



Digital Marketing of Brand Awareness (At Daikin Kota Semarang)

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ABSTRAK

This research aims to analyze the influence of Digital Marketing (X) on Brand Awareness (Y) on consumers of Daikin in Semarang City. The data collection method used in this research were questionnaires and literature study. The questionnaires used a Semantic Differential scale with a 10-point scale and the sample collecting method used was convenience random sampling on 100 consumers product in Semarang City. The data analysis method used were test of validity, reliability test, the coefficient determination, and t test. The results of the Digital Marketing variable (X) have a significant effect on Brand Awareness (Y).

INTRODUCTION

The rapid development of globalization and technology makes the competition in the business world tighter. Various ways are done to expand the market and increase company profits, one of which is by promotion through various media. This globalization began to utilize the internet as a means to find various information. The development of internet technology has also changed the way humans communicate. A person can communicate with others whenever and wherever that person is and can share all kinds of information without being hampered by space and time. Because through the internet, all forms of geographical barriers are removed, and national borders are eliminated. Indonesia is one of the countries with the largest number of internet users in the world, almost every time Indonesian people use their mobile phones to explore the world with the internet, internet users in Indonesia amounted to 174.4 million people or 64% of the total population. And the average internet usage for 7 hours 59 minutes per day. In addition, according to wearesocial in teknoia.com the majority of Indonesians use their time to browse the internet to access social media. This is what makes a lot of industrial companies in Indonesia use the internet as their promotional tool, such as the use of several social media such as Instagram, Facebook, Twitter, YouTube, and so on. The use of promotion through social media can be called social media marketing (social media marketing) which has been widely used and developed by several companies.

According to (Lubiana & Address, 2018) explains that "Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes." Another piece of research states, "Social media marketing allows building more personal and dynamic social relationships than traditional marketing strategies." (Zuhroh, 2016).

According to some of the opinions above, it can be concluded that social media marketing (marketing through social media) is a form of promotion and marketing strategy through various social media platforms to attract consumers, share information, and build networks. So that companies can use this method to promote their products.

One of the air conditioning companies in Indonesia is PT Daikin Airconditioning Indonesia which produces air conditioners brand "Daikin". PT Daikin Airconditioning Indonesia was established in June 2012 and is part of Daikin Global to provide world quality products and serve the Indonesian market with diverse customer needs. Currently PT Daikin Airconditioning Indonesia has a distribution network of 11 branches in Tangerang City, Bekasi, Bandung, Semarang, Yogyakarta, Surabaya, Denpasar, Makassar, Palembang, Pekanbaru, Medan and more than 1,000 dealers. PT Daikin Airconditioning Indonesia has become one of the leading companies in Indonesia and has been awarded awards and certifications including ISO 9001: 2015 on quality management system certificate in accordance with ISO 9001: 2015 by TUV Rheinland and also license certificate - competency test site (TUK). To manage

after-journal service and product-related inquiries in Indonesia, PT. Daikin Airconditioning Indonesia has integrated a customer service center under one roof called Daikin Contact Center at 0800-1-081-081 (Toll Free).

In recent years, PT Daikin Airconditioning Indonesia has become the best air conditioning company and is at the top of the list compared to other air conditioning brands in the world and Indonesia. This can be seen from Daikin's growth in Indonesia as shown by the table below:

Table 1. The Best And Best-Selling Ac Brands In Indonesia

No	AC Brand
1	Daikin
2	Sharp
3	Panasonic
4	Gree
5	LG

Source : www.tokopedia.com

Daikin is ranked first but there are still many people who do not know about products from PT Daikin Airconditioning Indonesia. Due to the lack of promotion that can be reached by the wider community. Especially in non-print promotion / digital marketing. Based on the description of the background, the problem of this research is "How Digital Marketing affects Brand Awareness (At Daikin company in Semarang City)

THEORETICAL REVIEW

Digital Marketing

Digital marketing is an activity that uses social media as an activity to market a product or service. Social media marketing is part of digital marketing. Some experts define digital marketing with a slightly different perspective. According to the explanation "social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes." Meanwhile, according to Budiatmo (201: (Mileva, 2018)8) defines that "Social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa." In addition, according to states that "Social media marketing is an effort to use social media to persuade consumers that a company, product or service is very useful. Social media marketing is marketing using online communities, social networks, blog marketing and more." According to some of the opinions above, it can be concluded that digital marketing is a form of promotion and marketing strategy used by companies through various online networks and social networks to attract consumers, get advice, share information and build social networks(Neti, 2011).

Digital marketing indicators, according to research from (Abu-Rumman & Alhadid, 2014) and (Mikhriani, 2017) namely:

a. Online Communities

A company or similar business can use social media to build a community around interest in its product or business. The spirit of community to build loyalty, encourage discussions, and contribute information, is very useful for the development and progress of the business.

b. Interaction

Interaction in social media allows for greater interaction with online communities, through always up-to-date and relevant information from customers.

c. Sharing of content

Sharing of content talks about the scope in which individuals exchange, distribute and receive content within the rules of social media.

d. Accessibility

Accessibility refers to ease of access and minimal cost to use social media. Social media is also easy to use and requires no special skills.

e. Credibility

Credibility is described as sending a clear message to build credibility for what is said or done that is emotionally related to the target audience.

Brand Awareness

Brand awareness according to is the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category. (Yaphyaputra & Maichal, 2018) Brand awareness is also the extent to which customers are informed of product characteristics, convinced to try it, and reminded to buy again and have two dimensions: brand awareness and product knowledge. It influences perceptions and attitudes that drive brand choice and brand loyalty. Consumers will prioritize choosing product brands that are familiar and familiar to their ears. (Sanawiri, 2018) The values of deep brand awareness are explained as follows: (Khoirudin, 2021)

a. Brand awareness is another source of association

A brand with high awareness will help associations attach to the brand because the brand's reach will be very high in the minds of consumers. This condition shows that a brand hestanto.web.id with high awareness is able to cause positive associations for other products.

b. Familiarity or liking

If our brand awareness is very high, consumers will be very familiar with our brand, and over time it will cause a high liking for our brand

c. Substance or commitment

Brand awareness can signify the existence, commitment, and core that is very important for a company. So if brand awareness is high, we can always feel the presence of the brand

d. Considering the brand

The first step in a buying process is to select known brands in a group to consider and decide which brand to buy. Brands with high top of mind have a high consideration value. If a brand is not kept in memory, it will not be considered in purchasing decisions. Usually, the brands that are kept in the minds of consumers are brands that are liked and hated.

Consumers make brand awareness as a reference to choose a product or service created by the company, it has an impact on the purchase decisions made by consumers. Consumers making purchasing decisions need to pay attention to brand image and endorsement influence (Yunianto Wibowo & Wahyuningrum, 2023). Both of these aspects can support increased brand awareness. So that the indicators referenced are (Robiatul Adhawiyah & Isa Anshori, 2019) and there are 4 indicators that can be used to be able to see how far the level of consumer awareness of a brand, namely: a) Recall, which is how far consumers can (Robiatul Adhawiyah & Isa Anshori, 2019) remember when asked what brands are remembered thanks to a brand; b) Recognition, which is how far consumers can recognize the brand belongs to a certain category; c) Purchase is how far consumers will enter a brand into alternative choices when buying products/services; and d) Consumption is how far consumers still remember a brand when using competitors' products/services.

METHODOLOGY

Population and Sample

Population is the whole of each individual who has certain characteristics as objects in research. Sugiyono (2019), argues that population is a generalized area consisting of objects / subjects that have certain qualities and characteristics. Part of the population consists of subjects or objects that have certain quantities and characteristics set by researchers to be studied and then conclusions are drawn from the study. The population used in this study is based on the number of populations in this study, namely a) all people who have accessed Instagram social media from the Semarang branch of PT Daikin Airconditioning Indonesia (@daikinsemarang), b) vulnerable people aged 17-50 years. There are 10,688 people who have accessed Instagram social media from the Semarang branch of PT Daikin Airconditioning Indonesia starting from January-March 2020. Then the number of samples can be determined by the formula slovin resulting in 99.07 so that it is rounded to 100 respondents.

Operational Definition

Table 2. Operational Definition

Research Variables	Operational Definition	Indicators
Digital Marketing (X)	Get promotion and marketing strategies used by companies through various online networks and social networks to attract consumers, get advice, share information and network or socialize	Digital Marketing indicators according to Mikhriani (2017) are as follows. <ol style="list-style-type: none"> 1. Online Communities 2. Interaction 3. Sharing of content 4. Accessibility 5. Credibility
Brand Awareness (Y)	Consumer conditions are aware of the existence of a brand of a particular product to find out how famous the brand is in the eyes of the public.	Brand Awareness indicators according to Supriono (2017) are as follows. <ol style="list-style-type: none"> 1. Recall 2. Recognition 3. Purchase 4. Consumption

Data Analysis Methods

Analytical techniques use several approaches, namely: (Sambas, 2007)

- a. Instrument Testing uses the approach of Validity Test and Reliability Test
- b. Data analysis testing with the Classical Assumption Deviation Test approach which includes the Normality Test
- c. Testing models and hypotheses using Regression Equation Test:
 - 1) Statistical Test T (Partial), on the Feasibility Test Regression Model that uses IBM SPSS Statistic 25 in this case to test how far the influence between variables.
 - 2) Test the Coefficient of Determination in the Regression Model Feasibility Test to examine how big the relationship between variables is.

RESEARCH RESULTS

Validity Test

Table 3. Validity Test

Indicators	r calculate	r table	Significance	Information	
<i>Digital Marketing</i>	X1	0,389	0,3610	0,033	Valid
	X2	0,536	0,3610	0,001	Valid
	X3	0,623	0,3610	0,000	Valid
	X4	0,685	0,3610	0,000	Valid
	X5	0,715	0,3610	0,000	Valid
	X6	0,590	0,3610	0,001	Valid
	X7	0,761	0,3610	0,000	Valid
	X8	0,500	0,3610	0,005	Valid
	X9	0,669	0,3610	0,000	Valid
	X10	0,754	0,3610	0,000	Valid

	X11	0,560	0,3610	0,001	Valid
	X12	0,553	0,3610	0,002	Valid
	X13	0,631	0,3610	0,000	Valid
	X14	0,602	0,3610	0,000	Valid
	X15	0,642	0,3610	0,000	Valid
<i>Brand Awareness</i>	Y1	0,694	0,3610	0,000	Valid
	Y2	0,801	0,3610	0,000	Valid
	Y3	0,778	0,3610	0,000	Valid
	Y4	0,690	0,3610	0,000	Valid
	Y5	0,689	0,3610	0,000	Valid
	Y6	0,737	0,3610	0,000	Valid
	Y7	0,616	0,3610	0,000	Valid
	Y8	0,759	0,3610	0,000	Valid
	Y9	0,810	0,3610	0,000	Valid
	Y10	0,814	0,3610	0,000	Valid
	Y11	0,874	0,3610	0,000	Valid
	Y12	0,756	0,3610	0,000	Valid

Source: Processed data (2023)

Reliability Test

Table 4. Reliability Test

Research Variables	Items	<i>Cronbach Alpha</i> value	Information
<i>Digital Marketing</i>	X1-X15	0,880	Reliable
<i>Brand Awareness</i>	Y1-Y12	0,929	Reliable

Source: Processed data (2023)

Determination Test

Table 5. Determination Test

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.640	4.34081

Source: Processed data (2023)

T Test (Hypothesis Test)

Table 6. Test the hypothesis

Type		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.091	3.902		-.536	.593
	Digital Marketing	.793	.060	.802	13.294	.000

a. Dependent Variable: Brand Awareness

Source: Processed data (2023)

DISCUSSION

According to Validity Test, argues that saying that this validity test was carried out to 100 people to find out whether the data studied was valid or not. Valid data is data that there is no difference between the data reported by the researcher and the data that actually occurs in the object under study. The r value of the table used in this study, namely $(df) = 100 - 2 = 98$ with a significance value of 5% so that the value obtained is 0.3610. The results of testing the validity of the indicators measuring digital marketing and brand awareness variables show that each indicator of the r value is calculated $> r$ table so that it can be said to be valid. (Sugiyono, 2019)

Reliability Test that digital marketing and brand awareness variables have Crobach Alpha greater than 0.70 so that it can be concluded that all data used in this study can be categorized or said to be reliable.

The Determination Test that there is a value of 0.640 means that the digital marketing variable contributes to brand awareness is 64.0% while the remaining 34.0% is determined by other variables that are not studied in this study, such as product bags, taglines, celebrity endorsers and print advertisements. With the hope that the formation of brand awareness can be achieved optimally.

The Hypothesis Test has a calculated t value of 13.294 and a significant level of 0.000. When viewed in t table with significance level = 5% and because it is tested with two sides, the significance value is 0.025 with $df = 98$, obtained t table of 1.98447. This means that the calculated t value (13.294) $>$ t table (1.98447) or the significance value (0.000 $<$ 0.025) thus that partially digital marketing variables affect the formation of brand awareness.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion obtained from this study is that there is a positive and significant influence between digital marketing variables on brand awareness by 64%, thus proving that digital marketing variables have a strong impact on brand awareness. So Daikin in the top position needs to consider digital marketing so that brand awareness in the community is high.

ADVANCED RESEARCH

This study has limitations, namely 1) in the determination test there are 64% then there are 34% influenced by other variables such as product bags, taglines, and celebrity endorsers; and 2) the scope of research is still in one city so that every other city or wider area has another influence.

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