



## Analysis of Digital Marketing Strategies in Enhancing Brand Awareness at CV. Sedayu Advertising

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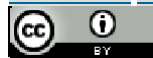
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### ABSTRACT

The development of digital technology has encouraged companies to utilize digital marketing as a marketing strategy to enhance brand awareness. CV. Sedayu Advertising is a company engaged in advertising and event organizing services that utilizes digital media such as Instagram and other online platforms as promotional tools for its services. This study aims to identify the digital marketing strategies implemented by CV. Sedayu Advertising in enhancing brand awareness and to examine the supporting and inhibiting factors affecting their implementation. Data were collected through interviews, observations, and documentation. The data were analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by the company in implementing its digital marketing strategies. The findings indicate that CV. Sedayu Advertising has implemented several digital marketing strategies, including social media marketing, content marketing, and online promotion through social media platforms. These strategies have contributed to increasing the company's brand awareness, particularly through visual content and digital promotional activities. Based on the SWOT analysis, the company's strengths lie in its content creativity and active use of social media. The company also has significant opportunities due to the increasing use of social media and the growing demand for digital marketing services. Meanwhile, threats arise from competition among advertising agencies and the rapid changes in digital trends. The study concludes that the digital marketing strategies implemented by CV. Sedayu Advertising have been fairly effective in enhancing brand awareness; however, further development is required to optimize their effectiveness and strengthen the company's competitiveness in the increasingly competitive digital era.

## INTRODUCTION

The rapid development of digital technology in recent years has significantly influenced changes in corporate marketing practices. Promotional activities that were previously conducted through conventional methods have gradually shifted to digital media because they are considered more effective in reaching consumers quickly and extensively. The use of the internet and social media platforms such as Instagram, TikTok, and Facebook has become one of the primary tools utilized by companies to build communication with consumers while simultaneously introducing their products and services. This condition requires companies to adapt to digital developments in order to remain competitive in an increasingly challenging business environment.

Digital marketing refers to marketing activities that utilize digital media and internet networks as communication tools between companies and consumers. This strategy is considered capable of helping companies expand their market reach, improve promotional effectiveness, and establish closer relationships with consumers. Furthermore, digital media enable companies to deliver information quickly and interactively. According to Malik et al. (2022), in their study entitled *Digital Marketing in Developing Brand Awareness of MSMEs*, the utilization of digital marketing can help companies strengthen relationships with consumers and enhance brand awareness through the effective use of digital media.

Brand awareness is one of the most important aspects of marketing because it relates to consumers' ability to recognize and recall a brand. The higher the level of brand awareness, the greater the opportunity for a company to be recognized and chosen by consumers. Therefore, companies need marketing strategies that can effectively create brand awareness amidst intense business competition. Andrea and Keni (2021), in their study entitled *The Influence of Electronic Word of Mouth, Celebrity Endorsers, and Online Advertising on Brand Awareness*, explained that the use of digital media such as social media and online advertising significantly contributes to increasing brand awareness among the public. CV. Sedayu Advertising is a company engaged in advertising and promotional services. In conducting its business activities, the company utilizes digital media as a marketing tool to introduce its services to potential consumers and clients. The use of social media and digital platforms serves as an effort to build the company's image and expand its marketing reach in today's digital era.

However, several challenges remain in the implementation of digital marketing strategies aimed at enhancing the company's brand awareness. One of the main issues identified is the relatively low level of social media engagement, resulting in limited interaction between the company and its audience. In addition, maintaining consistency in digital content creation remains challenging, as the company must continuously adapt its content to evolving trends in order to attract audience attention.

Another challenge arises from the intense competition among advertising companies that also utilize digital media as promotional tools. This competition requires companies to develop more creative and distinctive digital

marketing strategies in order to gain greater public recognition. On the other hand, some of the company's promotional content still has limited audience reach, resulting in insufficient dissemination of information regarding the services offered to the target market.

Furthermore, the utilization of digital marketing features such as content marketing, visual branding, and social media interaction has not yet been fully optimized. This condition indicates that the company requires more effective and consistent digital marketing strategies to enhance brand awareness amidst the growing competition in the advertising industry. Juarez et al. (2022), in their study entitled *Integrated Marketing Communication (IMC) Strategy of EMINA in Enhancing Brand Awareness*, stated that effective digital marketing communication strategies can help companies improve brand awareness through digital media and consumer interaction.

Other studies have also demonstrated the important role of digital marketing in supporting the enhancement of corporate brand awareness through the utilization of social media, content marketing, and digital communication. Karen and Zai (2022), in their study entitled *Analyzing the Effects of Digital Marketing on Brand Awareness Among Internet Users*, published in *Management and Business Review*, found that digital marketing has a positive influence on increasing brand awareness among internet users.

Based on these phenomena and conditions, the researcher is interested in conducting a study entitled "*Analysis of Digital Marketing Strategies in Enhancing Brand Awareness at CV. Sedayu Advertising.*" This study aims to examine the digital marketing strategies implemented by the company to improve brand awareness and to identify the supporting and inhibiting factors affecting their implementation. A qualitative research method was employed, utilizing interviews, observations, and documentation to obtain a deeper understanding of digital marketing practices at CV. Sedayu Advertising.

#### Research Questions

1. What digital marketing strategies are implemented by CV. Sedayu Advertising?
2. How do the digital marketing strategies implemented by CV. Sedayu Advertising contribute to enhancing brand awareness?

What are the supporting and inhibiting factors affecting the implementation of digital marketing strategies at CV. Sedayu Advertising?

## LITERATURE REVIEW

### *Digital Marketing Strategy*

Digital marketing strategy refers to a marketing approach that utilizes digital media and the internet to deliver product or service information to consumers more quickly, broadly, and interactively. In today's business environment, digital marketing functions not only as a promotional medium but also as a communication tool between companies and consumers to establish long-term relationships.

Malik et al. (2022) in their study entitled *Digital Marketing in Developing Brand Awareness of MSMEs*, published in the *Indonesian Journal of Business and Entrepreneurship*, digital marketing plays an important role in enhancing brand awareness through the utilization of digital media such as social media and internet-based marketing activities that expand consumer reach.

Similarly, Andika et al. (2021) explained that digital marketing helps small and medium-sized enterprises (SMEs) improve business visibility and expand market reach through more efficient and accessible online media. Furthermore, Wibawa et al. (2022) stated that the use of social media in digital marketing can improve marketing performance through more effective communication and lower operational costs.

Common forms of digital marketing strategies include Social Media Marketing, Content Marketing, Online Advertising, and Interactive Marketing. Social Media Marketing utilizes platforms such as Instagram, TikTok, and Facebook as promotional and communication channels with consumers. Content Marketing involves creating engaging content such as photographs, videos, and informative articles. Online Advertising is used to reach target markets through digital advertisements on social media platforms and websites. Meanwhile, Interactive Marketing helps companies build closer relationships with consumers through direct communication on digital platforms. In this study, digital marketing strategy is used as a framework to analyze how CV. Sedayu Advertising utilizes digital media to enhance its brand awareness.

#### *Brand Awareness*

Brand awareness refers to consumers' ability to recognize and recall a brand within a particular product or service category. It is one of the most important indicators in marketing because it influences consumers' purchasing decisions.

According to Andrea and Keni (2021), in their study entitled *The Influence of Electronic Word of Mouth, Celebrity Endorsers, and Online Advertising on Brand Awareness*, brand awareness is formed through marketing communication activities such as digital advertising and consistent social media interactions conducted by companies.

Juarez et al. (2022), in their study entitled *Integrated Marketing Communication Strategies in Enhancing Brand Awareness*, also explained that brand awareness can be improved through integrated and sustainable digital marketing communication strategies.

The levels of brand awareness consist of Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind. Unaware of Brand refers to a condition where consumers are not familiar with a brand. Brand Recognition refers to consumers' ability to recognize a brand when they see its logo, name, or other distinctive characteristics. Brand Recall is the ability of consumers to remember a brand without assistance, while Top of Mind represents the highest level of brand awareness, where a brand is the first one that comes to consumers' minds when thinking about a specific product category.

This concept is used in this study to measure the extent to which CV. Sedayu Advertising is recognized by the public through its digital marketing strategies.

#### *SWOT Analysis*

SWOT Analysis is a strategic planning method used to identify an organization's or company's Strengths, Weaknesses, Opportunities, and Threats. This analysis helps organizations determine strategies that align with both internal and external business conditions.

According to Nina Triolita (2020), in her study entitled *SWOT Analysis of the Fashion Business During the COVID-19 Pandemic*, SWOT analysis is used to evaluate a company's internal and external conditions, thereby assisting in formulating more appropriate and focused business development strategies. The study demonstrated that SWOT analysis is effective in determining business strategies based on actual organizational conditions.

Rangkuti (2021), in his work entitled *SWOT Analysis: Techniques for Analyzing Business Cases*, explained that SWOT is an analytical tool used to compare internal and external factors in order to determine the most effective strategy for achieving business objectives.

SWOT analysis consists of four main components: Strengths, Weaknesses, Opportunities, and Threats. Strengths refer to internal advantages that support the achievement of organizational goals. Weaknesses are internal limitations that may hinder organizational growth. Opportunities are favorable external factors that can be utilized to improve performance, while Threats are external challenges that may create obstacles or risks for the organization.

In this study, SWOT analysis is employed to analyze the digital marketing strategies of CV. Sedayu Advertising in enhancing brand awareness.

## **METHODOLOGY**

### *Research Design*

This study employs a descriptive qualitative approach aimed at gaining an in-depth understanding of the digital marketing strategies implemented by CV. Sedayu Advertising to enhance brand awareness. A qualitative approach was chosen because the research focuses on processes, meanings, and real-life conditions rather than numerical data or statistical calculations.

According to Creswell (2021) in *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, qualitative research is used to explore and understand the meanings individuals or groups assign to social problems or specific phenomena.

### *Research Location and Object*

This research was conducted at CV. Sedayu Advertising, a company operating in the advertising and promotional services sector. The object of this study is the digital marketing strategy utilized by the company to enhance

brand awareness through digital media, including social media and online platforms.

#### *Types and Sources of Data*

##### **1. Primary Data**

Primary data were obtained directly from informants through interviews conducted with representatives of CV. Sedayu Advertising.

##### **2. Secondary Data**

Secondary data were obtained from scientific journals, books, articles, and company documentation related to digital marketing and brand awareness.

#### *Data Collection Techniques*

The data collection techniques used in this study include:

##### **1. Interviews**

Interviews were conducted with management representatives or the marketing team of CV. Sedayu Advertising to obtain information regarding the digital marketing strategies employed by the company.

##### **2. Observation**

Observations were conducted to examine the company's digital marketing activities through social media platforms such as Instagram and other digital channels.

##### **3. Documentation**

Documentation involved collecting data in the form of photographs, social media content, and reports related to the company's digital marketing activities.

#### *SWOT Analysis in the Study*

SWOT analysis was utilized in this research to analyze the digital marketing strategies of CV. Sedayu Advertising in enhancing brand awareness. This analytical tool assists researchers in identifying internal and external factors that influence the effectiveness of digital marketing strategies.

According to David and David (2021), SWOT analysis is a strategic analysis tool used to evaluate a company's Strengths, Weaknesses, Opportunities, and Threats in order to determine appropriate strategies for competing in the business environment. Additionally, Nina Triolita (2021) stated that SWOT analysis helps organizations formulate business development strategies through the systematic identification of strengths, weaknesses, opportunities, and threats.

#### *SWOT Analysis Procedures*

The SWOT analysis procedures in this study include:

1. Identifying internal factors consisting of strengths and weaknesses related to the implementation of digital marketing.
2. Identifying external factors consisting of opportunities and threats that influence the company's brand awareness.

3. Constructing a SWOT matrix based on the identified internal and external factors.
4. Determining the company's position within the SWOT quadrant to identify the most appropriate strategic direction for CV. Sedayu Advertising.

#### *Identification of SWOT Factors*

Based on preliminary studies, observations, company documentation, and literature reviews, several internal and external factors were identified for analysis.

#### *Strengths*

Sedayu Advertising has extensive experience in the advertising and event organizing industry since its establishment in 2008. This experience serves as a valuable asset in building client trust and understanding market needs. The company is also capable of producing creative visual content and possesses a diverse portfolio, particularly in automotive exhibitions and promotional events.

In addition, the company actively utilizes social media as a promotional and marketing communication tool, enabling it to expand its audience reach digitally. Its flexibility in providing customized services according to client needs further enhances its competitiveness within the advertising industry.

#### *Weaknesses*

Despite its strengths, the company faces several challenges in implementing digital marketing. One of the primary weaknesses is inconsistent content posting, which affects audience engagement. Social media engagement levels remain relatively low compared to the potential market reach available.

Furthermore, the utilization of digital marketing features such as website optimization, Search Engine Optimization (SEO), and paid digital advertising has not yet been maximized. Limited human resources dedicated specifically to digital marketing management may also hinder the effectiveness of the company's digital marketing efforts.

#### *Opportunities*

The rapid development of digital technology and the increasing number of social media users in Indonesia provide significant opportunities for CV. Sedayu Advertising to expand its market reach. Reports on Indonesia's digital landscape indicate continuous growth in social media usage, creating opportunities for the company to reach a broader client base.

Additionally, the increasing demand among SMEs and corporations for digital marketing, branding, and advertising services presents valuable business opportunities. Trends such as content marketing, video marketing, and social media-based promotion also create opportunities for the company to develop more innovative marketing strategies.

### *Threats*

Competition within the advertising and digital marketing industry has become increasingly intense as many companies offer similar services. This situation requires the company to continuously innovate in order to maintain its market presence and competitiveness.

Furthermore, periodic changes in social media algorithms can affect the reach of promotional content. Rapid shifts in digital trends also pose challenges, requiring the company to continuously adapt its marketing strategies to changing consumer needs and behaviors

## **RESULT AND DISCUSSION**

### *Company Profile of CV. Sedayu Advertising*

CV. Sedayu Advertising is a company operating in the advertising and digital marketing industry, focusing on visual content development, branding, and digital-based promotional activities. In its daily operations, the company utilizes social media platforms such as Instagram and other digital channels as primary tools for marketing its services to clients.

Sedayu Advertising was established in 2008 by Mrs. Indri Suryani and specializes in advertising and event organizing services. The company primarily focuses on organizing events, particularly automotive exhibitions, as well as promotional and marketing activities for various products. Since its establishment, the company has continuously developed its services by adapting to client needs and prioritizing customer satisfaction. Based on publicly available information, the company has collaborated with several major corporations in promotional campaigns and marketing events.

Currently, Sedayu Advertising is located at Jalan Medokan Asri Tengah VI Block S No. 19, Surabaya, East Java. The company actively utilizes promotional media and digital marketing strategies to expand its market reach and enhance clients' brand awareness. In addition to organizing automotive exhibitions, the company provides flexible advertising and promotional services that align with current digital marketing trends. With more than a decade of experience, the company continuously strives to maintain service quality and establish strong relationships with clients in order to remain competitive within the growing advertising industry.

The increasingly digital-oriented creative industry requires companies to adapt to modern marketing technologies. Digital transformation within the creative services sector not only improves promotional efficiency but also expands market reach and strengthens business competitiveness. This finding is consistent with Kurniawan et al. (2022), who stated that digitalization in the creative industry plays a significant role in improving marketing effectiveness and business competitiveness.

### *Results of Digital Marketing Strategy Implementation at CV. Sedayu Advertising*

Based on interviews, observations, and documentation conducted during the research, CV. Sedayu Advertising has implemented several digital marketing strategies to enhance the company's brand awareness. These strategies include the utilization of social media, digital content creation, and online promotional activities tailored to the needs of the target market.

The first strategy implemented is social media marketing through Instagram. Based on observations, Instagram serves as the company's primary digital platform for introducing its services, showcasing work portfolios, and documenting completed projects and events. The uploaded content includes promotional designs, event documentation, company activities, and information regarding services offered. In addition to functioning as a promotional medium, Instagram is also utilized as a communication channel with prospective clients through comments, direct messages, and stories.

According to interview results, Instagram was selected because it enables the company to reach a broader audience and effectively showcase its work to potential clients. Through social media, the company can demonstrate its service quality and professional experience, thereby strengthening its corporate image among the public.

The second strategy implemented is content marketing. Based on observations, the company consistently creates and publishes visual content related to advertising and event organizing services. Published content includes event photographs, promotional designs, event documentation videos, and information regarding completed projects. Content creation emphasizes visual appeal to attract audience attention and reflect the company's identity.

Interview findings revealed that digital content is not only used as a promotional tool but also as a means of demonstrating the company's expertise and experience in handling various client requirements. By consistently displaying completed projects, the company seeks to increase potential customers' trust in its services.

In addition to social media marketing and content marketing, the company also applies online promotion strategies. These promotional activities include regular content posting, the utilization of Instagram Stories and Reels, and the dissemination of service-related information through digital platforms. These efforts aim to increase audience reach and introduce the company to a broader range of potential clients.

Based on observational findings, the digital marketing strategies implemented by CV. Sedayu Advertising have helped the company promote its services to the public and prospective clients. However, several challenges remain, including inconsistent content posting and relatively low audience engagement. Despite these challenges, digital media have become one of the company's primary tools for building brand awareness and expanding marketing reach in the digital era.

### *SWOT Analysis Discussion*

Based on the research findings, the digital marketing strategies implemented by CV. Sedayu Advertising can be analyzed using the SWOT approach to better understand the company's internal and external conditions in enhancing brand awareness.

From the perspective of strengths, the company possesses strong capabilities in creating attractive visual content that aligns with market needs. In addition, its social media marketing activities are actively maintained, allowing direct interaction with audiences. These strengths serve as valuable assets in building a strong brand image in the digital era.

From the perspective of weaknesses, the study found that content posting consistency remains unstable and audience engagement levels are relatively low. These findings indicate that the company's digital marketing management requires further improvement, particularly in content planning and social media management.

From the perspective of opportunities, the rapid development of digital technology and the increasing use of social media provide significant opportunities for market expansion. Furthermore, the growing demand among small and medium-sized enterprises (SMEs) for digital marketing services presents additional business growth opportunities for CV. Sedayu Advertising.

From the perspective of threats, competition among advertising agencies has become increasingly intense as many companies actively utilize digital media for promotional purposes. Additionally, rapid changes in social media algorithms and digital content trends present ongoing challenges in maintaining optimal content reach and effectiveness.

According to Fitriani (2021), SWOT analysis helps organizations comprehensively understand their internal and external environments and serves as a foundation for developing strategies that enhance competitiveness in the digital era.

### *The Impact of Digital Marketing Strategies on Brand Awareness*

The research findings indicate that the digital marketing strategies implemented by CV. Sedayu Advertising contribute positively to the enhancement of brand awareness, particularly through social media platforms. Consistent marketing activities conducted through visual content help improve audience recognition of the company's brand.

Widodo et al. (2022) stated that consistency in digital marketing significantly influences brand awareness because it strengthens consumers' memory and recognition of a particular brand. However, the effectiveness of these strategies is still affected by several challenges, including low engagement rates and inconsistent content publication. Sari and Nugroho (2023) explained that major challenges in contemporary digital marketing include intense content competition and rapid changes in social media algorithms.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the research conducted at CV. Sedayu Advertising regarding digital marketing strategies for enhancing brand awareness, it can be concluded that the company has implemented its digital marketing strategies relatively well.

The company utilizes social media platforms, particularly Instagram, to market its services, showcase its portfolio, and establish communication with prospective clients. Furthermore, the company has implemented content marketing and online promotion as integral components of its digital marketing strategy.

The implemented digital marketing strategies have contributed positively to enhancing the brand awareness of CV. Sedayu Advertising. This can be observed through the increasing recognition of the company's brand among audiences through online visual content, although the results have not yet reached their full potential.

Based on the SWOT analysis, the company's strengths lie in its creative content development and active social media presence. However, weaknesses remain in the form of inconsistent posting schedules and relatively low engagement levels.

The company possesses considerable opportunities due to the rapid growth of digital marketing and increasing social media usage. Nevertheless, it also faces threats from intense competition within the advertising industry and frequent changes in social media algorithms.

Overall, it can be concluded that the digital marketing strategies implemented by CV. Sedayu Advertising have been reasonably effective in enhancing brand awareness. However, further development and optimization are necessary to improve their effectiveness and maintain competitiveness in an increasingly competitive business environment.

Based on the research findings, several recommendations can be provided to enhance the effectiveness of digital marketing strategies at CV. Sedayu Advertising.

First, the company should improve consistency in creating and publishing social media content. Consistent content publication is essential to ensure continuous audience recognition and retention of the company's brand.

Second, the company should increase audience interaction by responding to comments, creating more interactive content, and utilizing engagement features such as polls and question-and-answer sessions on Instagram. Such efforts can strengthen relationships with audiences and improve engagement rates.

Third, the company should develop more diverse content strategies and continuously adapt to emerging digital trends in order to remain competitive within the advertising industry.

Finally, for long-term development, the company is advised to establish a more structured digital marketing plan, such as implementing a content

calendar, to ensure that marketing activities are well-organized, consistent, and strategically aligned.

By implementing these improvements, CV. Sedayu Advertising is expected to further enhance its brand awareness and strengthen its competitiveness within the increasingly dynamic digital advertising industry.

#### **FURTHER STUDY**

This research still has limitations so it is still necessary to conduct further research on this topic.

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