

ENHANCING BRAND AWARENESS THROUGH DIGITAL COMMUNICATION STRATEGIES

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ABSTRACT

The era of globalization change the way people interact from traditional to modern ways. This change also occurs on interpersonal relationships and also the way they interact in business. Nowadays, people and companies are using technology almost in every aspect of their life. Marketing in this day should be supported by digital marketing strategy to be marketed optimally. Digital marketing strategy has an important role to make people aware and improve the existence of a company. This study aims to analyze digital communication strategies in enhancing brand awareness in logistic company. Logistic company have to intergrate their digital marketing communication strategies between buyer and seller. The research method used in this study is a qualitative descriptive method. The type of data used in this study is qualitative data. Sources of data obtained through interview techniques. The results of the study concluded that in carrying out digital marketing strategic communications the company must have the right strategy so that all predetermined plans can be achieved. Every company must have a strategy to make his business known to consumers. A good strategy will provide benefits for the company as the realization of the company's goals. Brand awareness has an important effect on consumer decision-making by influencing the brands that are considered, and also the influence of the brands selected from consideration. Brand Awareness can make consumers think about using or buying it.

Keywords: *Digital Communication, Brand Awareness, Digital Marketing, Strategy, Social Media*

1. INTRODUCTION

The era of globalization makes changes on how humans develop and relate to one another. Humans are moving from traditional ways to modern ways and also the interpersonal relationships to business relationships [1]. This change makes business actors aware that they must adapt to the current situation to maintain their competitiveness. Market players, in this case, companies, have begun to market their products by utilizing the existence of technology called digital marketing communication [2].

Digital advertisement is one form of efficient promotion of digital marketing. The internet has changed the advertising landscape. In the early 90s, investment in digital advertising was zero. But over the years, by 2025, digital advertising is expected to surpass \$500 billion worldwide. Digital advertising includes one-sided communication and two-sided communication. Users can interact with ads. While traditional

advertising does not provide a way for users to interact [3].

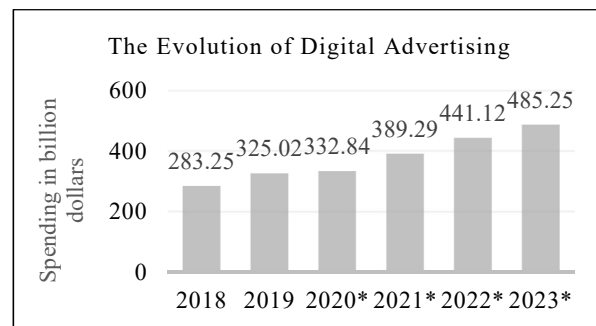


Figure 1 : Evolution of Digital Advertising [4]

Along with the rapid development of e-commerce and MSMEs in the last two years, the logistics business sector will simultaneously continue to grow rapidly. According to the Director General of Post and Information Technology (PPI) of the Ministry of Communication and Information,

Ahmad M. Ramli, Indonesia has advantages from demographic and geographical aspects as capital to increase the contribution of the logistics industry in the digital economy sector. Indonesia has as many as 17,500 islands scattered and scattered. On the other hand, Indonesia also has a population of approximately 262 million people with 143 million active internet users [5]. This potential is a very important part of the online transaction markets and logistics industry in Indonesia.

The huge potential of the logistics industry in Indonesia encourages logistics business players in Indonesia to transform to be able to continue to compete and meet the needs of a large market. The rapid growth of the logistics industry, which is also influenced by the better telecommunication infrastructure in Indonesia, so that people are increasingly dependent on online shopping, has also given birth to new companies in the logistics of shipping goods. This certainly encourages logistics companies that have been around for a long time to transform to keep up with and even dominate the competition in the industry. Even today, not a few of them have a good communication strategy to capture market share.

A good communication strategy must of course be balanced with attractive digital communication. Digital communication is needed because logistics business players must be able to compete and meet consumer needs quickly. The right digital communication strategy is needed by a company to convey information about the company so that it can attract the attention of potential consumers. Using a good digital communication strategy can help a company to show a company's competitive advantage and raise brand awareness of the company. According to Eri Palgunadi, Vice President of Marketing for JNE Indonesia, the use of big data, sales applications, social media analytics, and cyber troops for internal employees is an important strategy in capturing the market amidst the increasingly fierce competition in the logistics industry [6].

The study focused on one of the logistics companies that have implemented a digital communication strategy called PT. XYZ in Indonesia. PT. XYZ is a company headquartered in Jakarta, Indonesia, and has been established since 1990. The company considered as one of the oldest and largest logistic company in Indonesia. Indonesia now have bigger number of logistic company and it is become a new challenge for PT. XYZ to enhance

their brand awareness. PT. XYZ maximizes use digital marketing to promote their company and also try to make their social media channel for customer aspirations. The company also use their website and application to make communication flow easier. The company itself has received various awards, one of which was an award from MarkPlus.Inc, namely, Gold Champion in Indonesia WOW Brand Festive Day 2021 category Courier Service and Brand For Good Club.

In modern society, *brand awareness* is needed to announce your career and requires a dynamic approach. argues that the importance of having a personal brand is recognized thanks to the pressures of globalization and the more significant development of social media [7]. So, cleaning up your image, maintaining your reputation, and developing a personal brand are very important for many reasons. First, it separates an individual from the competition, his reputation represents a competitive advantage that separates him from others [8]. A personal brand helps a person increase his visibility, but also helps him to be known for certain aspects. Another reason is to comment on someone as an expert in the field in which he or she performs. A successful brand promotes the individual as the best, not only the solution to the problem but the optimal choice, recommending and offering him different job opportunities [9].

The most frequently used social media are YouTube, WhatsApp, and Instagram, meaning that the three social media have become very popular means of communication to date [11]. A good communication strategy must of course be balanced with attractive digital communication. The right digital communication strategy is needed by a company to convey information about the company so that it can attract the attention of potential consumers [12]. Using a good digital communication strategy can help a company to show a company's competitive advantage and create brand awareness of the company [13].

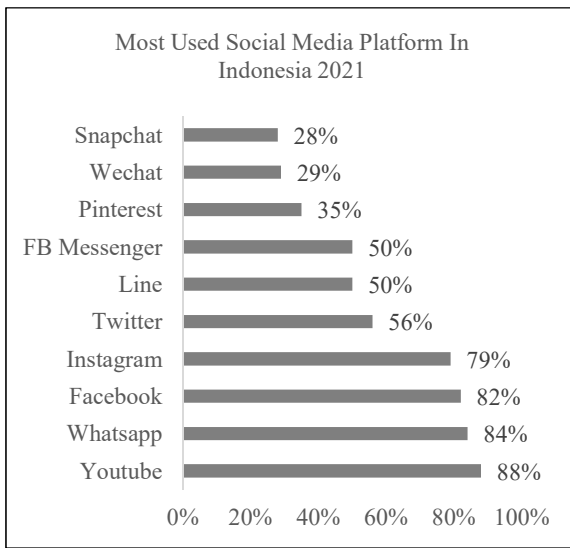


Figure 2 : Top Favorite Social Media Brands in Indonesia [10]

The first research that is used as a reference in this research is the research conducted by Alejandra De La Roche and Krzysztof Mizerski in 2019 with the title *Building Brand Awareness through Social Media: Case Study of Juan Chocolat*. The results of the qualitative research show that companies feel that they have succeeded in gaining benefits in using social media as a promotional tool and creating brand awareness for their consumers [14]. Another reference on this research was conducted in 2019 [15] with the title *The Implementation of Digital Marketing towards Brand Awareness*. This study uses a qualitative method with a case study approach. The result of this research is that Ayamjoper.id is successful in promoting its products so that consumers get brand awareness or brand awareness of the Ayamjoper.id Company.

The limitation of this research is that the scope of the study is only in digital marketing strategies and logistic company. Every company has their own strategies to achieve their goals.

2. LITERATURE REVIEW

The literature review explain the previous studies related brand awareness and concepts of digital marketing communication, and social media.

2.1 Brand Awareness

David A, Aaker [11] a *brand* is a symbol that serves to distinguish one company from another in the form of a product logo, product stamp, or

product packaging. According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol, design, or a combination of these, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors [16].

Brands are intangible and generally only exist in the minds of consumers. Broadly, it is defined as a promise that has significance and distinction in the minds of consumers. The fundamental strength of a brand comes from a consistent set of ideas and values. Brand *awareness* is the ability of a brand to appear in the minds of consumers when they are thinking about a certain product category and how easily the name appears [7].

Brand awareness has an important role in consumer decision-making. Consumers who have seen or heard about a brand can tell the story about brand and think about the brand once they heard it [17]. There are several levels of *brand awareness* in the formation process in company activities, namely [18]:

1. *Unaware Of The Brand*, at this stage, customers feel doubtful or unsure whether they already know the brand mentioned or not. This level should be avoided by the company.
2. *Brand Recognition*, at this stage, the customer can identify the brand mentioned.
3. *Brand Recall*, at this stage, customers can remember the brand without being given a stimulus.
4. *Top Of Mind*, at this stage the customer remembers the brand as the first thing that comes to mind when talking about a particular product category.

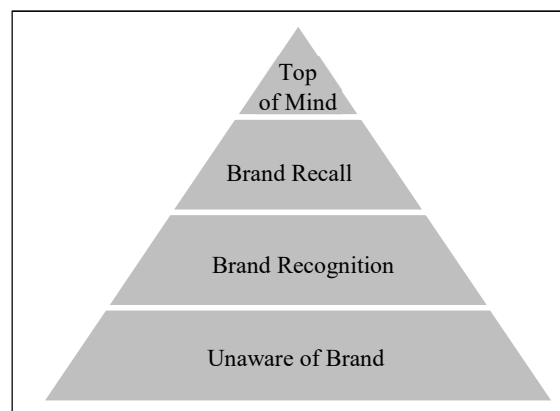


Figure 3: Level of Brand Awareness [19]

Brand awareness factor, *Brand awareness* can indicate the existence of this brand is something very important for a company, so we can always feel a high level of brand awareness, this happens due to several factors, namely [11]:

1. Promote the product widely so that the product can be recognized by the public, such as through product promotion activities through advertisements on television and social media.
2. The existence of a brand that has existed for a long time will show that the existing brand is a consumer expectation that can meet consumer needs.
3. The distribution process is wide and even so that wherever consumers are located they can get the product easily.

The brand is managed well by the company so that consumers have a positive value for the brand.

2.2 Digital Marketing Communication

Digital technology has changed the way people do marketing. In the past, people used traditional marketing but now it's different. Digital marketing is also known as digital marketing. Digital marketing is all efforts made by a company or brand in terms of marketing using internet-connected devices with various strategies and digital media. Digital marketing is defined as marketing in which messages are sent using media that are dependent on digital transmission. But so far, the internet is the most significant digital media [19].

The concept of digital marketing is to utilize a wide area of media such as television, radio, and mobile devices to the Internet, where the media will provide infographics about various products marketed by the company, especially the emphasis on the brand of an item or service. Digital marketing facilitates sales promotion, such as the use of social media which is widely used by marketers [20]

Digital marketing has almost the same meaning as electronic marketing, both of which describe the management and implementation of marketing using electronic media. Digital marketing is the application of digital technology that forms an online channel to the market (website, email, database, digital TV, and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities. Furthermore, it combines targeted

communication with online services according to the needs of each individual or specific customer. In summary, digital marketing is an activity that achieves marketing goals through the application of technology and digital media, especially the internet [20].

Digital marketing is divided into two main areas, namely digital online marketing and digital offline marketing. Digital Online Marketing: Search Engine Optimization, Content Marketing, Social Media Marketing, Pay Per Click (PPC), Affiliate Marketing, Native Advertising, Marketing Automation, Email Marketing, Online PR, Inbound Marketing, and Sponsored Content. Digital Offline Marketing: Enhanced offline marketing, Radio marketing, Television Marketing, and Phone marketing [21].

With changes in consumer culture, the industry must take advantage of the situation well, namely by promoting digital marketing communication strategies to attract customers through internet networks and technological advances. Nowadays, even traditional companies are starting to switch to digital marketing to maintain competitiveness with more modern companies [12]. Digital marketing communication can connect with customers from all over the world. The very wide scope makes this digital marketing communication an efficient promotional activity because it can penetrate the global market without being limited by time or geography. This modern marketing trend is more prospective because potential customers can be targeted by implementing the right strategies and innovations [22].

Digital communication can measure results based on many elements: the large number of targets achieved (which are known and not just estimated as they are for analog communication), the subjectivity and specific characteristics of the target contacted, and the timing and method of the response obtained is cognitive, such as a request. further information and complaints; or behavior, such as purchases [23].

Digital marketing communication was created to provide a trigger to the recipient. Digital marketing communication will not get a response automatically, but it takes some stimulus that attracts attention so that the audience who sees it can be interested and give a response [3]. The response given in digital marketing communication can see the effectiveness of the communication itself and provide knowledge about a company/product to the

public. In some digital media, in this case, social media, audiences can respond indirectly, such as by commenting [24].

2.3 Social Media

Social media is a means of communication, a source of information sharing, and media for self-actualization and collaboration in cyberspace [25]. Social media can be understood as various sources of digital information created, disseminated, and used by Internet users as a way to educate each other about existing products, brands, services, personalities, and issues [24]. Social media has become a hub where consumers gather information, communicate with other consumers, and share their opinions, businesses that aim to sell their products are deemed unpopular [26]. Social media is a phase of change in how people find, read, talk, and share information, news, and data with others [27].

Social media is the key to the success of a business that is changing the way an organization and company relate to customers [28]. Kaplan and Haenlein define social media as a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content [29]. Social media is an online media that helps individuals in obtaining and convey information. The rapid development of the media today makes people get the information needs that can be considered fast [7]. Companies will adapt to advances in information technology and use social media as a marketing tool. Social media is used to maximize the process of delivering messages about goods and services provided by the company [30]. In addition, social media is also said to be an inseparable part in carrying out promotions and activities carried out by the company [31]. Social media can be used as a ways of doing business and to form a community [8].

Social media has several characteristics [20]:

1. Wide reach
2. Accessibility can be used easily by the community at a low cost
3. Easy to use by anyone
4. Actualitu generates a fast response from the public
5. Permanent makes it easy to edit suggestions or input from various parties.

3. RESEARCH METHODS

The approach of this research is qualitative. In a qualitative approach, the results of the study are based on data confirmed by the informant, then described in words in detail [15]. The method used is the case study method. In the case study research method, research is carried out to examine one case intensively and can be carried out on individuals or groups [32]. This research is exploratory qualitative research. Exploratory research is research conducted when the researcher has no control over the phenomenon under study. Qualitative research has 5 methods, namely phenomenology, grounded theory, ethnography, narrative research, and case studies [33].

The object of this research is one of the largest logistics companies in Indonesia named PT. XYZ. The subject of this research is an internal informant from PT. XYZ. To improve data reliability, triangulation techniques are used [34] therefore interviews were conducted with various sources from the company namely Marketing Communication Manager, Media Relations Manager and Digital Marketing Manager. In qualitative research, data collection and analysis are a continuous process.

4. RESEARCH RESULTS

4.1 Digital Communication Strategy

Some previous studies has discussed about digital communication strategy that was made only specified for the buyer or the seller while this studies revealed the digital marketing communication strategy that used by logistic company to enhance their brand awareness for two side, buyer and seller, because the logistic company is in the center.

New media that cannot be separated from people's lives in this digital era bring changes in the way people communicate and interact with others and have an impact on every aspect of people's lives. New media are now changing the consumption pattern of marketing communications, helping business people to provide knowledge to potential consumers about what kind of product to choose, how to get it, what benefits will be obtained, and all information related to the products or services offered.

Marketing communication is a means by which business actors try to inform, persuade, and

remind consumers directly or indirectly about the products and brands being sold [20]. Thus, marketing communication has a very important role in communicating everything about the product. Marketing communication is the core of how companies utilize a strategy, planning, implementation, and evaluation in maintaining or developing companies in the business world.

The development of marketing communication today is not only done conventionally. Marketers are now also using new media such as the Internet as an alternative to approaching potential customers. The presence of the Internet provides a new virtual environment for marketing practices [35]. The presence of social media in marketing in the current digital era can be seen from two sides, namely the advertiser or marketer side and the social media user side. From the side of marketers and advertisers, social media offers a variety of content offerings. Content is not only produced in the form of text, but also the form of audio, visual, and audio-visual. The use of social media also tends to cost less. Not only that but the target of potential consumers can also be determined based on the procedures from the existing devices on social media.

Digital Marketing is a situation where marketers must master three things from consumers, namely the heart, mind, and spirit referring to internet-based electronic marketing [27]. Marketers have to create products that in addition to providing service and quality also provide a better experience for consumers. Digital marketing communication is an amalgamation of definitions between marketing communications and digital marketing, which is a means and process by which business actors inform, persuade, and remind consumers about products and services sold through digital media, such as the Internet and social media.

In this study, it was found that PT. XYZ, the largest logistics company in Indonesia, is currently taking advantage of the existence of new media to carry out corporate marketing communications. The company act as a center position tries to offer services to both parties, namely sellers and buyers trying to see the needs of both parties. The company tries to take advantage of the existence of new media, namely the use of digital media to enhance their brand awareness and increase their customer engagement.

The company uses online and offline social media according to the theme that is being determined by the company. Offline social media in the form of billboards, decorations in each branch office and center, billboards, advertising in cars, sponsorships, radio interviews and event collaboration. While online media or digital communication media they called it as the ecosystem strategy. They divide the ecosystem strategy into three parts:

1. First attempt.
The first attempt is TikTok, Instagram and Youtube. This is the main hub and media publisher. These are channels that they use to spread the message and share the happiness. These three channels were update frequently.
2. Second attempt.
Second attempt is Website and Twitter. These are two channels that they use to discuss about the recent issue. From these two channels, they try to make a traffic to get trending topic regarding to the activities that they do.
3. Third attempt.
The third attempt is facebook. Not the least one but it is the media that they use to share about the company news.

These company's social media will be updated at times that have been scheduled. They have different teams that handle the channels and will be update frequently according to the existing trends and company themes.

In making the company's digital communication strategy, the company created several groups of marketing communication programs for sellers in marketplaces, social commerce, marketplaces and social commerce. In carrying out marketing communications, of course, companies must have a strategy so that all predetermined plans can be achieved. Every business actor must have a strategy to make their business known to consumers. A good strategy will provide benefits for the company as a realization of the goals of the company [37]. In this study, it was found that currently companies combine the process of communication offline and online or digital. The company said that these two things cannot be separated because when the company is carrying out the offline communication process in this case such as bazaars, events, collaboration with MSME brands, the company still needs online program activation so that the reach achieved is even wider. In addition, the company will provide online

giveaways, online notifications both from social media and from television or radio so that their target market will be aware of the programs that are being run. Further added, for companies it is almost impossible for a digital marketing communication strategy to stand alone because it must nevertheless remain integrated with the offline strategy.

The company recognizes that digital marketing communication strategies help them to achieve their target of staying at the top of mind from consumers. Companies are trying to adapt to the trends that occur, therefore the company's digital communication strategy generally refers to the trends that occurred at that time which they called catch the trends. The company will adapt to the existing trends and the next step is to run with the contents and creativity. The company will produce content related to the trends that are happening and will then be shared through 62 representative offices throughout Indonesia. Each representative office also has the right to conduct local content according to their own needs.

The company uses SEO and SEM to maintaining the traffic and create analysis reports. The company will design from the advertising side and find out the bounce rate that occurs on the company's website. In terms of social media, the company divides it into several channels according to the intended social media, namely Instagram, Youtube, TikTok, Facebook and Twitter. The content of each of these social media will be integrated with each other and will be displayed at special hours where people are researching the time to look at social media. Communication that occurs in social media is generally expected to be two-way so that the company has a special section that responds to comments or questions that support digital communication strategies, the company also collaborates with MSMEs and other local brands to work together. As a form of support for MSMEs and local brands, the company is trying to create a program on Youtube called Gollaborasi Bisnis. Gollaborasi Bisnis is a program in which they create to educate people on how to make a MSMEs by interviewing the various succesfull MSMEs from various regions. This program tells stories from local Indonesian MSMEs in collaboration with companies.

In addition, the company also created programs in the form of XYZ Untold Story and XYZ Cerita Joni. Still about MSMEs, Untold Story is more about the figure behind MSMEs from the beginning to the

present so it is hoped that those who listen can be inspired. As for Cerita Joni, it is more about profiling MSMEs. Some of the figures who have been appointed in this event are Bunda Avantie from Semarang, Indonesia and Niluh Djelantik from Bali, Indonesia.

4.2 Developing Brand Awareness through Digital Communication Strategy

Some previous studies has discussed about digital communication in creating brand awareness but the studies about enhancing brand awareness for logistic company that has two side, seller and buyer, was rarely done. This study revealed that to enhance brand awareness in logistic company the digital communication strategy has to be intergrated between online and offline media. The company also try to make an implementation of collaboration and synergy with sellers, buyers, marketplaces, and logistics by organizing programs and events, as well as providing facilities or features for customers. The company try to maximizes the use of digital marketing communication through social media platforms for make a promotions and becomes a channel for customer aspirations.

Digital marketing can reach all circles, anytime, in any way, and anywhere. Of course, it is very far superior to conventional marketing which is limited in time, location, and user reach. This is reinforced as the results of research that was done before [16] which states that there is an influence between online marketing campaigns and consumer habits in choosing a good or service. Social media is the media of choice that is favored by the public. This is supported by the existence of a cell phone that provides features that are connected to the Internet, so that anyone can access their social media quickly, easily and wherever they are. With the development of communication technology, information disclosure and information dissemination patterns have also changed. The production of information today can be carried out by non-institutionalized parties. This means that nowadays anyone seems to be free to spread information without going through the gatekeeper. In this study, the company said one of the things that became an obstacle for them was the uncontrollable speed of social media. Consumers can easily choose the logistics services available according to their convenience. Until now, the company has gained awareness that can be said to be above competitors, but developing this awareness in order to continue to survive with the current generation in power is a challenge.

Companies realize that social media today can be said to have a high enough control to influence the public because social media has considerable power to influence the public which sometimes cannot be done by a company. This supports the results of research that has been carried out which says technological advances can make information spread widely and quickly so that the public can find out various information about a product or service before potential consumers determine and buy these products. Technological advances, especially in the information field, gave birth to a new concept in the field of marketing [19].

Many companies inform and promote their products only directly in stores, but now they can take advantage of technology as a means of promotion. However, the existence of a company's Internet network can market its products quickly with wide reach, just like this company in promoting their services. In building brand awareness of the services offered, the company chooses social media to carry out marketing communication activities in the hope of actively building relationships with consumers.

The company says that their consumers are divided into two large groups and the company's position is as a service selling company that is in the middle between sellers and buyers. They have two markets that they have to achieve which they call marketplace and non-marketplace. Marketplace is a place where Shopee, Tokopedia, Jd.id, Lazada and similar marketplace are located while non-marketplaces are socio commerce, social media such as Instagram Shop, Facebook Shop and TikTok Shop. In the non-marketplace, the company collaborates with several leading local brands, MSMEs and community bases. In carrying out the digital communication strategy, the company tries to collaborate online and offline activities so that there is an increase in the use of services both directly and indirectly. Online activities are in the form of conducting quizzes directly through the company's own social media while for offline is an activity that includes the company as a sponsor by opening booths in exhibitions or other events. They use events such as Ramadan, Chinese New Year, Independence Day, Anniversary and other major events as an annual agenda.

The next obstacle faced by the company is that the company must get the awareness from of Gen Z and Milenials which are currently in power. The company is trying to adapt technological advances

so that Milenials and Gen Z can have brand awareness of the service products they offer. Millennials and Gen Z people may already know PT. XYZ but they don't necessarily want to use it. Therefore, companies try to follow the current trends so that their target market is aware of their existence and continue to use their services. Brand durability as a marketing strategy is the most important factor in building consumer awareness to buy a product. Through consumer awareness of a brand, potential consumers can remember and know the brand and decide to make a purchase, allowing consumers to only make purchases to one particular brand category [18].

The term strategy is often used by the community in describing something such as some of the goals to be achieved. As is the case with the company make strategies to achieve goals. The company realizes the current digital disruption, where companies must adjust to the needs and desires of consumers. The company tries to overcome this by trying to be more sensitive to the needs of the community, the wishes of the community and how people's habits are today. The only change that has occurred recently is the existence of pandemic behavior. This pandemic behavior is changing the way people shop today. People shop more online, and even the use of the internet has increased. In response to this, the company is trying more intensively to get closer to retailers and also be more open in the use of social media such as Instagram, Youtube, TikTok, Facebook, Twitter and LinkedIn.

The company tries to use social media as a tool to remind consumers of their existence by doing links on social media at certain hours, joining certain communities that have a large following so that they can blend in with the generation that is the target market of companies such as the BTS army and then doing podcasts that raise interesting social issues in society. The strategy carried out by the company is no longer only focused on sales but rather on developing the company's brand awareness. Brand awareness is the ability of a product for a brand to always remember in consumers' memories when consumers think of certain products and easily a brand will appear in their memory [36]. Two levels of brand awareness, first, the brand will be known by consumers (brand recognition) which is to show superficial awareness of a brand. Second, remember a brand (brand recall) is reflected that a brand is more deeply remembered by consumers.

The company said that during the crisis, it is a form of strong support for the company to move forward and get the attention of the community. The crisis in the company is inevitable especially the speed of social media that cannot be controlled. At the time of the crisis, the company's HIT rate became higher than the usual day. There is brand recognition by consumers and then when the crisis is successfully resolved there is a brand recall. Although it is not part of the company's digital communication strategy, the company's way of resolving the crisis that occurs is considered a form of digital communication strategy that is successful in increasing brand awareness of the company. The digital communication strategy carried out by the company is considered successful because based on the results of a survey conducted by The Nielsen in Q1 and Q2 of 2022, brand awareness of the company from the seller side increased by 94% while from the buyer side it almost reached 99%.

5. CONCLUSIONS

The limitation of this study is that it only examines one logistic company in Indonesia, while there are still more than one logistic company in Indonesia. However the result of this study is in carrying out marketing communications, the company must have a strategy so that all predetermined plans can be achieved. Technological developments force every business actor to change communication methods from traditional to modern methods, in this case digital. In this study, the company is between the buyer and the seller, therefore the communication strategy used must have an orientation for both sides. Social media is used by companies as a tool for implementing the company's digital communication strategy. The right digital communication strategy can help companies to make their business known to consumers. A good strategy will provide benefits for the company as the realization of the company's goals. The company uses a digital communication strategy that is integrated online and offline to increase brand awareness.

In making the digital communication from the company to the customer, the company itself did not only focus on how they sell their service but they also aware of the trends that happening. They have yearly thematic for the company and they also have main theme for special months such as birthday, Ramadhan, Christmas, Chinese New Year. Besides those special months, they try to make them get along with the trends and running with the contents

and creativity. The company has a goal to enhancing brand awareness of Gen Z and Millennials. The company also try to get closer to customers by having customer engagement through digital communication. Brand awareness has an important effect on consumer decision-making by influencing the brands that are considered, and also the influence of the brands selected from consideration. Brand Awareness can make consumers think about using or buying it.

This study is different from previous studies from Sya'idah, Jauhari, Sugiarti, and Dewandaru [15] that said that the company use youtube, facebook and website to build brand awareness. This studies revealed that in order to enhance brand awareness, a company should work in every channel of digital communication such as Youtube, Instagram, TikTok, Website, Twitter and Facebook. The research that was conducted by Ndayungu [14] explain the transformation from traditional to digital marketing to raise brand awareness that was done by an airlines in Africa. This study focus on how the digital marketing strategy was made by logistic company to enhance brand awareness. It is recommended for future research to discuss two or more companies that used digital marketing strategy to enhance their brand awareness.

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