



Implementation of marketing communication strategies to enhance brand awareness at Toyamilindo Company

Rahmat Qinayah Tullah^{1*}, Muhammad Najih Farihanto²

^{1,2} Universitas Ahmad Dahlan Yogyakarta, 55166, Indonesia.

¹rahmat2100030128@webmail.uad.ac.id ^{*}; ²muhammad.farihanto@comm.uad.ac.id

*Corresponding author's email: rahmat2100030128@webmail.uad.ac.id

ABSTRACT

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This study aims to analyze the implementation of marketing communication strategies in increasing brand awareness at Toyamilindo company. This research is motivated by the importance of brand awareness as one of the factors that influence consumer buying interest, especially in the bottled drinking water (AMDK) industry. The research method used is descriptive qualitative with data collection through in-depth interviews. This technique allows researchers to gain a deeper understanding of respondents' perspectives and experiences regarding the marketing strategies implemented. The results showed that the use of social media such as Instagram, Facebook, and TikTok, as well as digital advertising through Google Ads and collaboration with influencers, proved effective in increasing brand awareness. As many as 75% of respondents recognize Toyamilindo products through social media, while 65% recognize products through digital advertising. This marketing strategy had a positive impact on brand awareness and purchase intention. The study concludes that a consistent communication strategy and the use of appropriate media play an important role in strengthening Toyamilindo's brand identity in a competitive market. This effective strategy in increasing brand awareness has the potential to increase consumer loyalty and sales of the company's products.

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1. Introduction

Water is an indispensable basic need for human life and the sustainability of ecosystems. The challenges in water management require an integrated approach involving the government, communities, and individuals. Human life has many needs that must be met in order for its activities to continue (Rusdianto & Setiawan, 2024). This can be achieved through various aspects, one of which is marketing. With the existence of marketing, all human needs and desires can be fulfilled, through producers who supply their products to consumers, and producers can profit from these marketing activities (Fadillah, Farihanto, & Setiawan, 2022). Toyamilindo, as one of the companies engaged in the production and distribution of food and beverage products, recognizes the importance of effective marketing strategies to enhance brand awareness. (Setiawan & Huda, 2021).

Marketing strategies, also commonly known as digital marketing, involve technology to expand and promote TOYAMILINDO to be more accessible to all groups. Marketing strategies through technology have become one of the main choices for all companies. According to the APJII survey for 2022-2023, the number of social media users in Indonesia is 167 million people, with a percentage of 60.4%. This means that the majority of internet users in Indonesia are also active on social media. Mountoya's initiative to expand market reach through a dedicated mobile application is also part of their strategy to enhance customer convenience and engagement. However, that digital transformation has its own challenges, including technical issues, user adoption rates, and maintaining a smooth user

experience. (Mountoya). These efforts demonstrate Mountoya's commitment to innovation and sustainability, but also highlight the challenges the company must overcome to maintain its market position and growth trajectory (Gunawan, Novel, & Budiyantri, 2023). Brand awareness itself is the ability of customers to recognize or recall a brand and associate it with a specific category. Thus, a customer who has awareness of a brand will automatically be able to break down the brand elements without needing assistance (Kango, Supriadi, Idrus, Sonjaya, & Hasanah, 2023). Toyamilindo is a company known for its high-quality and innovative products in the food and beverage industry. The company was founded with the aim of providing healthy and delicious products for consumers in various market segments. With a vision to become a market leader in this industry, Toyamilindo continues to strive to expand its reach and enhance its brand recognition (Alfiansyah, Aisyah, Rosmaningsih, & Muthiarsih, 2023).

Strategic communication and brand awareness are two concepts that are closely related in marketing. Strategic communication refers to the way companies design and deliver their messages to the audience to achieve specific business goals. Brand awareness, or brand recognition, is the level of consumer recognition and recall of a brand. Delivering a consistent message through various communication channels helps strengthen brand identity in the minds of consumers (Amboro Alfianto, Rihhadatul, Nur Syafiqah, Afrah Saputro, & Umar El Farouq, 2023). Consistency in messaging makes a brand easier to remember and recognize. A clear and easily understandable message ensures that consumers grasp the essence of what the brand offers. This can increase awareness and understanding of the brand. Social media platforms are powerful tools for increasing brand awareness because they allow direct interaction with consumers and widespread message dissemination. Creating informative, entertaining, or inspiring content can attract consumer attention and make them more aware of the brand. Blog, videos, and infographics are examples of content that can be used. Telling the story behind the brand, including the company's values and mission, can build an emotional connection with consumers and increase brand awareness. Additionally, promotional activities such as events, giveaways, and collaborations with influencers can enhance exposure and brand awareness (Paranata, Ekasani, & Darsana, 2023).

Social media has become a highly effective platform for expanding brand reach and interacting with the audience. By utilizing platforms such as Facebook, Instagram, Twitter, and LinkedIn, dedicated and engaged communities can be created around the brand. Through engaging content, active interaction with followers, and creative campaigns, it can significantly increase the company's brand awareness on social media. High brand awareness can ultimately have a positive impact on customer loyalty and product sales. By delivering consistent messages, using the right media, creating engaging content, and launching integrated marketing campaigns, companies can enhance brand awareness among consumers. Effective strategic communication is key to increasing brand awareness (Ziki Rahmad Hidayat, Fauzia, & Damora, 2022).

According to Kotler & Keller (2016), they said that digital marketing provides benefits to companies in terms of the ability to attract more consumers through a global approach. This shows that digital marketing has its own characteristics and dynamics, and provides significant benefits for companies. Digital marketing involves the use of specific channels available to companies, distinguished by the communication design and control that the company has over those channels. Thus, digital marketing is an important and strategic approach in today's digital era to reach a broader market and strengthen the company's position in the digital world (Ziki Rahmad Hidayat et al., 2022).

Brand awareness, or brand awareness, is the extent to which consumers recognize and remember a brand and the products or services it offers. A high level of brand awareness means that consumers can easily recognize the brand and have positive associations with it. "Brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain product category." (Aaker, 1997, h.64). Kotler defines brand awareness as the level at which consumers are able to identify or recall a brand under various conditions. This includes brand awareness from the recognition level to the deep recall level. Brand awareness is an important foundation for the long-term success of a brand. By building and maintaining strong brand awareness, companies can create trust, loyalty, and preference among consumers. According to Duriyanto et al (2017), brand awareness refers to the potential of prospective consumers to recall or recognize a brand as a component of a specific product category. Meanwhile, Kotler and Keller (2016) define brand awareness as the ability to identify (recognize or recall) a brand in sufficient detail within a product category so that consumers can make

a purchase. Next, Cahyani (2016) states that brand awareness is a condition where a product's brand can be recognized by potential consumers and accurately associated with the relevant product category.

There are 4 levels of consumer memory regarding a brand, from the lowest to the highest level, as presented by the researcher: 1. Unaware Brand is the lowest level of brand awareness. 2. Brand Recognition is the minimal level of brand awareness where brand recognition reappears after recall with assistance. 3. Brand Recall is the recall of a brand without assistance. 4. Top Of Mind (Puncak Pikiran) is the brand that consumers first remember when asked about a product category that can be recalled spontaneously without assistance. (Aaker, 1997, p. 92). The higher the level of brand awareness, the more likely the product is to be in consumers' minds before other brands. Furthermore, brand awareness is not just a matter of memory, but rather a learning process for consumers regarding a brand. Building brand awareness usually takes a long time because memorization can succeed through repetition and reinforcement. In reality, brands with high recall rates are generally brands that have been around for a long time (Putra, Himawati, Suzana, & Oktavilantika, 2023).

2. Method

This research is qualitative in nature. Qualitative research is a method used to deeply understand social phenomena through descriptive, analytical, and interpretative approaches. This method focuses on understanding the meaning and social context behind a phenomenon, rather than measuring variables that can be quantified. Qualitative research is often conducted through the collection of descriptive data, such as interviews, observations, text analysis, or case studies (Khan et al., 2022). This approach allows researchers to delve deeper, explore various perspectives, and generate in-depth insights about the research subject. The data collection method used in this research is in-depth interviews. In-depth interviews are a qualitative approach used to understand phenomena or topics more deeply through direct interaction between the researcher and the respondents (Sugiyono, 2018). The main objective of in-depth interviews is to gain a deep understanding of perspectives, experience, and thoughts of the respondents related to the research topic. Sugiyono (2018:140) defines an interview as a conversation with a specific purpose conducted by both parties, namely the interviewer and the interviewee, where the interviewee will provide answers to the questions posed by the interviewer. In the interview method, the researcher uses both direct and indirect interview techniques or through social media WhatsApp with the informants and brings the research instruments used by the researcher as a reference for the questions to be asked to the informants. The questions that the researcher will ask in-depth regarding this study are about the Marketing Strategies implemented by Toyamilindo Company to enhance Brand Awareness.

3. Result and Discussion

3.1. The Use of Social Media and the Effectiveness of Social Media

Mountoya uses social media platforms like Instagram, Facebook, and TikTok to increase brand awareness. From the survey results involving 200 respondents, about 75% of the respondents know Mountoya through social media. This strategy has successfully created direct interactions with consumers through engaging campaigns such as visual content, educational videos about the benefits of quality drinking water, and promotions through influencers (Onyebuchi, Etumnu, Okoye, Igwemeziri, & Alaekwe, 2024). This shows that social media plays an important role in introducing brands to a wide audience. Social media has proven to be an effective means of increasing Mountoya's brand awareness. With the ability to reach a wider audience through popular platforms, Mountoya successfully leveraged digital trends to build interactions with consumers. The combination of creative content and digital advertising has a significant impact in attracting the attention of consumers who were previously unfamiliar with this product. Mountoya has successfully utilized social media platforms such as Instagram, Facebook, and TikTok to expand marketing reach and interact directly with consumers. Social media allows companies to convey marketing messages visually and interactively, which positively impacts brand recognition. 75% of respondents are familiar with Mountoya products through social media, indicating that this is an effective channel for increasing brand awareness among consumers. Creative content, such as short videos, infographics, and stories about product benefits, helps build emotional connections and consumer interest in the brand.

3.2. Digital Advertising and the Role of Influencers and Endorsements

Digital ads through Google Ads and ads on YouTube play a significant role in increasing the reach of Mountoya's products. Based on the survey results, 65% of respondents admitted that they first learned about Mountoya through digital advertisements. This advertisement targets a broader market segment and effectively reaches potential consumers. The use of targeting focused on age and location also helps increase brand awareness among consumers who were previously unfamiliar with the product. Influencer marketing has proven effective because it allows Mountoya to reach a more specific target market through the influencer's audience. In the current digital era, consumers tend to trust recommendations from public figures they follow more. Collaboration with influencers from the health and healthy lifestyle sectors is highly relevant to Mountoya's image as a provider of quality drinking water. Marketing campaigns through influencers, especially those related to health and healthy lifestyles, have a significant impact on brand awareness and product purchase interest. As many as 60% of respondents are interested in trying Mountoya products after seeing recommendations from influencers. This shows that influencer marketing has become an effective strategy in building consumer trust and expanding brand influence. The influencer chosen by Mountoya is also relevant to the company's image as a provider of high-quality drinking water, thereby strengthening the positive association between the brand and a healthy lifestyle.

3.3. Educational Content and Product Information

Mountoya also uses educational content as part of the marketing communication strategy. This content provides information about the importance of consuming quality water and how Mountoya's products can meet that need. According to the survey results, 70% of respondents stated that informative content made them more aware of the product's benefits, which ultimately increased their purchasing interest. Providing educational information about the benefits of quality water shows that Mountoya is not only focused on selling products but also adding value to consumers. Educational content strengthens the company's image as a brand that cares about consumer health, which ultimately drives brand awareness and loyalty. One of the important factors in the success of Mountoya's marketing communication strategy is the consistency of the message conveyed. A clear and harmonious message across various platforms helps strengthen brand identity and makes it easier for consumers to remember the product.

3.4. Event and Brand Activation

In addition to digital activities, Mountoya also organizes various offline events such as sponsorships in sports events and health campaigns. 55% of respondents admitted to having seen the Mountoya brand at sports events or health seminars, and this has a positive impact on increasing brand awareness among consumers. Offline activities such as event sponsorships and health seminars help strengthen brand awareness beyond the digital realm. The brand's presence at events relevant to health and fitness helps build a positive association between Mountoya products and a healthy lifestyle. Offline activities such as event sponsorships and health seminars help strengthen brand awareness beyond the digital realm. The brand's presence at events relevant to health and fitness helps build a positive association between Mountoya products and a healthy lifestyle.

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4. Conclusion

Overall, this research has examined how the implementation of marketing communication strategies can enhance brand awareness at Mountoya. The integrated and consistent marketing communication strategies applied by Mountoya have proven effective in increasing brand awareness. Social media, digital advertising, influencer marketing, educational content, and event activations all play important roles in expanding reach and brand recognition among consumers. Consistency of

messaging across various marketing channels helps strengthen brand identity and increase Mountoya's visibility in a competitive market. This research proves that an increase in brand awareness has a significant impact on consumer purchase interest, which can ultimately drive an increase in sales and consumer loyalty towards Mountoya products.

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