

DIGITAL MARKETING STRATEGY IN INCREASING BRAND AWARENESS AT PT. DEACOM TECHNOLOGY IN SIPODECENG VILLAGE, SIDENRENG RAPPANG REGENCY

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ABSTRACT

Strategy, which is defined as a unified, comprehensive and integrated plan, is becoming a challenge for increasingly fierce competition for innovation and creativity. The benefit of this research is that it can help PT. Deacom Technology optimize the marketing of its products using digital marketing as an effective marketing tool. Business people must emphasize strategy more digital marketing which is sufficient to be able to introduce their products to the community, this term is referred to as brand awareness or brand awareness. The aim of this research is to provide a strategy digital marketing in increasing brand awareness or brand awareness PT. Deacom Teknologi. This research uses qualitative methods with research subjects namely company owners, employees, village government, customers, youth leaders, and the community who have not used the services of PT. Deacom Teknologi. The data collection technique is by purposive sampling through observation, interviews, and documentation. This research was conducted in Sipodeceng Village, Sidenreng Rappang Regency.

Keywords : Strategy, Digital Marketing and Brand Awareness

INTRODUCTION

Introduction contains brief and concise research backgrounds, and objectives. Theoretical support is included in this section, similar research that has been done can be stated.

In today's modern era, various innovations have been made to attract consumer interest. One form of innovation that is the main choice for business people to introduce their products is digital marketing or digital marketing. Digital marketing has become one of the marketing media that is currently in great demand by the public to support various activities carried out. They are little by little starting to abandon conventional or traditional marketing models and switch to modern marketing, namely digital marketing. Digital marketing usually consists of interactive and integrated marketing facilitating interaction between producers, market intermediaries, and potential consumers. With digital marketing communications and transactions can be carried out at any time (real time) and can go global or worldwide. With the increasing number of social media users based on chat opens up opportunities for Micro, Small and Medium Enterprises (MSMEs) to develop their markets within their grasp smartphone.(Mamuaja et al., 2022).

Cyberspace is now no longer only able to connect people with devices, but also people with other people throughout the world. On one side, digital marketing makes it easier for business

people to monitor and provide all the needs and desires of potential consumers, on the other hand potential consumers can also search for and obtain product information just by browsing cyberspace, making the search process easier. Buyers are now increasingly independent in making purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without any geographical or time limitations. (Mamuaja et al., 2022)

The current progress of the digital era uses social media technology as the most reliable marketing method which makes things easier for people in various ways. The use of social media is very influential for various groups including the business world (Tabanan, 2022). According to (Puspitarini & Nuraeni, 2019). Business people need effective marketing media with the aim of expanding their market share. Social media as a marketing tool is certainly related to marketing communications. In marketing communications there is a marketing mix, one of which is promotion. The main reason someone carries out a promotion is so that the product being marketed becomes known to more people. Once the product is known to many people, sales results will also increase.

The main thing in promotion is creating a persuasive and effective message to attract consumer attention. However, promotional activities must not be separated from moral and ethical values that are in accordance with sharia

principles. When working and earning, you must follow the path that is approved by Allah SWT. Of course, the income earned must be halal. Because in reality, wealth that is obtained by justifying all means (haram) or through work that is not in the way of Allah SWT, is treasure that is haram and not good. As stated in the word of Allah SWT in Surah QS. At-Taubah (9): 105 which reads.

وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ
وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عِلْمِ
الْغَيْبِ وَالشَّهَادَةِ فَيُنبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ

And say, “Work,” and God will see your work, and His Messenger and the believers, and you will be returned to the Knower of the Unseen and the Witness, and He will inform you of what you used to know Colored people

Meaning: Say (Prophet Muhammad), “Work! Then, Allah, His Messenger, and the believers will see your work. You will be returned to (the Substance) who knows the unseen and the real. Then, He will tell you what you have been doing.

In Islam, the main goal of business people/entrepreneurs is to achieve Allah's approval and to realize the prosperity of life together in addition to the welfare of individuals or certain groups. Sellers and buyers can realize all their wishes by carrying out buying and selling transactions for goods and services.

Competition for innovation or creativity that is getting tighter by the day, encourages companies to emphasize adequate digital marketing strategies as a way of introducing products to the public, this term is called brand awareness or brand awareness. Brand awareness is a consumer's ability to recognize or recall that a brand is part of a particular product category. Brand awareness will also show consumer knowledge of the existence of a product brand in consumers' minds. (Setiawan & Rabuani, 2019). Brand awareness has an important role in a brand, this is because consumers are interested in buying a product that consumers are familiar with brand of the product so that consumers have a sense of security about the product. (Petra et al., 2020).

This research was carried out as a solution to build brand awareness (brand awareness) to business people as owners of products that are not yet known to many people, by carrying out digital marketing promotions such as: content creation marketing, pamphlets, and short video. PT. Deacom Teknologi, which is the research location, is a newly established business, so it is not surprising that many people still don't know about

it. From data from a site Datareportal.com Digital 2023 Indonesia. From <https://datareportal.com/reports/digital-2023-indonesia> shows data on social media users in Indonesia, namely Facebook had 119.9 million users in Indonesia in January 2023, Instagram had 89.15 million users in Indonesia at the beginning of 2023, and Tiktok had 109.9 million users in Indonesia in January 2023. So Therefore, the use of social media as a marketing tool such as: Instagram, Tiktok, and Facebook can be a solution because there are so many users or enthusiasts of these applications in Indonesia.

PT.Deacom Teknologi was founded in May 2023, located in Sipodeceng Village, Sidenreng Rappang Regency, is a provider of installation services WiFi (Wireless Fidelity) and internet access via cable, connection dial-up, DSL, nor fiber. PT. Deacom Technology does not only provide product offerings WiFi (Wireless Fidelity), several services are also provided to help customers continue to enjoy their products. For technicians there is work for installation WiFi (Wireless Fidelity) and fix it WiFi (Wireless Fidelity) customers if they experience problems such as: an unstable network, broken cables, or damaged equipment.

After a survey was conducted at PT. Deacom Teknologi and the Sipodeceng village office on December 23 2023, it showed that from the beginning of the establishment of PT. Deacom Technology, (May 2023 – December 2023) number of customers is 135 user still using Word of Mouth. Word of Mouth is a marketing strategy that spreads information from one community to another or what we usually hear is information spread by word of mouth (Irawan, 2023). Data on the number of Family Cards (KK) is 1,362 KK (Family Cards) with a total population of 3,726 people with details of 1,861 men and 1,865 women. The number of customers in Sipodeceng Village is 44 customers from 1,362 families (family cards). According to (Sociology & Affairs, 2022) social media has a big influence on changes in people's social life, one of which is that people's face-to-face interaction will decrease.

Based on the problems faced by PT. Deacom Technology in increasing the number of customers through social media digital marketing, researchers are interested in conducting research with the title “DIGITAL MARKETING STRATEGIES IN IMPROVING BRAND AWARENESS AT PT. DEACOM TECHNOLOGY”.

METHODOLOGY

This research uses a qualitative approach with a case study method at PT. Deacom

Technology to analyze effective digital marketing strategies in increasing brand awareness. Data collection techniques include in-depth interviews with PT managers and marketing staff. Deacom Technology, as well as observations of digital marketing activities carried out by the company. Additional data was obtained through content analysis of social media used by the company, including Instagram, Tiktok, and Facebook.

Data analysis was carried out by identifying and grouping main themes from interviews and observations to understand how digital marketing strategies influence brand awareness. It is hoped that the results of this research will provide insight into effective ways to increase brand recognition and facilitate the development of better digital marketing strategies in the future. This research will also evaluate the effectiveness of various types of marketing content in attracting consumer attention and building brand awareness.

RESULTS AND DISCUSSIONS

Discussion of Digital Marketing Theory

According to Eun Young Kim's digital marketing theory (Fatoni, Patra Alif Pambudi, 2022), there are four main indicators that influence the effectiveness of digital marketing: incentives, site appearance, costs, and relationships. Incentives refer to special offers or promotions provided to attract consumer interest, such as discounts, gifts, or coupons. These incentives can increase consumer motivation to interact with the brand and make purchases. Site appearance includes the design and navigation of the website that influences the user experience. An attractive, easy-to-use site design can increase visitor satisfaction and encourage them to explore more content or make a purchase. Cost is an important factor in determining how effective a digital marketing campaign will be, including the costs of advertising, content production, and site maintenance. Efficient cost management can maximize ROI (Return on Investment) from marketing campaigns. Relationships include interactions between brands and consumers, including responsiveness to questions and comments on social media. Good relationships can strengthen customer loyalty and increase retention.

Discussion of Brand Awareness Theory

In brand awareness theory according to Keller (Sari et al., 2021), there are four main indicators, namely recall, recognition, purchase and consumption. Recall is the consumer's ability to remember a brand without visual or verbal assistance, which shows how strongly the brand is embedded in the consumer's memory. Recognition refers to consumers' ability to recognize a brand

when they see a logo, name, or other visual element, indicating a more passive but still important brand awareness. Purchase is a purchasing action that occurs as a result of brand awareness, which measures how effective a brand is in influencing consumer purchasing decisions. Consumption measures the extent to which consumers use or consume a product after purchase, which can provide insight into satisfaction and loyalty to the brand.

Integration of Digital Marketing Theory Indicators and Brand Awareness

The integration of indicators from these two theories provides a comprehensive picture of how digital marketing can influence brand awareness. Incentives and site appearance play a role in attracting consumers' attention and motivating them to interact with the brand, which can be influential recognition and recall. Costs and relationships influence how marketing campaigns are managed and how well a company communicates with consumers, which in turn can influence purchase and consumption. By understanding and optimizing these indicators, PT. Deacom Technology can design effective digital marketing strategies to increase brand awareness and positively influence consumer purchasing decisions.

Table 1 Research results

Aspect	Findings	Analysis	Implications
Digital Marketing Strategy	Use of social media (Instagram, Tiktok, Facebook) for promotion.	Social media allows direct interaction with consumers and expands market reach. Content such as short videos and digital flyers are effective in attracting attention.	Increasing the use of social media can expand brand awareness and attract more customers.
Brand Awareness	Low brand recognition among local communities.	Brand awareness currently relies on <u>Word of Mouth</u> methods and traditional marketing. Digital marketing can increase brand recognition if done consistently.	Using the right digital marketing strategy can increase brand awareness and attract the attention of new consumers.
Content Effectiveness	Visual content and short videos get a positive response.	Content that is visually appealing and informative tends to be more effective in increasing engagement and brand awareness.	Focusing on creating high-quality and relevant content can increase the effectiveness of marketing campaigns.
Consumer Perception	Consumers are more active in seeking information through social media	Consumers are now more likely to search for product information independently via digital platforms, expecting fast responses and clear information.	Providing accurate and responsive information on social media can increase consumer trust and loyalty.

Source: 2024 Process Data

Digital Marketing Strategy

Research findings show that PT. Deacom Technology uses social media such as Instagram, Tiktok, and Facebook as part of their digital marketing strategy. Social media offers an ideal platform to reach a wide and diverse audience

effectively. Through regular posts, paid advertising, and engaging content such as short videos and digital flyers, companies can interact directly with potential consumers and build more personal relationships. Social media also allows for more specific audience targeting based on demographics and interests, increasing the relevance and effectiveness of marketing campaigns.

Data analysis shows that this strategy provides significant benefits in terms of increased market reach and user engagement. Diverse and relevant content, such as informative videos and interesting promotions, gets a positive response from the audience. This approach allows PT. Deacom Technology to differentiate itself from competitors and attract the attention of potential consumers in a more dynamic and interactive way than traditional marketing methods.

However, the challenge faced is consistency in implementing digital marketing strategies and effective content management. Companies must ensure that published content remains relevant and interesting in order to maintain audience interest and avoid a decline in engagement. Regular evaluation of digital marketing campaign performance and strategy adjustments based on analytical data can help maximize results and increase brand awareness on an ongoing basis.

Brand Awareness

The research results show that brand awareness of PT. Deacom Technology is still relatively low among the local community. Most customers today are acquired through Word of Mouth methods, which while effective in some contexts, have limitations in terms of reach and growth. This limited brand recognition shows that traditional marketing methods are not enough to optimize existing market potential, especially in the current digital era.

Analysis shows that digital marketing has great potential to increase brand awareness. By utilizing social media, PT. Deacom Technology can introduce their brand to a wider and more segmented audience. A well-designed campaign, with a consistent and relevant message, can increase brand recognition and build a positive image in the eyes of consumers. Compelling visual content and well-targeted promotions have the potential to increase brand awareness and attract the attention of more customers.

Implementing an effective digital marketing strategy can help PT. Deacom Technology in overcoming existing brand awareness challenges. It is important to monitor the progress and impact of any marketing campaign to assess its effectiveness. By increasing brand visibility through the right digital channels,

companies can build a stronger reputation and attract more customers in the future.

Content Effectiveness

Research findings show that visual content, especially short videos, get a positive response from the audience. This content is not only attention-grabbing but also easy to share, allowing companies to reach a wider audience. Informative and engaging videos can increase user engagement and reinforce marketing messages, serving as an effective tool for increasing brand awareness.

Data analysis reveals that the quality and relevance of content greatly influences the effectiveness of digital marketing campaigns. Content that is well designed and matches the needs and interests of the audience tends to be more successful in attracting attention and building strong relationships with consumers. Therefore, it is important for PT. Deacom Technology to focus on creating creative and valuable content that can motivate audiences to interact and share.

However, creating effective content requires resources and careful planning. PT. Deacom Technology must ensure that the marketing team has the skills and tools necessary to produce high-quality content. Additionally, regular evaluation of content performance and audience response can help companies identify areas for improvement and optimize their content strategy for better results.

Consumer Perception

The research results show that consumers are now increasingly active in seeking product information via social media, making it the main source for their purchasing decisions. This reflects a shift in consumer behavior who prefer to conduct research and obtain information independently before making a decision. Therefore, it is important for PT. Deacom Technology to ensure that information provided through digital platforms is accurate, easy to access, and meets consumer expectations.

Data analysis shows that fast responses and clear communication on social media play a big role in building consumer trust and loyalty. Consumers who feel they receive relevant information and responsive support are more likely to have a positive view of the brand and make a purchase. This emphasizes the importance not only of providing engaging content but also of maintaining active and responsive interactions with the audience.

However, the challenge faced is how to ensure that all aspects of digital communications are consistent and meet the standards expected by consumers. PT. Deacom Technology needed to implement an effective system to monitor and respond to consumer feedback in real-time, as well as ensure that every interaction strengthened the

brand's positive image. By doing this, companies can increase consumer satisfaction and drive sustainable growth

CONCLUSION

Provide a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in "Results and Discussion" chapter, so there is compatibility. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion).

Based on the discussion and research results from research entitled Digital Marketing Strategy in Increasing Brand Awareness at PT. Deacom Technology in Sipodeceng Village, Sidenreng Rappang Regency, conclusions can be drawn to answer the problem formulation, namely:

- By looking at the four indicators of Eun Young Kim's theory (Fatoni, Patra Alif Pambudi, 2022), namely motivational tactics strategies (incentive), display touch strategy (site design), promotion cost management strategy (cost), interaction between consumers and companies in providing good and clear information (interactive). These indicators can be applied by PT. Deacom Technology and can reach a wide market through digital marketing so that digital marketing strategies can improve brand awareness PT. Deacom Technology.
- In Keller's theory (Sari et al., 2021) the four indicators, namely recall, recognition, purchase, and consumption be a benchmark for how far brand awareness PT. Deacom Technology. From the discussion of research results, consumers know PT. Deacom Technology through strategy digital marketing social media and word of mouth (word of mouth).

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