

## **DIGITAL MARKETING STRATEGY IN INCREASING BRAND AWARENESS IN THE INDUSTRIAL ERA 4.0**

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### **ABSTRACT**

In the current digital era, marketing strategies are experiencing significant changes. Rapidly developing information and communication technology has changed the way companies market products and interact with consumers. Digital marketing is one of the main tools used to increase brand awareness. This research aims to identify effective digital marketing strategies in increasing brand awareness in the digital era. This research applies qualitative research methods. The data collection technique used is literature study. The data that has been collected is then analyzed through three stages, namely data reduction, data presentation, and drawing conclusions. The research results show that marketing strategies that can be used to increase brand awareness in the industrial era 4.0 include Search Engine Optimization (SEO), content marketing, social media, influencer marketing, and data analysis. Factors that influence the effectiveness of digital marketing strategies in increasing brand awareness include content quality, consistency and targeting.

Keywords : Digital Marketing, Brand Awareness, Industrial Era 4.0

### **INTRODUCTION**

Industry 4.0 is the latest advancement in the manufacturing sector which presents the application of Cyber Physical Systems (CPS) in a structured manner. CPS enables monitoring and synchronization of information from multiple related perspectives between the physical plant and the virtual environment using computing space. By leveraging advanced information analytics, networked machines can operate more efficiently, collaboratively, and superiorly (Tahar et al., 2022). In the industrial era 4.0, there are currently significant changes in marketing strategies. Advances in information and communication technology have changed the company's paradigm in marketing products and interacting with consumers. Product marketing is now shifting from conventional to completely digital.

Digital marketing is the application of digital technology that connects networks online through various platforms, such as social media (Facebook, Instagram, Twitter, TikTok, etc.), websites, email, databases, digital TV, as well as through the latest innovations such as blogs and podcasts. Aiming to gain profits and retain consumers, digital marketing collaborates in the marketing realm with efforts to introduce the importance of digital technology and expand interactions to increase consumer awareness of company products, behavior, values, and strengthen brand loyalty (Dewi & Widiasanty, 2023).

According to a Dataportal report, in 2023 there will be around 212.9 million active internet users in Indonesia, who on average spend 7 hours 42 minutes using the internet. This shows great

potential for companies to utilize digital platforms, because they can reach more potential consumers and expand their market coverage. Digital marketing is one of the main tools used to increase brand awareness (Andi Dwi Riyanto, 2023).

Brand awareness is the strength of a brand and is one of the assets owned by the company. Brand awareness has a positive impact on the company because it shows the extent to which the brand name is known by consumers. Brands that have a high level of brand awareness tend to give a familiar impression to consumers, and consumers tend to prefer things that are familiar or familiar to them (Satria & Hasmawaty, 2021).

Previous research by (Fitrianna & Aurinawati, 2020) found that marketing through digital media has a significant influence in increasing brand awareness and brand image, which in turn can influence purchasing decisions for Monggo Chocolate products in Yogyakarta. The results of their research can be used to build online marketing strategies that have a high impact in increasing consumer response, using an approach of three main variables: digital marketing, brand awareness, and brand image. Other research by (Rahmasari & Lutfie, 2020) shows that to increase brand awareness, PT Produk Zilla Akademi Indonesia can focus on B2B collaboration with related companies, utilizing the role of mentors such as Yoel Sumitro, and optimizing the use of Instagram social media through interesting and content strategies. targeted paid advertising.

This research adds to the literature on digital marketing strategies in the Industry 4.0 era,

especially in increasing brand awareness, which provides insight into how certain elements of digital marketing contribute to brand awareness. This research provides practical guidance for companies on how to develop and implement effective digital marketing strategies. Companies can use these findings to increase the visibility and appeal of their brands in a competitive market. This research aims to identify effective digital marketing strategies in increasing brand awareness in the digital era.

## RESEARCH METHODS

This research applies qualitative research methods. Qualitative research methods are research approaches used to understand and explore social phenomena or human problems in their natural context. This approach focuses on in-depth understanding of the experiences, perspectives and behavior of individuals or groups through unstructured or semi-structured data collection techniques (Niam et al., 2024). The data collection technique used is literature study, where various sources such as books, journals, articles and other relevant documents are studied to obtain the required information. The data that has been collected is then analyzed through three important stages. The first stage is data reduction, namely the process of simplifying, selecting and focusing the raw data obtained so that it is easier to manage and analyze. The second stage is data presentation, where the reduced data is arranged systematically in a form that is easier to understand. The final stage is drawing conclusions, where interpretation of the data that has been presented is carried out to answer research questions and achieve research objectives.

## RESULTS AND DISCUSSIONS

The development of information and communication technology in the era of industrial revolution 4.0 which continues to grow rapidly has resulted in significant changes in various aspects of human life. The growth of Internet use and the development of e-commerce have facilitated communication between suppliers and customers, expanded the consumer base, and enabled the participation of small and medium enterprises in the market at more affordable costs (Aman et al., 2023). This phenomenon allows individuals to collect, process and exchange information more easily, facilitating business activities, including the shift from manual marketing (offline) to digital marketing (Pramiana & Wahyudah, 2022). The goal of online marketing is to reach customers through the online channels they use to read, search for information, or interact socially (Aman et al., 2024).

With widespread access to information, today's consumers have greater knowledge and power in evaluating information and choosing the best options. Therefore, providing easily accessible

information and having an active presence in the online environment are crucial elements in today's business. Along with technological developments, the traditional process of consumer decision making has shifted to a digital process (Pramadyanto, 2022).

A variety of digital media channels are available for use in digital marketing, including search engine marketing (SEM) which uses internet advertising to enable consumers to find product or service websites through search engines; online PR that maximizes interaction with consumers through social media or blogs; online partnerships involving online promotions via third party sites or email; interactive advertising in the form of banner ads or online multimedia to increase brand awareness and encourage consumers to visit product or service sites; opt-in email marketing which utilizes customer contact or email data to maintain relationships by sending marketing emails periodically; and social media marketing as a marketing strategy through social media to promote products or services and encourage interaction between companies and target consumers (Kartawaria & Normansah, 2023).

Many entrepreneurs choose to use digital marketing because consumers are increasingly embracing the era of digitalization. In Digital Marketing, interactions and transactions can be carried out at any time and accessed from various corners of the world. Through the internet, we can easily view various products, while most product-related information is available online. Additionally, customers also have the ability to compare this product with others in the ordering process, increasing their expertise in selecting the best option (Adinugraha et al., 2021).

The application of digital marketing as a marketing strategy provides convenience and opportunities for companies to disseminate information, create brand awareness, conduct market research, build a positive image of the brand, test products or services, improve communication and services to consumers, and increase product distribution in the market. Companies adopt various marketing methods to increase brand awareness. By utilizing digital marketing which has a broad and effective scope, companies can overcome limitations such as time, location and reach contained in traditional marketing concepts (Nabila & Winarti, 2023).

In the Industry 4.0 era, brand awareness is crucial for MSMEs in competing in an increasingly fierce market. Digital marketing can be an effective tool for increasing brand awareness by using social media, online advertising, blog content, and email marketing. MSMEs can produce content that is interesting and relevant to their audience, then promote this content through social media and

online advertising (Sirodjudin & Sudarmiatin, 2023). Brand awareness is a condition where consumers recognize the availability and accessibility of products or services from a company. This level of brand awareness can stimulate consumer interest to consider using or purchasing the product. Efforts to increase brand awareness can be done through social media management and implementing a mix of marketing and public relations to strengthen brand awareness about a product (Wijaya & Dewi, 2023). With increasing consumer awareness of a brand, potential consumers tend to remember and recognize the brand, which can then influence purchasing decisions (Jara & Putra, 2021).

From a brand recognition perspective, digital marketing is a strategy to build Brand Awareness, which contributes to increasing sales. The main aim of marketing activities is to create awareness of a particular product or brand in the minds of customers. Promotion via social media is expected to be a key factor in increasing and maintaining Brand Awareness, so that customers become more aware and remember the brand of a particular product, which ultimately drives purchasing decisions (Hamzah et al., 2022). For businesses in various industries, including the shoe industry, Brand Awareness is a crucial aspect because it can influence consumer behavior in purchasing products and making repeat purchases. Consumers tend to choose and use products from brands they trust and are known for, with the brand that first comes to mind often being their first choice, which then influences others to follow in their footsteps. Brand awareness has the potential to stimulate consumer buying interest, which is a strong indicator of a positive relationship with brand awareness and brand loyalty (Miskiyya & Purwanto, 2023).

In an effort to face increasingly fierce sales competition, companies are now focusing more on using effective digital marketing strategies as an effort to introduce products to the public, known as brand awareness (Trimarco et al., 2022). In the Industry 4.0 era, digital marketing strategies are becoming increasingly important in increasing brand awareness. Here are some strategies that can help increase brand awareness:

#### 1. SEO optimization

The best strategies and solutions are really needed by MSMEs to reach their market, where one method is by optimizing search engine techniques. Potential visitors will tend to visit web pages that have a positive rating on Google. Web pages should of course be further improved on Google pages, where SEO (Search Engine Optimization) techniques are one of the techniques that can be used to optimize web pages so that they rank positively. Not only that,

SEO techniques are very useful for triggering potential traffic and increasing brand awareness of the services/products offered (Putri & Prabowo, 2023). Search engine optimization is the steps or efforts taken on a company's website so that the website appears in the first search for certain keywords (Khairunnisa & Ariyanto, 2023).

#### 2. Content Marketing

The goal of content marketing is to introduce, inspire, and change customer perceptions of a brand. Effective content is content that is able to interact with the audience. Content marketing is also used as a strategy to strengthen and maintain engagement by publishing content that is relevant and useful to the target audience (Warnaen et al., 2023). Content creation can help get market attention and increase brand awareness.

#### 3. Social Media

Social media is a crucial element that supports a company's digital marketing efforts by providing a platform for sharing information with audiences through various formats such as text, video, photos, audio, and others (Rahmasari & Lutfie, 2020). Its function is to convey information quickly and help in developing the product or brand that you want to market (Amalia & Putri, 2020). Research by (Andata et al., 2022) shows that using social media effectively and positively can have an effect on increasing brand awareness among social media users.

#### 4. Influencer Marketing

Influencers are individuals who have the ability to influence other people's purchasing decisions based on their previous experiences. Brands use influencers to convey their goals to certain target consumers, who can come from various groups such as artists or celebrities who have loyal followers on social media (Hanindharputri & Putra, 2019). The use of influencer marketing in product promotion can help build brand awareness of the product. Factors that influence the success of an influencer include personal qualities that meet certain standards and a large number of followers. An effective influencer not only plays a role, but also has in-depth experience with the product being promoted, which is an important factor in building brand awareness of the product (Anthony et al., 2023)

#### 5. Data Analysis

Data analysis plays a key role in increasing brand awareness as it provides valuable insights into consumer behavior, preferences and market trends. So by analyzing data such as the level of interaction with content, the number of

followers on social media, or the level of searches for brand-related keywords, companies can understand how effective their marketing efforts are in increasing brand awareness. This information allows companies to adjust their marketing strategies in real-time, identify new opportunities, and optimize the use of marketing budgets. Additionally, data analysis also helps companies understand their audiences better, personalize messages and experiences, and build stronger relationships with consumers, all of which are important factors in strengthening brand awareness in today's digital era.

Factors that influence the effectiveness of digital marketing strategies in increasing brand awareness include content quality, consistency and targeting. Content quality is key because informative, interesting and relevant content can grab the audience's attention and encourage them to interact with the brand. Quality content also increases consumer credibility and trust in the brand (Sari et al., 2023).

Consistency in message delivery is also very important. Brands must constantly communicate with their audiences through various digital channels such as social media, email, and websites. This consistency helps build a strong brand identity and makes it easier for consumers to recognize and remember the brand (Widyastuti, 2017).

Proper targeting ensures that marketing messages reach audiences who are truly interested and relevant to the product or service being offered. Using demographic, psychographic and consumer behavior data to target specific audiences can increase the effectiveness of campaigns and ensure that marketing efforts are not wasted. Good targeting also helps optimize marketing budgets by directing resources to the most potential market segments (Suhairi et al., 2023).

In the Industry 4.0 era, digital marketing strategies are the key to optimally increasing brand awareness. So by leveraging technology and digital platforms, companies can optimize SEO, content marketing, social media, influencer marketing, email and user experience, while continuing to analyze data to understand consumer behavior and identify new opportunities. So with an integrated and data-driven approach, companies can strengthen their brand image, expand market reach, and win competition in this increasingly digital market.

## CONCLUSION AND SUGGESTION

Effective marketing strategies in increasing brand awareness in the industrial era 4.0 include Search Engine Optimization (SEO), content marketing, social media, influencer marketing, and data analysis. SEO helps increase brand visibility in

search engines, while content marketing ensures information is relevant and valuable to the audience. Social media plays a role in building communities and direct interactions with customers, and influencer marketing leverages the influence of famous individuals to expand a brand's reach. Data analysis is used to understand consumer trends and preferences, as well as measure campaign effectiveness. Factors that influence the effectiveness of this digital marketing strategy include content quality, consistency in message delivery, and appropriate targeting of relevant audiences.

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