

The Implementation of Digital Marketing towards Brand Awareness

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Abstract – The phenomenon of digital marketing becomes a promising opportunity for the marketers, especially in husbandry sectors. They do not want to lose this opportunity. They used to promote their product through conventional way by selling directly to the prospective buyers. Yet, Ayamjoper.id as the startup company in husbandry sector tries to change its marketing strategy from conventional into modern one by using digital marketing as its promotion media. A modern company takes technology factor as the primary change factor in the changing of landscape marketing. From the elaboration above, this research is aimed at knowing the application of digital marketing in constructing brand awareness of Ayamjoper.id Company. Qualitative method with case study approach are used in this study. Case study is used as an approach focusing on a certain case that is observed and analyzed until it is well accomplished. Technique of data collection used in this research is interview and observation. The result of this research shows that the implementation of digital marketing conducted by Ayamjoper.id Company is using youtube, facebook, and website. The conclusion obtained from the research is that the use of digital marketing is effective and efficient for the company in reaching the consumers and increase brand awareness of the product proposed by the company.

Keywords: *brand awareness, conventional, digital marketing and husbandry*

I. Introduction

The world of marketing will always be developing from time to time in line with the industrial trend that is so called as industrial revolution. Nowadays, we are in the era of industrial revolution 4.0 in which a massive change in many sectors with the combination of hi-technology. Those are signed by the use

of the latest technology in all over sectors, such as artificial intelligence, robot, nano technology, and so forth. Thus, the world of marketing today should adapt rapidly towards the massive changing in order to adapt with the industrial change or even consumers' behavior change. To anticipate those changes, the world of marketing in the era of industrial revolution 4.0 transform from the conventional into digital one.

Digital marketing is an activity to promote and sale a brand using digital media such as internet. Moreover, it will lead to mobile marketing. Mobile marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device [1]. Digital marketing today is the most popular strategy that is used most of marketers across the globe. This is due to the impact of worldwide internet and technology, so that the internet becomes the most promising market to achieve. In another word, digital marketing is the combination of marketing activity conducted by electronic media or internet. In accordance with that fact, [2]state that digital marketing is the use internet facilities and the use of other interactive technologies to connect the identified consumer and company. The increasing number of consumers and their spread in all over the places is almost impossible to reach by using conventional marketing. Digital social media brings several advantages to firms. [3], for example, argue that the Web can be used for publishing, online sales, market research, and customer sup- port. Other scholars contend that the Web can assist in brand building, generating word-of-mouth com- munication among consumers, buzz marketing, and crowdsourcing[4]. Besides, the number of internet users is increasing in year by year. The Association of internet provider in Indonesia shows that the user of internet and social media is 171.17 million out of 264 million users. It means 64.8% of the Indonesian citizen is connected to the internet. By optimizing promotion through

digital marketing with such an interactive content, the marketing strategy will be more effective and the targeted consumers will be more achieved. Moreover, according to [5] the existence of social media can strengthen the digital marketing strategy since it can be used to spread the product information through text, picture, audio, and video between the company and consumer or vice versa.

By using internet as digital marketing media, marketers hope that the marketing scope will be wider and so will the brand awareness of the product. [6] stated that we have to stress the fact that brand is the factor which has an impact on consumer purchase decision-making process. Moreover, [7]state that the definition of brand awareness is the ability of buyers to identify and mention the brand without its detail category while they are buying. [8]defines the brand awareness is the ability of the prospective buyers to know or to recall that the brand is part of a certain product category. Meanwhile, according to [9]brand awareness is the ability of a product brand to be recalled or stay in its buyers' mind while they are thinking of product. According to [10]several stages in brand awareness are as follows: firstly, unaware of a product, this is the lowest stage in brand awareness pyramid, this stage means the consumer is completely unaware of the product. Secondly, brand recognition, it is minimum stage of a brand awareness, it means that the brand of a certain product starts recalling by the consumers in their mind or aided recall. Thirdly, brand recall, it means a certain brand of product can be easily recalled by the consumer since it is already kept in their mind or unaided recall. Fourthly, top of mind, it means brand of a product will be directly spoken when they recall of a certain product. Eventually, by keeping on updating the product through digital marketing, brand awareness of a product will be enhancing and vice versa. Brand awareness plays a key role in consumers' buying decision-making process. It includes individual recognition, knowledge dominance and recall of brands [11].

This phenomena become a promising opportunity for the marketers, especially in husbandry sectors. They do not want to lose this opportunity. They used to promote their product through conventional way by selling directly to the prospective buyers. Yet, Ayamjoper.id as the startup company in husbandry sector tries to change its marketing strategy from conventional into modern one by using digital marketing as its promotion media. Hermawan kertajaya takes technology factor as the primary change factor in the changing of landscape marketing. From the elaboration above, this research is aimed at knowing the implementation of digital marketing in building brand awareness of Ayamjoper.id Company.

II. Literature Review

Academics and practitioners, alike, believed that Internet was rapidly changing the nature of individual businesses, of markets and entire economies in a profound manner. Since then, many Internet companies have gone out of business, prompting everyone to treat the Internet boom with caution. The growing usage of social media is changing the businesses' method responding to consumer's needs and wants and increasing the chances for firms to market their products and services in a customized and personal way. Nevertheless, there are still needed answers concerning to what extent social media platforms as marketing tools are being employed by companies and their effect on brand awareness in mobile service providing industry Digital marketing is the use internet facilities and the use of other interactive technologies to connect the identified consumer and company[1]. A study conducted by [12] shows that social media marketing activities in facebook affects brand awareness of the mobile service providers' consumers. Furthermore, He said that it interaction, sharing of contents, accessibility, and credibility affect brand awareness. Meanwhile, [13]states that social media marketing involves the use of internet social media tools (Facebook, Twitter, youtube, and so forth) to reach consumers in innovative ways and to increase brand awareness. Social networking helps to promote the company and its brand awareness. A research conducted by [14] stated that the analytical results indicated that social media marketing activities indirectly affect satisfaction through social identification and perceived value. At the same time, social identification and perceived value directly affect satisfaction that then influences continuance intention, participation intention and purchase intention. In short, digital marketing along with its media is considered effective in promoting the products to the consumers. Even though they are becoming popular and effective marketing tools, social network sites can pose a threat as well as an opportunity to companies as they can rapidly spread the views of dissatisfied customers" comments[15]. [8]defines the brand awareness is the ability of the prospective consumers to know or to recall that the brand is part of a certain product category. Meanwhile, according to [9]brand awareness is the power of a product brand to be recalled or stay in its buyers' mind while they are thinking of product. The research conducted by [13] shows that brands awareness could be enhanced through internet marketing tools, which notify, remind, and convince customers about their brands, products, or services. The client may come across with the brand in various ways, for example, reviewing videos, playing games, spending time on the site or by communicating with other customers, watching advertisements at the time the products showed on the internet.

III. Methods

Method of this research is qualitative and case study as the research approach. In qualitative research, the result of the study is based on the data confirmed by the informant, then it is elaborated through words in detail. According to [16] the objective of qualitative research is to comprehend everything happened in the field of research, such as behavior, perception, motivation, activity, and so forth, then elaborate it through words about the natural phenomena and using natural methodology to figure it out. In this moment, this research wants to elaborate issue related to a specific event so that it can enhance our knowledge in digital marketing used by Ayamjoper.id Company in details.

Case study is such an approach focusing on a certain case that is observed and analyzed until it is well accomplished. Through case study, the researcher can have a deeper review about a particular phenomenon in a real situation. According to [17] case study is a proper way to use a question why or how, if the researcher has a limited time to observe the phenomenon that is being studied and the focus of the research is in the contemporary life situation. This case study focusses on individual or group behavior and the researcher is part of research instrument in this study in order to obtain the comprehensive information about e-marketing in building brand awareness. The object of this research is digital marketing in constructing brand awareness. Meanwhile the subject of the research is Ayamjoper.id. Moreover, in obtaining the research data, the researcher uses observation, interview, documentation, and literature study.

IV. Discussion

In every business, marketing take a crucial role in it. A business with an ordinary product can be a successful product just because of marketing strategy conducted by the company. On the other hand, business with high quality product will not have a good sale when there is no good marketing strategy. Marketing is activities to promote, inform, and bargain products or services managed by a certain company as an activity to enhance its product selling. As the matter of fact, without any series of marketing strategy, people will never recognize the product that the company produced. Eventually, marketing will always enhance its quality of connectivity to the consumers so that they aware of the company products or services. Ayamjoper.id Company also applies those strategies in enhancing its products selling. This company has conducted a series of analysis of the business sector that they want to deal with. The marketers of Ayamjoper.id have a deep analysis about the strength and the weakness of their product and their selling strategy. At the end of their series of analysis, they come to their final decision to take internet marketing o as their core marketing strategy. Ayamjoper.id has revealed

that the Internet has developed different forms of media and applications. It has changed the traditional human interactions and created new bridges for communication. With the popularity of Internet and mobile technologies and the wide spread reliance on online social media brand preferences, the sharing of consumer experiences and brand information has become a new field of brand marketing. Therefore, the development of social groups has become more efficient. Even among group members who have never met each other, a good sense of community can take shape. Communities that collect goods and services of a specific brand are called virtual brand communities

By optimizing the use of internet marketing, company will spend a minimum budget and have wide range of its promotion. [2] state that state that digital marketing is the use internet facilities and the use of other interactive technologies to connect the identified consumer and company. In accordance with that, the company of Ayamjoper.id has conducted various steps to run its digital marketing strategy so that the company can enhance its brand awareness, for example by making a company website, youtube, facebook, and google my business. Based on the interview, Ayamjoper.id Company has youtube channel that full of its product video, fanpage on facebook that contains many information about its product, and website with many interesting information, photos, videos, and also its consumers' testimony. From those digital marketing strategies, the CEO of Ayamjoper.id said that website is considered as the most effective one since it contains a complete information that can be made by the company in order to answer its prospective consumer curiosity. The importance of a website for marketing extends to every aspect of your digital marketing strategy. As the main part of your online presence, every type of communication, piece of content, or advertisement that you put online will drive the consumer back to your website. As such, it's important that your website gives consumers a clear idea of what your brand is about and what types of products or services you offer. Moreover, the importance of a website for content marketing is also significant. Your content needs a place to live. Whether its blog posts or product descriptions, you need a place to display that information so that prospective customers can find it. Your website is the perfect place to house all of the great content your business creates to inform and engage your target audience – just like the blog post you're reading right now that's providing you with more information. This is undeniable that digital marketing can make selling promotion easier. That is why, many companies are now getting more familiar with marketing technology by applying the latest and the most sophisticated one. Furthermore, one of those media is facebook. Ayamjoper.id is also using that social media. The company makes fanpage and also private account to spread it

out through husbandry groups all over Indonesia. [5] social media is a medium for spreading information in form of text, picture, audio, and video from both company and consumer. Social media is the method to make social interaction among humans. The use of web based technology is to quickly disseminate information and details to a wide range of customers. They allow the development and return of user in generated material. Facebook or fb, Tweets, Hi5, Orkut and other social media are collectively referred to social media. Social media symbolizes low-cost resources that are used to combine technology and social connections. These power resources are typically online or mobile centered like Tweeters, Facebook or fb, MySpace and YouTube. There are two advantages of social media that are essential to companies, they are: (1). Cost decrease by decreasing staff time. (2) Increase of probability of revenue creation. Social media allows companies to: (1). Share their skills and information; (2) Tap into the wisdom of their customers; (3) Enable clients helping clients; (4) Engage leads though client evangelism. Thus, social media connect customer through transactions, referrals and recognition management. Some have argued that investments in digital marketing evolve in parallel with perceived benefits such that high levels of digital marketing usage are indicative of higher levels of digital interaction, and low levels of digital marketing usage indicate a more traditional Web presence[18]. Therefore, digital marketing usage and perceived benefits are dimensional variables that may effectively capture a firm's digital engagement.

The use of digital marketing can minimize company expend to sale or promote its product in spite of its wide range. In addition, [19]states that social media is a new set of communication tools that enable many types of interaction that were previously not available to the public. Thus, social media is a medium to spread information among individuals and it is a medium of promoting a product produced by a company. [20] state that internet and social media application are able to ease a company in obtaining information about the prospective consumers in details, such as their age, sex, intensity of checking in our online store. In short, the development of technology affects the development of marketing strategy as well. We can obviously see that e-commerce trend is growing rapidly in a last few years. Customers are easier to order products anywhere they are just from their cellphones. One of the industrial sectors is husbandry. This kind of opportunity will not be easily thrown away by agribusiness company such as Ayamjoper.id.

By using digital marketing strategy measurably and simultaneously, the brand awareness of products from Ayamjoper.id Company will enhance. Moreover, the company should conduct a simple analysis on the weakness and strength from every single digital medium used in the internet, the

development of brand awareness of its product will rise in the consumers' mind. It is also strengthened by a research conducted by [21]they said that there is an influence between the online marketing campaign and consumer's behavior in choosing product or service. Besides, according to [22] there is a significant influence of internet marketing on brand awareness. This is due to the relation between brand awareness and the intensity of product reviewed by consumers.

V. Conclusion

Based on the elaboration above, it can be inferred that the use of digital marketing is able to streamline the Ayamjoper.id Company especially on its promoting or selling expends of its products despite its wide range. Besides, the use of marketing strategy through digital marketing with all media from youtube, facebook, google my business, and especially official company website can strengthen brand awareness of Ayamjoper.id Company.

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