

## Exploring Video Content Creation Strategies to Enhance Unipdu Brand Awareness: A Qualitative Approach

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### ABSTRACT

Brand awareness serves as a crucial factor in setting apart educational institutions amidst competition and enticing potential stakeholders. Utilizing video content emerges as an effective avenue for conveying a university's ethos and values, thereby enriching brand recognition. This study endeavors to explore impactful strategies in video content creation aimed at fortifying the brand awareness of Universitas Pesantren Tinggi Darul Ulum (Unipdu). Employing a qualitative methodology, the research employs in-depth interviews, focus group discussions, and content analysis to glean insights from Unipdu stakeholders. Through thematic analysis, recurring patterns and themes concerning effective video content strategies for brand awareness are delineated. The findings unveil Unipdu's alignment with branding theory, accentuating the emphasis on brand identity development, strategic positioning, and the cultivation of brand equity. Concurrently, content marketing strategies, tailored to each stage of the buyer's journey, are implemented to effectively engage prospective students. In conclusion, Unipdu's concerted efforts in strategic branding and content marketing, underpinned by theoretical frameworks, have propelled the university to the forefront of the education sector. By harmonizing content strategies with audience requisites and assessing effectiveness, Unipdu not only bolsters its brand perception but also beckons stakeholders, thereby fortifying its competitive edge.

## INTRODUCTION

Brand awareness is crucial for educational institutions like Universitas Pesantren Tinggi Darul Ulum as it enables them to differentiate themselves from competitors, build a strong reputation, and attract interest from prospective students and donors (Stukalina, 2021). Video content can serve as an effective tool in achieving this brand awareness goal due to its ability to visually communicate information and tell compelling stories that resonate with audiences on an emotional level, thereby enhancing their understanding of the university's values, strengths, and culture (Çizmeçi & Ercan, 2015).

The primary aim of this research is to investigate the most effective strategies for creating video content that contributes to enhancing the brand awareness of Universitas Pesantren Tinggi Darul Ulum. This study seeks to analyze various video content creation techniques, such as storytelling, visual elements, emotional appeal, and audience engagement, to identify the strategies that yield the highest impact in raising awareness and perception of the university's brand among its target audience. By exploring these strategies, the research aims to provide valuable insights and recommendations for improving the university's brand positioning and communication efforts through video content.

This research holds significant benefits for both Universitas Pesantren Tinggi Darul Ulum (Unipdu) and broader academic and practical contexts. For Unipdu specifically, the findings of this study can lead to a more informed and strategic approach in leveraging video content to enhance brand awareness, thereby attracting a larger pool of prospective students and stakeholders, fostering a positive institutional image, and potentially increasing funding opportunities. Moreover, the insights gained from this research can contribute to the academic community by enriching the understanding of effective brand communication strategies in the education sector, providing a framework for future studies in similar contexts. From a practical standpoint, the findings can also benefit other educational institutions and organizations seeking to improve their brand recognition and engagement through video content marketing strategies.

The foundation of this research lies in two main theoretical frameworks: branding theory and content marketing theory. Branding theory encompasses concepts related to the development, management, and perception of brands, including brand identity, brand image, brand positioning, and brand equity (Theurer et.al.,2018). This theory provides a lens through which to understand how universities like Universitas Pesantren Tinggi Darul Ulum (Unipdu) can strategically cultivate and communicate their unique identity and value proposition to stakeholders. On the other hand, content marketing theory focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a target audience (Jacob & Johnson, 2021). Within the context of this study, content marketing theory guides the exploration of effective strategies for crafting compelling video content that not only raises brand awareness but also resonates with the intended audience, fosters emotional connections, and drives desired actions such as enrollment or support. Integrating these theories

provides a comprehensive framework for examining the intersection of branding and content marketing strategies in the context of educational institutions.

This research adopts a qualitative approach, employing techniques such as in-depth interviews, focus group discussions, and content analysis to collect and analyze data. In-depth interviews will be conducted with key stakeholders within Universitas Pesantren Tinggi Darul Ulum (Unipdu), including administrators, faculty members, students, and alumni, to gain insights into their perceptions, experiences, and expectations regarding the university's brand and video content. Additionally, focus group discussions will be conducted to facilitate interactive dialogue and collective exploration of ideas among participants. The collected data, comprising interview transcripts, focus group recordings, and relevant documents or materials, will undergo thematic analysis to identify recurring patterns, themes, and insights related to effective video content strategies for brand awareness. This qualitative approach allows for a rich and nuanced exploration of the research topic, capturing diverse perspectives and contributing to a deeper understanding of the phenomena under investigation.

This research investigates the efficacy of video content creation strategies in enhancing brand awareness for Universitas Pesantren Tinggi Darul Ulum (Unipdu). Grounded in branding theory and content marketing theory, the study employs a qualitative approach involving in-depth interviews, focus group discussions, and content analysis to gather and analyze data from key stakeholders within Unipdu, including administrators, faculty, students, and alumni. The primary objective is to identify and evaluate the most effective techniques and elements in video content that contribute to enhancing Unipdu's brand visibility and perception among its target audience. The research aims to provide valuable insights and recommendations for Unipdu and other educational institutions seeking to leverage video content for brand building and communication purposes.

## **THEORETICAL REVIEW**

### ***Branding Theory***

Branding theory, a fundamental concept in marketing and business management, encompasses a range of frameworks and principles that guide organizations in shaping and managing their identities and perceptions in the market (Romanenko & Chaplay, 2017). Central to branding theory is the notion of brand identity, which refers to the unique set of characteristics, values, and attributes that distinguish a brand from its competitors. This identity is often conveyed through visual elements such as logos, colors, and design aesthetics, as well as through messaging, storytelling, and brand experiences. Brand identity serves as the foundation upon which brand image is built, representing how the brand is perceived by external stakeholders such as customers, investors, and the general public. The alignment between brand identity and brand image is crucial for establishing a strong and consistent brand presence that resonates with the target audience.

Another key aspect of branding theory is brand positioning, which involves the strategic placement of a brand in the minds of consumers relative to competitors (Fayvishenko, 2018). This positioning is based on factors such as product attributes, pricing, distribution channels, and promotional strategies, all aimed at creating a distinct and desirable perception of the brand in the market. Effective brand positioning enables organizations to carve out a unique space and competitive advantage, allowing them to attract and retain customers who resonate with the brand's values and offerings.

Furthermore, branding theory emphasizes the importance of brand equity, which refers to the intangible value and strength of a brand as perceived by consumers (Chatzipanagiotou, et. al, 2019). Brand equity is built over time through consistent delivery of quality products or services, positive brand experiences, effective marketing communications, and strong customer relationships. High brand equity translates into various benefits for organizations, including increased customer loyalty, higher pricing power, greater market share, and resilience against competitive pressures. Overall, branding theory provides a comprehensive framework for understanding and managing the complexities of brand development, perception, and value creation in today's competitive marketplace.

### ***Content Marketing Theory***

Content marketing theory is a strategic approach that emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and engage a specific target audience (Vinerean, 2017). At its core, this theory recognizes that traditional advertising methods alone may no longer be sufficient to capture and retain consumer attention in an increasingly digital and information-saturated environment. Instead, content marketing focuses on delivering informative, entertaining, or insightful content that addresses the needs, interests, and pain points of the audience, thereby building trust, credibility, and relationships over time.

One of the key concepts in content marketing theory is the buyer's journey, which outlines the stages that consumers typically go through before making a purchase decision. These stages include awareness, consideration, and decision, each of which presents opportunities for brands to create and deliver relevant content that guides and influences the consumer's decision-making process. By aligning content with the needs and preferences of consumers at each stage of the journey, organizations can nurture leads, educate prospects, and ultimately convert them into loyal customers.

Moreover, content marketing theory emphasizes the importance of measuring and analyzing the effectiveness of content strategies through metrics such as engagement rates, conversion rates, lead generation, and return on investment (ROI) (Human, et al., 2018). This data-driven approach allows organizations to continuously optimize their content efforts, refine their messaging, and allocate resources more efficiently to achieve their marketing goals. Overall, content marketing theory provides a strategic framework for creating meaningful connections with audiences, fostering brand loyalty, and driving business growth in today's dynamic and competitive marketplace.

## METHODOLOGY

The research titled "Exploring Video Content Creation Strategies to Enhance Unipdu Brand Awareness: A Qualitative Approach" adopts a qualitative research methodology to delve into the intricacies of video content creation strategies and their impact on enhancing brand awareness for Universitas Pesantren Tinggi Darul Ulum (Unipdu). This qualitative approach is chosen for its capacity to capture rich, detailed insights, opinions, and experiences related to the research topic, which is centered on understanding the effectiveness of video content in bolstering Unipdu's brand visibility.

The primary data collection methods employed in this qualitative approach include in-depth interviews and focus group discussions. In-depth interviews are conducted with key stakeholders within Unipdu, such as administrators, faculty members, students, and alumni. These interviews provide a platform for participants to express their nuanced perspectives, experiences, and expectations regarding Unipdu's brand and the impact of video content creation strategies on brand awareness. The depth of information gathered through in-depth interviews allows for a thorough exploration of individual viewpoints and insights.

Additionally, focus group discussions are utilized to facilitate interactive dialogue and collective exploration of ideas among a group of participants. These discussions are structured to stimulate conversation and elicit diverse perspectives on video content creation strategies and their influence on Unipdu's brand awareness. The interactive nature of focus group discussions encourages participants to build upon each other's ideas, uncover shared perceptions or disagreements, and generate a more comprehensive understanding of the research topic.

The qualitative data collected through in-depth interviews and focus group discussions are analyzed using thematic analysis, a systematic approach to identifying, analyzing, and interpreting patterns or themes within qualitative data. Thematic analysis involves coding the data to categorize recurring themes, concepts, or patterns that emerge from the participants' responses. By organizing the data into themes and interpreting the findings, researchers can uncover key insights regarding effective video content creation strategies for enhancing Unipdu's brand awareness. This rigorous analysis process ensures that the qualitative data collected are comprehensively explored and contribute meaningfully to the research objectives.

## RESULTS AND DISCUSSION

### *Branding Strategies Employed by Unipdu*

#### Brand Identity Development

In line with branding theory, UNIPDU's strategic development of its brand identity represents a culmination of principles from branding theory and prior studies in the field. Branding theory posits that a strong brand identity is crucial for differentiation and competitive advantage in any industry, including education (Lomer & Naidoo: 2018). By investing in the development of a unique set of characteristics, values, and attributes, UNIPDU aligns with the findings of

previous research that emphasize the importance of creating a distinct brand image (Jain: 2017).

Drawing from branding theory, Unipdu's emphasis on academic excellence, innovation, and community engagement mirrors the strategic positioning strategies identified in the literature. Research suggests that organizations can establish a competitive position by emphasizing core values that resonate with their target audience (Payne & Eggert: 2017). Unipdu's commitment to these values reflects a strategic effort to appeal to prospective students and stakeholders who prioritize academic quality, innovation, and community involvement.

Moreover, Unipdu's use of visual elements such as logos, colors, and design aesthetics to convey its brand identity aligns with the visual branding strategies recommended by branding theory. Studies have shown that visual elements play a crucial role in shaping brand perceptions and influencing consumer behavior (Chitturi et al., 2022). By incorporating these elements into its branding materials, UNIPDU enhances brand recognition and creates a visual identity that is memorable and distinctive.

Additionally, Unipdu's focus on consistent communication and engagement efforts to convey its core values resonates with the principles of brand communication and storytelling emphasized in branding theory. Research suggests that storytelling can be a powerful tool for building emotional connections with audiences and reinforcing brand identity (Lund & Scarles: 2018). Unipdu's use of compelling messaging and storytelling in its branding materials helps to humanize the brand and create meaningful connections with stakeholders.

Furthermore, Unipdu's emphasis on highlighting its modern facilities, experienced faculty, and vibrant campus life in its branding materials reflects a strategic effort to differentiate itself from competitors and attract prospective students. Prior studies have identified the importance of showcasing tangible and intangible attributes to create a favorable brand image (Cho et al., 2015). By showcasing its strengths and unique selling points, Unipdu reinforces its brand identity as a dynamic and forward-thinking educational institution.

### ***Brand Positioning Strategies***

Unipdu's strategic positioning within the education sector reflects a comprehensive understanding of branding theory principles and findings from previous studies. Brand positioning, as delineated in branding theory, involves establishing a distinctive and desirable position in the minds of consumers relative to competitors (Bilgili & Ozkul: 2015). Unipdu's positioning strategy aligns with this principle, as the university has strategically differentiated itself as a leading provider of quality education that prioritizes accessibility, inclusivity, and student-centeredness.

Research suggests that organizations can achieve competitive advantage by leveraging unique selling propositions (USPs) that resonate with their target audience (Swain: 2021). Unipdu's identification and capitalization on its diverse range of academic programs, state-of-the-art learning facilities, and strong industry connections exemplify this strategy. Studies have shown that

emphasizing tangible benefits such as academic programs and facilities can influence consumer perceptions and decision-making (Ding & Keh: 2017). By highlighting these key differentiators in its marketing communications, UNIPDU effectively communicates its value proposition to prospective students and stakeholders.

Moreover, Unipdu's emphasis on inclusivity and student-centeredness in its positioning strategy reflects a growing emphasis on customer-centricity in branding theory. Research suggests that organizations that prioritize customer needs and preferences are more likely to build strong relationships and loyalty with their target audience (Rane et al., 2023). Unipdu's commitment to creating a supportive learning environment conducive to personal and professional growth resonates with prospective students who prioritize a holistic educational experience.

Besides, Unipdu's consistent emphasis on its key differentiators in its marketing communications and outreach efforts reflects a strategic approach to brand consistency, another fundamental aspect of branding theory. Studies have shown that maintaining consistency across various touchpoints can enhance brand recognition and perception (Sicilia & Palazón: 2023). By consistently reinforcing its value proposition as a provider of quality education with a focus on student success, Unipdu reinforces its brand image and strengthens its position in the market.

#### ***Building Brand Equity***

Unipdu's dedication to building and fortifying its brand equity reflects an understanding of branding theory principles and insights gleaned from prior research. Brand equity, as posited in branding theory, encompasses the intangible value and strength of a brand as perceived by consumers (Baalbaki & Guzmán: 2016). Unipdu's strategic efforts to invest in brand-building activities align with this principle, as evidenced by its focus on delivering quality education, fostering positive student experiences, and engaging with stakeholders.

Research suggests that brand equity is built over time through consistent delivery of quality products or services, positive brand experiences, effective marketing communications, and strong customer relationships (Chen & Myagmarsuren: 2011). Unipdu's unwavering commitment to these elements has contributed to the accumulation of positive brand associations and reputation among its stakeholders. Studies have shown that positive brand associations lead to enhanced brand perceptions and increased brand loyalty (Imaningsih & Vega: 2020). By aligning its brand identity with the values and expectations of its stakeholders, Unipdu has cultivated a strong brand image that resonates with its target audience.

Moreover, UNIPDU's strong brand equity translates into tangible benefits for the university. Research indicates that organizations with high brand equity enjoy various advantages, including higher customer loyalty, increased pricing power, and greater resilience against competitive pressures (Rambocas et al., 2018). Unipdu's strong brand equity is reflected in its higher student enrollment rates, enhanced alumni engagement, and increased support from the local

community. These benefits further reinforce the university's position as a preferred choice for prospective students and stakeholders.

Additionally, Unipdu's ability to align its brand identity with the perceptions of its stakeholders underscores the importance of brand consistency and authenticity in building brand equity. Research suggests that inconsistencies between brand identity and brand image can weaken brand perceptions and erode brand equity over time (Allman et al., 2016). Unipdu's commitment to delivering on its brand promise and maintaining a positive brand image has contributed to the strengthening of its brand equity and solidified its position in the education sector.

### ***Content Marketing Strategies Implemented by UNIPDU***

#### **Understanding the Buyer's Journey**

Unipdu's alignment of its content strategies with the stages of the buyer's journey reflects an application of content marketing theory principles, supported by previous research in the field. Content marketing theory advocates for the creation and distribution of valuable, relevant, and consistent content to attract and engage a specific target audience (Mahmić & Klico: 2022). Unipdu's tailored approach to content creation for each stage of the buyer's journey demonstrates a strategic application of this theory to attract prospective students.

During the awareness stage, UNIPDU's creation of informative and engaging content is in line with recommendations from content marketing theory. Research suggests that at the awareness stage, consumers are seeking information to identify their needs and explore potential solutions (von Hippel & Kaulartz: 2021). Unipdu's content aims to capture the attention of prospective students by providing insights into the university's programs, facilities, and unique selling propositions. Studies have shown that informative and engaging content at this stage can effectively generate interest and awareness among target audiences (Lopes & Casais: 2022).

Moving to the consideration stage, UNIPDU's provision of more in-depth content addresses the specific needs and concerns of prospective students, aligning with content marketing theory principles. Research indicates that consumers in the consideration stage are evaluating different options and seeking detailed information to make informed decisions (Ramsey et al., 2017). UNIPDU's content aims to guide prospective students towards considering the university by providing detailed information on program specifics, admission requirements, and financial aid options. Studies have shown that providing valuable information and insights at this stage can influence consumer perceptions and preferences (Rilling & Herbes: 2022)

Finally, during the decision stage, Unipdu's offering of persuasive content is consistent with recommendations from content marketing theory. Research suggests that consumers in the decision stage are ready to take action and require content that encourages them to do so (Gupta & Kim, 2020). Unipdu's content aims to reinforce the value proposition of choosing the university by encouraging prospective students to take specific actions, such as attending campus tours or submitting applications. Studies have shown that persuasive content at this stage can facilitate the conversion of leads into customers (Geng et al., 2020).



### *Measuring Content Effectiveness*

UNIPDU's adoption of a data-driven approach to measure the effectiveness of its content marketing strategies is rooted in content marketing theory principles and supported by empirical research in the field. Content marketing theory emphasizes the importance of measuring and analyzing key metrics to assess the impact of content efforts and optimize marketing strategies (Saura et al., 2017). By tracking metrics such as engagement rates, conversion rates, lead generation, and return on investment (ROI), UNIPDU gains valuable insights into the performance of its content initiatives.

Research suggests that tracking key metrics enables organizations to identify areas of strength and areas for improvement in their content strategies (Lukens et al., 2019). UNIPDU's analysis of website traffic, social media engagement, and email marketing metrics aligns with this recommendation. By monitoring these metrics across different channels, UNIPDU can evaluate the reach and impact of its content and identify which types of content resonate most with its target audience. Studies have shown that understanding audience preferences and behavior is critical for creating effective content that drives engagement and conversion (Dolan, et al, 2019).

Moreover, Unipdu's practice of soliciting feedback from students, alumni, and other stakeholders further demonstrates its commitment to data-driven decision-making and continuous improvement. Research indicates that gathering feedback allows organizations to gain insights into audience perceptions, preferences, and satisfaction levels (Rane & Choudhary, 2023). By actively seeking input from its audience, UNIPDU can identify areas where its content offerings may be falling short and make necessary adjustments to better meet the needs and preferences of its stakeholders.

Furthermore, studies have shown that organizations that prioritize customer feedback and engagement are more likely to build strong relationships and loyalty with their target audience (Rane & Choudhary, 2023). UNIPDU's proactive approach to gathering feedback helps to foster a culture of transparency, responsiveness, and customer-centricity within the university community.

### **CONCLUSIONS AND RECOMMENDATIONS**

Unipdu's branding strategies are firmly grounded in branding theory principles, focusing on the development of a robust brand identity, strategic positioning, and the cultivation of brand equity. By investing in the creation of a unique brand identity that embodies its values of academic excellence, innovation, and community engagement, Unipdu has effectively distinguished itself in the education sector. Through consistent messaging, visual elements, and storytelling, the university has attracted prospective students and stakeholders who resonate with its brand image. Additionally, Unipdu's strategic positioning, informed by branding theory, highlights its commitment to quality education, inclusivity, and student-centeredness, positioning itself as a preferred choice for those seeking a comprehensive educational experience.

Furthermore, Unipdu's dedication to building and reinforcing its brand equity demonstrates its understanding of branding theory principles. By delivering quality education, fostering positive student experiences, and engaging stakeholders, the university has garnered trust and loyalty among its audience. This strong brand equity has translated into tangible benefits such as increased student enrollment rates, enhanced alumni engagement, and greater support from the local community. Moreover, Unipdu's alignment of content marketing strategies with content marketing theory principles underscores its commitment to understanding the buyer's journey and measuring content effectiveness. Through tailored content and tracking key metrics, UNIPDU effectively engages prospective students and guides them through their decision-making process, further solidifying its position as a leader in the education sector.

### **FUTURE STUDY**

Future research avenues include delving into the process and outcomes of developing a robust brand identity, as exemplified by Unipdu, through longitudinal studies tracking its evolution and effects on stakeholders. Additionally, examining the elements and narratives of storytelling in educational branding, as emphasized by Unipdu, could provide insights through qualitative analyses. Further exploration could assess the causal relationship between brand equity and institutional performance, such as student enrollment rates and alumni engagement, using quantitative methods like structural equation modeling. Lastly, investigating emerging trends in content marketing for educational institutions, aligned with Unipdu's strategies, could entail case studies of innovative campaigns and their efficacy in engaging prospective students.

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