Model Summary)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.823 ^a	.678	.675	4.00013

a. Predictors: (Constant), Totalx

b. Dependent Variable: TotalY

The R Square value of 0.678 indicates that 67.8% of brand awareness variations can be explained by variables consistency social media communication, both visually, verbally, and frequency. The remainder (32.2%) is explained by other variables outside this model, such as quality product, trust brand, loyalty customers, or content strategy creative.

Findings This reinforced by studies from Algharabat et al. (2020) who stated that consistency communication on social media play role significant in strengthen perception brand in a way overall, especially among young digital consumers. In addition that, Laksamana et al. (2021) also emphasized that effectiveness digital communication in integrated greatly influences brand capabilities in create sustainable awareness.

Table 9. F Test Results (ANOVA)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3975.467	1	3975.467	248,450	<.001b
	Residual	1888.125	118	16,001		
	Total	5863.592	119			

a. Dependent Variable: TotalY

b. Predictors: (Constant), Totalx

The results of the F-test indicate that the regression model formed is statistically significant ($p < 0.001$). This means that the three dimensions of communication consistency simultaneously have a significant influence on brand loyalty awareness.

Calculated F value amounting to 248,450 with significance < 0.001 indicates that the regression model in a way overall significant in a way statistics. This means that the three dimensions of communication consistency simultaneously have a significant influence on brand awareness or in a way simultaneous influential real towards brand awareness, according to with hypothesis study.

Table 10. Composite Dimension Regression Coefficient (TotalX)

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.170		.486	.628		
	Totalx	.970	.823	15.762	<.001	1.000	1.000

a. Dependent Variable: TotalY

$$Y = 1.170 + 0.970X$$

With a coefficient value of 0.970, it can be interpreted that every one unit increase in the social media communication consistency score will increase the brand awareness of 0.970 units. The standardized Beta value of 0.823 indicates a strong and statistically significant level of influence.

Interpretation This supported by Zhu & Chen (2021) who found that visual consistency and frequency communication in a way direct increase Power remember brand and recognition brand recall. Ting & Wong (2022) also revealed that the brand that shows consistency between digital channels are capable build identity more brands strong , increase involvement users , and expand range audience on social media .

This interpretation further strengthens the fact that in aggregate, consistency of social media communication has a major impact on building brand awareness . awareness), supported by an integrative approach across visual, verbal, and frequency dimensions. These findings support the brand communication model based on consistency across digital channels as proposed by Keller (2020) and Tafesse & Wien (2018), which states that the cohesion of communication elements strengthens brand memory in the minds of digital consumers.

5. Comparison

This section aim For compare findings study with studies relevant previous information, in order to show position contribution study in landscape science latest research This prove that consistency social media communication , particularly in the visual and frequency dimensions , in particular significant contribute to Increasing brand awareness in Ignos Studio's MSMEs. Findings This appropriate with theory and research cutting-edge , but at a time show nuances contextual that distinguishes it from study previously

Table 11. Comparison of Research Findings with State- Of -The-Art

No	Researchers	Year	Key Findings	Comparison
1	Tafesse & Wien	2018	Consistency digital communication strengthens memory brand and increase brand equity.	Study This support that visual and frequency integration uploads capable strengthen brand recall.

No	Researchers	Year	Key Findings	Comparison
2	Charoensukmongkol & Sasatanun	2021	Social media engagement in MSMEs is influenced by continuity brand communication and visualization .	Study This perfect that in context Ignos Studio, verbal consistency is lacking dominant compared to visual and frequency .
3	Sahin & Sengün	2021	Verbal incoherence reduces digital brand credibility .	Study This show that verbal is not significant , strengthening warning will importance harmony message .
4	Ashley & Tuten	2015	Frequency uploads contribute to brand exposure and engagement.	Strengthened in studies this : frequency is dimensions with the highest beta coefficient (0.538) on increasing brand awareness.
5	Keller	2020	Integrated brand communication creates effect synergistic in perception consumers .	Studies This implement 3- dimensional integration (visual, verbal, frequency) and assessing his contribution in a way quantitative .

Contribution Scientific Study This :

- a. Give measurement quantitative separating contribution of each dimension social media communication (visual, verbal, frequency) towards brand awareness in general specific .
- b. Revealing that verbal consistency is not always significant , giving opportunity exploration more carry on in context segmentation audience and relevance message .
- c. Strengthening approach communication brand visual and rhythm based interactions , especially For photography MSME sector on social media visual- based like Instagram.
- d. Integrate testing regression partial (per dimension) and regression composite (TotalX), so that give a clearer picture comprehensive and applicable For practice digital marketing for MSMEs.

With Thus , the findings This No only emphasize position theories previously , but also expand context its application in the realm of local , as well as give base strong empirical for social media communication strategy development based visual consistency and frequency .

6. Conclusion

Study This aim For analyze influence consistency social media communication towards brand awareness at Ignos Studio MSMEs. With use approach quantitative through multiple linear regression against 120 respondents Instagram users , found that two of three dimensions communication, namely visual consistency and frequency, providing influence positive and significant on brand awareness. On the other hand , verbal consistency does not show influence significant in the regression model.

6.1. Summary Key Findings

- a. Validity and reliability instrument study has proven to be very good (Cronbach's Alpha > 0.9), indicating that the items in questionnaire in a way consistent measure the variable in question .
- b. The visual dimensions (X1) and frequency (X3) have influence significant towards brand awareness (Y), with mark significance < 0.001 and beta coefficients of 0.435 and 0.538, respectively.
- c. The verbal dimension (X2) does not provide influence significant ($p = 0.574$), indicating that verbal messages used by Ignos Studio have not been Enough relevant or cohesive in influencing audience perception .
- d. The multiple regression model has an R^2 value of 0.678, which means about 67.8% variation in brand awareness can explained by the variables in this model.

6.2 Synthesis of Findings

This finding supports the hypothesis that consistency social media communication play a role important in building brand awareness, especially through visual elements and rhythm communication (frequency uploads). This result consistent with theory visual communication in digital branding as well strengthen findings previously from Keller (2020), Ashley & Tuten (2015), and Tafesse & Wien (2018). With Thus , research This give confirmation empirical to importance visual design and consistency frequency in build awareness brands , in particular in the context of MSMEs based on visual aesthetics such as photography.

6.3 Implications and Contributions Study

Study This give contribution practical for MSME actors , in particular in manage social media accounts in a way strategic :

- a. Implications practical : MSMEs such as Ignos Studio is recommended For strengthen consistency visual elements and pay attention rhythm uploads to build easy brand remembered and recognized by digital audiences .
- b. Academic contribution: This research adds perspective local and contextual to digital branding and social media communication literature in the MSME sector in Indonesia.

6.4 Limitations and Suggestions for Further Research

Although study This give significant findings , there are a number of necessary limitations note :

- a. Study only use one social media platform (Instagram), so generalization against other platforms such as TikTok, Facebook, or YouTube yet can done .
- b. Sample study limited to users in Bali with domination aged 18–24 years , so that need study advanced with more demographics diverse .
- c. Measurement variables only use approach quantitative ; approach qualitative (such as interview or FGD) can enrich understanding to meaning verbal communication that is not significant in this model .

Suggestion: Research advanced can dig more in connection between the tone of voice in verbal messages with perception audience , as well as compare effectiveness cross- platform in building brand awareness for MSMEs in the digital era.

Author Contribution:

This research was conceptualized by I Dewa Gede Aristana and I Kadek Wira Dharma Prayana . The methodology design and implementation of the investigation were carried out by I Dewa Gede Aristana, who was also responsible for formal analysis, project administration, and writing the initial draft. Supporting software and visualization were prepared by Ni Made Sudianti, who also played a role in data curation. Data validation was carried out collaboratively by I Dewa Gede Aristana, Luh Putu Rara Ayu Ratnaningrum, and Ni Wayan Anggita Dara Pratiwi. Review and editing of the final manuscript were carried out by Luh Putu Rara Ayu Ratnaningrum and Ni Wayan Anggita Dara Pratiwi. Funding acquisition and resource management were carried out by I Dewa Gede Aristana and supported by I Kadek Wira Dharma Prayana, who also coordinated the overall technical supervision of the research.

Funding:

This research is funded by the Directorate of Research, Community Service, and Innovation – Indonesian Institute of Business and Technology (INSTIKI) with grant number: Rp 2,500,000,- in Fiscal Year 2025.

Data Availability Statement:

The data supporting the findings of this study are available from the lead author upon reasonable request. However, the raw data from the questionnaires and interviews cannot be published publicly due to respondent privacy concerns and ethical research constraints. A summary of the data and processed results are presented in full in this article and are available upon written request to the corresponding author.

Thank-you note:

Writer convey appreciation and gratitude love to Directorate Research , Community Service , and Innovation – Institute Indonesian Business and Technology Institute (INSTIKI) support funding full in implementation study This through the Internal Research Program of the Year 2025 Budget .

Saying accept love is also conveyed to Ignos Studio as MSME partners who have willing become object research and provide access on social media observation data , as well as to all over respondents who have take time time For fill in questionnaire and contribute in the data collection process .

The author also appreciates support administrative and technical from the Study Program INSTIKI Digital Business , as well as colleague colleagues who provide input during the research process ongoing .

As form transparency , author state that in compilation draft beginning report This used help device intelligence artificial intelligence (AI) from OpenAI ChatGPT, limited For needs compilation structure initial , checking style academic , as well as recommendation formal language . All content and responsibility answer academic still become not quite enough answer full author and has through a manual validation process according to standard ethics scientific .

Conflict of Interest:

Writer state that No there is conflict interest in implementation and reporting study this . No There is involvement personal , institutional , and financial that can influence objectivity , integrity , or interpretation from results research presented .

Study This of course supported funding from Directorate Research , Community Service , and Innovation – Institute Indonesian Business and Technology Institute (INSTIKI). However Thus , the parties funders No own role in aspect following : Formulation design research , data collection , analysis and interpretation , compilation and review script , as well as Retrieval decision For publication results .

Statement This delivered For ensure transparency and accountability in accordance with principle ethics academic and publication scientific .

Reference

- [1] D. A. Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, New York: The Free Press, 1991.
- [2] D. A. Aaker, *Building Strong Brands*, New York: The Free Press, 1996.
- [3] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed., New Jersey: Pearson Education, 2016.
- [4] A. de Vries, G. M. Gensler, and S. H. Leeflang, "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing," *Journal of Interactive Marketing*, vol. 26, no. 2, pp. 83–91, 2012, doi: 10.1016/j.intmar.2012.01.003.
- [5] C. Ashley and T. Tuten, "Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement," *Psychology & Marketing*, vol. 32, no. 1, pp. 15–27, 2015, doi: 10.1002/mar.20761.
- [6] O. Sahin and G. Sengün, "The Role of Visual Aesthetics and Verbal Messages in Social Media Ads: Evidence from SMEs," *Journal of Marketing Development and Competitiveness*, vol. 15, no. 3, pp. 64–75, 2021.
- [7] S. Tafesse and A. Wien, "Implementing Social Media Marketing Strategically: An Empirical Assessment," *Journal of Marketing Management*, vol. 34, no. 9–10, pp. 732–749, 2018, doi: 10.1080/0267257X.2018.1482365.
- [8] K. L. Keller, "Unlocking the Power of Integrated Marketing Communications: How Integrated Is Your IMC Program?," *Journal of Advertising*, vol. 45, no. 3, pp. 286–301, 2020.

- [9] E. A. Shobayo and I. A. Egbetokun, "The Influence of Consistent Social Media Messaging on Customer Loyalty," *African Journal of Business Management*, vol. 15, no. 1, pp. 1–10, 2021, doi: 10.5897/AJBM2020.9111.
- [10] N. A. Permatasari and M. Nurhayati, "Pengaruh Konsistensi Komunikasi Digital terhadap Brand Awareness pada UMKM Kuliner," *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, vol. 8, no. 1, pp. 14–23, 2022.
- [11] M. Fatimah and S. Rohman, "Analisis Konsistensi Komunikasi Visual Merek terhadap Loyalitas Pelanggan," *Jurnal Pemasaran Kompetitif*, vol. 10, no. 2, pp. 87–98, 2023.
- [12] A. Yuniarti, "Strategi Komunikasi Pemasaran Digital UMKM dalam Meningkatkan Brand Awareness," *Jurnal Riset Bisnis dan Manajemen*, vol. 11, no. 1, pp. 40–47, 2021.
- [13] F. K. Nugroho, "Frekuensi Unggahan Media Sosial sebagai Determinan Kesadaran Merek pada Generasi Z," *Jurnal Ilmu Komunikasi Universitas Gadjah Mada*, vol. 13, no. 2, pp. 110–124, 2022.
- [14] S. C. Krüger and F. K. Seidel, "How Consistency in Brand Communication Influences Trust in a Digital Age," *International Journal of Marketing Studies*, vol. 13, no. 4, pp. 55–66, 2021, doi: 10.5539/ijms.v13n4p55.
- [15] M. Hasan and R. Mahmud, "Effect of Brand Communication Consistency on Customer-Based Brand Equity," *International Journal of Research in Marketing*, vol. 39, no. 1, pp. 28–40, 2020.
- [16] S. Rahmawati, "Pengaruh Konsistensi Branding melalui Instagram terhadap Peningkatan Brand Equity," *Jurnal Komunikasi Profetik*, vol. 7, no. 1, pp. 20–34, 2021.
- [17] J. Park, A. Williams, and S. Son, "Social Media as a Personal Branding Tool: A Qualitative Study of Student-Athletes' Perceptions and Behaviors," *Journal of Athlete Development and Experience*, vol. 2, no. 1, Article 4, 2020.
- [18] K. M. Hood, M. M. Robles, and C. D. Hopkins, "Personal Branding and Social Media for Students in Today's Competitive Job Market," *The Journal of Research in Business Education*, vol. 56, no. 2, pp. 33–47, 2014.
- [19] I. G. A. Suartika, "Digital Content Marketing dan Konsistensi Visual Brand dalam Komunikasi Pemasaran Pariwisata," *Jurnal Komunikasi Digital*, vol. 4, no. 2, pp. 85–94, 2022.
- [20] A. M. Kingsnorth, *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, 3rd ed., London: Kogan Page, 2022.
- [21] L. de Vries, S. Gensler, and P. S. H. Leeflang, "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing," *Journal of Interactive Marketing*, vol. 26, no. 2, pp. 83–91, May 2012, doi: 10.1016/j.intmar.2012.01.003.
- [22] C. Ashley and T. Tuten, "Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement," *Psychology & Marketing*, vol. 32, no. 1, pp. 15–27, Jan. 2015, doi: 10.1002/mar.20761.
- [23] N. Sahin and G. Sengün, "The Effect of Verbal Message Consistency on Brand Trust: An Experimental Study," *Journal of Marketing Communications*, vol. 27, no. 6, pp. 603–622, 2021, doi: 10.1080/13527266.2019.1704236.
- [24] K. L. Keller, "Leveraging the Science of Persuasion for Effective Marketing Communications," *Journal of Consumer Psychology*, vol. 30, no. 2, pp. 336–340, Apr. 2020, doi: 10.1002/jcpy.1140.
- [25] W. Tafesse and A. Wien, "Implementing Social Media Marketing Strategically: An Empirical Assessment," *Journal of Marketing Communications*, vol. 24, no. 2, pp. 147–163, 2018, doi: 10.1080/13527266.2015.1129733.