

## Digital Platform: Can Increase Brand Awareness?

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**Abstract.** The development of technology is getting faster and there are many innovations that are presented to help human activities, one of them is social media. Social media is a place to exchange information and as a communication tool. The business world sees this as a great opportunity to sell their merchandise to be recognized by the public as a step to build brand awareness. The existence of strong brand awareness aims to provide a differentiator between other competitor brands. This research purposes to find out what things must be considered in increasing brand awareness through social media effectively. The research method used in this research is a qualitative method with a literature study approach. The data collected is secondary data obtained from previous studies that are relevant to this research. The results of this study indicate that social media has an important role in increasing brand awareness. However, it can work successfully if the brand already has a strong foundation first.

**Keywords:** brand awareness, social media, marketing strategy.

### I. Introduction

In today's modern era, technological development is growing rapidly and many innovations are presented that greatly help the activities of mankind. One of them is the internet, where everyone can access all information easily and without limits. This directly or indirectly affects all human activities including the way people communicate. With the internet, everyone can connect and exchange information easily without thinking about distance and time. Social media is one of the intermediary media, now social media has become the most frequently used tool for individuals and groups to create any content and then share it with other people or communities. Similarly, what is confirmed by Paquette (2013) where social media does not only function as an exchange of information with family and friends, but has developed into a medium where customers can recognize and learn more about the companies they like. With this explanation, it can be concluded that social media is a platform for the process of exchanging information with other individuals and groups, and social media can also be utilized by customers to better understand the companies they want. (Paramitha et al., 2021)

This is widely utilized by companies to use the internet and social media as a marketing communication tool because it provides great opportunities and convenience for producers in selling their products to be known by many consumers. Customers or consumers also get the benefits, such as easily choosing the desired product or service by utilizing online features or applications. Many manufacturers carry out promotions on social media with the aim of building consumer trust, providing information and educating about products that can build and increase consumer brand awareness. Building brand awareness is very important because it is a differentiator from similar businesses. As stated by Keller (2012), brands are used to identify goods and services from one seller or group of sellers and differentiate them from competitors. (Rahmadhani et al., 2021)

Based on the background description above, the research problem statement is "what needs to be considered in marketing products through social media in order to increase brand awareness effectively?". However, the purpose of this research is to see how far the influence of social media in increasing brand awareness. Theoretically, the expected results of this research are to add to the research literature and study the influence of social media in increasing brand awareness. This research can be useful for learning to provide insight into the influence of social media in increasing brand awareness.

### II. Literature Review

#### Social Media

Currently, most of humanity already uses social media and cannot be separated from social media. Social media platforms are various communication applications that present various information between users of these applications and can exchange information in them. Social media is a real form of new media based on advances in communication technology supported by information and communication technology. Social media is understood as a new form of communication on the internet supported by various software applications that allow interaction between media users. Social media has several advantages, especially in the ability in interactive two-way communication and makes it easy for users to access various kinds of information without barriers and distance points in which it is very possible for social interaction between individuals and groups, even individuals and groups with mass. (Suriadi, 2021)

Social media channels have become platforms that allow consumers to connect with brands. In this relationship, consumers can provide feedback by sharing, commenting, and liking through social media content from brands. The relationship between brands and consumers has become more effective and interactive because of social media platforms, and brands can access consumers more easily and frequently through social media advertising. Customers consume information from social media platforms and also provide information to the platforms. Social media platforms help users to chat, interact, share information, share updates on events, communicate with users around the world, and create content to share experiences.

Social media exists on a platform where users feel free to express their experiences. Any experience related to products and services can go viral if customers have a good experience. It can be a positive review and it can be a negative review. Users always try to post their usage and experiences on social media timelines that can be seen by users on the network. Users view the posts and also share the content if they find it relevant. The post moves from one network to another network of users in a short time frame and goes viral if the post is meaningful. This transmission is similar to word of mouth and is often considered electronic word of mouth. These viral reviews spread much faster and further in social media networks. Users are encouraged to follow their interests and form groups to share the most common topics of interest (Parida, 2021).

### **Content Marketing**

Social media presents a variety of information, one of which is information about merchandise sold on social media, commonly known as content marketing. Content marketing is a form of digital marketing that aims to produce and share information about the product being sold so that the product is known by the public. Content marketing also has the goal of attracting many consumers for the products being traded. Content marketing is a marketing process of business activities to produce and distribute valuable and relevant content to attract, acquire, and engage target consumers. Content marketing is a marketing strategy where companies plan, produce and distribute content that is in accordance with the products the company markets to potential customers so as to encourage them to become customers. (Yunita et al., 2021)

Through content marketing on social media, producers and consumers can easily get information and communicate with each other, thus establishing a strong and effective relationship between producers and consumers. In supporting communication and marketing activities to consumers. Chris Heur's 4C theory can be applied to communication and marketing through social media and is expected to meet the goal of increasing brand awareness, following the 4C theory, which are: context, communication, collaboration, and connection (Kinanti & Imran, 2021).

### **Management Brand**

Brand is a name, provision, design, symbol or anything that can be a tool to identify a product, whether goods or services, as well as differentiate between one seller and another. (Kusuma et al., 2020). Brand management is the process of implementing marketing decisions by reflecting brand principles (values, meanings, ideas). The process starts from: establishing brand principles, disseminating and recording them and then disseminating them within the organization and determining the management structure. (Rahab, 2009)

In the book *Brand Management: Essence, Position and Strategy* (Kusuma et al., 2020) there is a formula that needs to be considered in building a brand, namely ER (Enduring Relevance) + CI (Capacity to Inspire) + PD (Provide Direction) = Success. First is Enduring Relevance (ER) or eternal relevance, ER is defined as how long the brand can last. Brands are built for a long time. This implies that the brand can survive market competition by creating a strong brand image. It takes patience and tenacity so that a brand can last a long time or until it is eternal. Enduring relevance (ER) aims to make the brand famous and big and firmly embedded (brand in mind) in the minds of consumers.

Second is Capacity to Inspire (CI) or brands provide the capacity to inspire. Brands can provide a meaning to the products marketed to consumers so that consumers can buy these products without thinking about whether the goods are expensive or cheap. The value of the product can affect consumers because consumers only focus on how valuable the item is to consumers. And the last Provide Direction (directing) or in meaning means that a brand is able to direct a person's behavior psychologically, normatively and emotionally. Being different is much more important than just being better. This is the underlying reason why innovation is growing and enveloping all lines in the concept of management. Both innovation in products, especially innovation in the form of services and branding strategies. In today's era, marketing has become more complex, namely strengthening the aspects of products, services, the emotional side of consumers and the global community through strengthening all aspects of marketing channels, marketing strategies and branding.

The last goal in brand management is to increase brand awareness and brand loyalty. So as to get feedback from consumers, namely repeat purchases. Brands can be an option before consumers buy the same product. Brand awareness is the strength of a brand's existence in the minds of consumers. The level of brand awareness achieved is influenced by the role of brand awareness in overall brand equity. The levels of brand awareness according to Kotler and Keller (Kinanti & Imran, 2021), as follows:

1. Unaware of brand: at this level costumers are completely unaware of the existence of a brand. This is the lowest level in the brand awareness pyramid.
2. Brand recognition: when making a purchase, the buyer will recognize a brand of a particular product before finally deciding to buy from a brand. This is the minimal level in the brand awareness pyramid.
3. Brand recall, by asking someone to mention a particular brand for a particular product category in the consumer's mind without any help.
4. Top of mind, which is a brand that first comes to mind or is first mentioned by consumers. This means that the brand mentioned is the main brand of a particular product category.

### III. Research Method

This research uses a qualitative method with a literature study approach. The literature study approach is a method of studying and understanding theories from literature relevant to the research being conducted. The data obtained in this study uses the technique of collecting relevant journals, articles and theories. The materials used are understood and critically analyzed with the aim of supporting the ideas and proportions in the research.

This research uses secondary data obtained through analyzing data from previous relevant research, namely data on social media to increase brand awareness. Data collection in this research is very important, because the quality of research depends on the quality and completeness of the data that has been obtained. (Adlini et al., 2022)

### IV. Results and Discussion

Competition between business industries through social media is now very competitive and selective. Various business industries began to market and sell their products or services through social media with the aim of marketing products widely. This increasing competition between business industries requires the right strategy to effectively increase product brand awareness. This is needed to differentiate with other competitor brands. With high brand awareness can foster customer trust. If the brand is trusted, the product will be more potential to be purchased. From here it can be seen that there is an influence of brand awareness on purchasing decisions with the trust that customers have.

Therefore, business people must think carefully about the strategies needed to implement their brand on social media. The following table explains the obstacles and solutions in increasing brand awareness through social media.

**Table 1.** Obstacles and solutions in increasing brand awareness through social media

Aspect	Obstacles	Solution
Brand management	Many people want to increase brand awareness without prioritizing brand management.	Develop brand fundamentals (brand management) first so that you can plan what will be implemented on the brand.
Content marketing	Delivering products to consumers correctly and effectively	As a way to deliver products to consumers correctly, attractive content marketing is needed.

Source: Secondary data processed

#### Building a Brand Foundation

Brand is an identity attached to a business that is usually in the form of a name, logo, symbol, or anything that has the task of differentiating it from other competitors. The essence of the brand does not merely focus on the identity of a business or to be recognized by many people. The essence of the brand has a deeper meaning, namely that the brand can describe how strong persistence (Perseverance), how sure

it is about Enduring Relevance, how strong the brand is to inspire (capacity to inspire), and how capable a brand is in changing and directing one's behavior (provide direction). (Kusuma et al., 2020)

In developing a brand foundation, first determine the segmenting, targeting, and positioning of the market. (Manggu, 2021). These are needed to make it easier to determine the essential things in the brand according to Sereikiene and Marcinkeviciute (2014) in (Kusuma et al., 2020), namely, brand name, website address, logo, brand character, slogan, and voice message.

1. Brand name, is the name used to capture the main theme of the brand. The brand name is the most tied in the minds of consumers, so the name selection must be simple, easy to read and spell, familiar and meaningful, and special or different.
2. Website address, is where information about the brand is located. The place where important brand information and everything about the brand is explained on the website. However, after the arrival of social media, information about the brand is widely spread on social media.
3. Logo, is a graphic element of a brand containing a long history as a means of showing the brand's identity. Logos are usually in the form of symbols and text that is short, concise and clear.
4. Brand character, is a brand character that takes human characteristics or real life so that brands and consumers have a stronger relationship. The relationship between brands and consumers is more enjoyable can be done more easily when the brand has the same characteristics as its consumers.
5. Slogans, are short phrases that communicate descriptive or persuasive information about a brand. Slogans are a tool that can build a strong brand, this can be done by choosing efficient product names, abbreviations, and words that can be easily remembered by consumers.
6. Sound messages, also known as jingles, are musical messages written around a brand, like an extended slogan. Usually composed by professional songwriters, they often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners - sometimes whether they want them or not.

Many products that sell well in the market are products with a strong brand foundation. These products can convey messages in a concise, concise and clear manner through the logo, symbol, or slogan attached to the product. Efforts to build a strong brand foundation require a decision to choose the right logo, symbol, or slogan. This is very important because the brand can present the character of the company and consumers who use the product. A strong brand will have a positive impact on the company, including.

1. Brands can make it easier for companies to analyze problems and process orders.
2. The brand name as an identity provides a unique product characteristic and obtains a patent.
3. With a strong brand, it can increase consumer loyalty so that there is no need to worry about competition with other competitors because they have loyal consumers.
4. Brands can help with market segmentation.
5. A positive and strongly built company image provides a good opportunity to launch a new derivative brand that is more easily accepted by customers and distributors. (Maryati, n.d.)

### **Implementing Brand into Content Marketing**

The brand is a representation of the company, so entrepreneurs must be able to introduce and communicate the brand to consumers well so as to build a good image as well. It takes consistency and strong perseverance in realizing a strong, distinctive brand, characterized and known by many people. Building a brand can be done through publication either directly or indirectly. (Nastain, 2017).

A successful brand is a brand that can communicate well with its consumers. One of the effective ways to communicate a brand is by word of mouth. The word of mouth strategy is very effective in increasing brand awareness in consumers and is widely used by small and medium entrepreneurs because of the minimal costs incurred. One of the most effective world of mouth media is social media. Social media is strategic for entrepreneurs in introducing their brand to the general public. Where in social media entrepreneurs and consumers can communicate with each other in two directions through content (Kusuma et al., 2020).

In marketing through social media with the aim of increasing brand awareness, it is necessary to pay attention to the 4C Theory. According to Arief and Millianyani in (Hartono, 2020) 4C, namely, Context, Communication, Collaboration, and Connection.

1. Context, is how to create a message, story or information to the reader by paying attention to the content and use of effective and interesting language in the message. The indicators in making content, namely: (1) message presentation techniques, (2) message design, (3) delivery time, and (4) content.
2. Communication, is how the seller communicates with consumers well, including how to share a message, respond to stories or information, develop messages and listen well so that consumers feel comfortable and the messages conveyed will be conveyed properly. communication has three indicators, namely: (1) the response from the seller, (2) how to deliver the message, and (3) how effective the message is delivered.
3. Collaboration, is how sellers build relationships with other companies in order to create better things, so it can be concluded that collaboration is how sellers can work with other parties for a common goal. Collaboration has four indicators, namely: (1) interaction, (2) involvement, (3) message suitability, and (4) benefits.
4. Connection, is a way for sellers to maintain a relationship with consumers that has been created. Social media is one of the media that can exchange information that can be used by sellers to strengthen relationships with consumers through content marketing on social media. (Hartono, 2020).

The success of social media to increase brand awareness can be done by implementing a strong brand into social media through content marketing that can implement the 4C theory correctly. As is the case with one of Indonesia's local brands, namely "something". Quoted from the journal "The Effect of Social Media in Increasing Brand Awareness "Somethinc" on Instagram Users" social media has a significant influence on increasing brand awareness with context and communication indicators (Adihandaruni & Fauzi, 2020). Then in other journals such as the journal "The Effect of Social Media (Instagram) in Increasing Brand Awareness of Kopi Kenangan" the results of the study social media has a positive influence on increasing brand awareness. The study used the 4C theory as an indicator of social media (Agustinus & Junaidi, 2020). The journal "The Effect of Instagram Ads Content @Luxebarbershop on Increasing Brand Awareness" The results of data analysis also show that Instagram ads have a very strong and positive relationship with a correlation coefficient of 0.914 and a contribution value of 83.35% to increasing brand awareness of Luxebarbershop, Sarinah, Jakarta (Paramitha et al., 2021)

From some of the journals above, it can be concluded that social media has a very important role in increasing brand awareness, keep in mind that increasing brand awareness through social media can run smoothly if the brand already has a strong brand foundation. The way of delivery on social media is also important. Context marketing carried out through social media will have a positive impact if the delivery of marketing has a clear, interesting and easy to understand context and the information provided is intensive and as needed. Collaboration can foster consumer brand awareness if the information or messages conveyed by the company have a positive effect and provide benefits to both parties of the company or social media users. Marketing communication will be effective if it makes customers as consumers go through complete response stages ranging from awareness of the brand to action to purchase or use the brand.

## V. Conclusion

Brand awareness is the level of consumer literacy towards brands. social media has a very important role in increasing brand awareness, keep in mind that increasing brand awareness through social media can run smoothly if the brand already has a strong brand foundation. The way of delivery on social media also has an important role to give a good impression by implementing the 4C theory. Increased brand awareness through social media is the impact of proper branding and good content performance.

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