

Ecohome Sales Promotion Indonesia Giveaway in Building Brand Awareness

Muhammad Ramadhan Alfa Rizki¹, Mujiono¹(✉),

¹Faculty of Communication Sciences, Universitas Multimedia Nusantara, Tangerang, Indonesia

mujiono@umn.ac.id

Article Info

Article history:

Received October 04, 2023

Revised October 14, 2023

Accepted October 26, 2023

Keywords:

Sales Promotion,
Giveaway,
Ecohome Indonesia,
Brand Awareness,
Social Media

ABSTRACT

Social media has now become part of people's lives. In addition, brands also use social media as a means of promotion, such as Ecohome on Tiktok and Instagram. Ecohome carries out activities that can build brand awareness. This study examines Ecohome Indonesia which uses Tiktok and Instagram as promotional media to build brand awareness. This research uses the concept of sales promotion and brand awareness. This research uses the post-positivism paradigm with a qualitative approach and data collection through interviews. The results of this study show that the strategy used by Ecohome Indonesia is to build community brand awareness through Tiktok and Instagram. Ecohome Indonesia utilizes social media platforms Tiktok and Instagram as a means of building public awareness.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Mujiono

Faculty of Communication Sciences, Universitas Multimedia Nusantara

Email: mujiono@umn.ac.id

1. INTRODUCTION

Social media has become part of all societies, even everyone uses social media as a place to share activities that are being experienced and a place to capture moments. In addition, the company also uses social media as a place to promote to the public. Social media can be defined as an application program online, platform, or mass media tools that facilitate interaction, collaboration, or sharing of content between users in general [1]. Social media is able to present and translate new ways of communicating with technology that is completely different from conventional media [2]. Currently, the increase in social media users in Indonesia has increased quite rapidly compared to the last 2 years, which is up to 12.6% or equivalent to 191 million people. This shows that Indonesians feel that social media has become part of life.

One of the social media that is widely used by the public is Instagram. Instagram is a social media that has been around since October 6, 2010, and until now there have been many Instagram users. According to Leaver et al. (2020) Instagram is synonymous with the popularization of mass app-based mobile photography. Social media users in Indonesia, especially Instagram, have been found. Instagram social media is not limited by age, ranging from teenagers to parents who have become users of the social media. One common use is to share photos with friends and reconnect with old friends who have not seen each [4]

In addition to Instagram, the social media that is often used today is Tiktok. Tiktok is a place for people to share entertaining videos, as well as a place for companies to introduce and promote their products/services to the public. Tiktok has an active number of users of 755 million people in 2022, this figure is achieved based on the growth of Tiktok users in 2020 with 59.8 percent and 2021 with 40.8 percent [5].

Therefore, Indonesian people are very interested in Instagram because the features provided are very many, such as reels, boomerangs, filters, and various others, and the features owned by Tiktok are not inferior to Instagram. Tiktok has features to edit videos directly, is able to add songs to each video, and has many filters

that can be used. The convenience provided by Instagram and Tiktok is enough to attract a lot of attention from the Indonesian people, because there is no need to bother using the Tiktok and Instagram applications, this makes people make Tiktok and Instagram as daily necessities.

Instagram and Tiktok have become places for many people, even companies to find audiences to build brand awareness by making promotional activities that are attractive and easy for the public to follow. In addition, Instagram is also a place where many people show their creations or creativity to the public in order to attract people's attention to build awareness. It is also used by brands to build awareness so that people are able to know about the company's products and understand more deeply about the brand. Just like Instagram, Tiktok is also a medium for conducting activities for promotion that aim to build awareness, make entertainment videos, and a place to express talent.

One of the Instagram and Tiktok accounts that carry out promotional activities to build brand awareness is Ecohome Indonesia. Ecohome Indonesia is a company engaged in home appliances that sell premium quality products intended for people who are happy in the world of cooking. Ecohome uses Instagram and Tiktok as a means to carry out promotional activities and explain the advantages of products that aim to increase brand awareness, it is because Ecohome is still a new company. Therefore, Ecohome tries to maximize promotional activities, such as giveaways and content containing product explanations to get awareness from the Indonesian people.

Currently, Ecohome Indonesia's Instagram has managed to get followers of up to 158,124 people with a total of 1,091 uploads. This shows Ecohome's success in attracting audiences to follow the activities or content provided by Ecohome to the wider community. In addition to Instagram, Ecohome has a Tiktok account that is relatively newer than Instagram Ecohome has managed to get a number of followers reaching 93,400 people with the number of people who like Ecohome's content reaching 246,900. This shows that the content provided by Ecohome is able to attract public interest with content that is easily accepted by many people.

The content provided by Ecohome through Instagram and Tiktok has many variants, ranging from their promotional activities such as giveaways, content about explaining the benefits and advantages of each product, cooking demos using Ecohome products, results obtained by using Ecohome products, and other things. Ecohome's Instagram always tries its best to create useful and easy-to-understand content, so that the message that Ecohome wants to convey to the public can be received clearly. Not only Instagram, Tiktok Ecohome also tries to display interesting and happy content so that people who see it are able to enjoy the content provided. In addition, Ecohome also adjusts the uploaded content to make it comfortable when viewed from the eyes of the audience.

Content from Tiktok Ecohome varies, such as explanations of promotional activities that are being carried out, videos that display product use, humorous videos that insert about Ecohome products, and various other kinds of content. In selling products, various companies or brands always use strategies Sales Promotion to promote the product as well as to build Awareness. According to Marketing strategies accompanied by Sales Promotion Able to build consumer awareness of the company's brand or product and increase consumer interest in buying products which leads to increased sales. View multiple companies or Brand who use strategies sales promotion In the form of sweepstakes to attract consumers and build awareness society towards brand.

One of the expected goals is to build awareness of a product or brand (Brand awareness) in the mind of the consumer and with the aim to be Top of mind Intended consumers [6]. Therefore, Ecohome tries to maximize the content they upload on Instagram and Tiktok and make promotional activities such as Giveaway in order to create Awareness community towards products owned by Ecohome and Brand Ecohome that sells products Home appliances.

One of the content from Tiktok Ecohome is a giveaway activity. The content of the giveaway content explains how the terms and conditions for participating in activities that Ecohome is running, in addition to telling what prizes can be obtained by the public if they take part in activities organized by Ecohome for free without paying anything. In addition, the content contains quizzes that aim at people being able to be aware of Ecohome and its products. In addition to Tiktok, Ecohome Instagram also has several contents, one of which is about giveaway promotional activities. This is also done by Ecohome on Instagram to get awareness of people who use Instagram about the Ecohome brand and its products.

Ecohome uses a live system as a means to announce the winner and will be uploaded again with the aim of notifying the public that the activity has been completed. In addition, the terms and conditions given by Ecohome to participate in this activity are also quite easy, the goal is that people are interested in participating in giveaway activities from Ecohome and do not feel burdened when carrying it out.

Previous research related to the use of social media in building Brand awareness has been done. As in the first study conducted by with the title "The Use of Instagram as Social Media Marketing in Building Brand Awareness PLATBM1912 in Pekanbaru City". Where the research uses a descriptive qualitative approach. The results of the study show that PLATBM1912 maximize activities on Instagram such as: ads, in cooperation

Ecohome Sales Promotion Indonesia Giveaway in Building Brand Awareness ... (Muhammad Ramadhan Alfa Rizki)

with influencers, paid promote, create quizzes, upload charades content, use casual language to make it interesting Audience about Brand aforementioned.

The second previous study was conducted by [7] with the title "The Use of Instagram as a Marketing Communication Media to Build Brand Awareness during the Covid-19 Pandemic" using a descriptive qualitative approach. The result of the research is in collaboration with influencers to create Named content "staycation" which contains that influencers it uses Thule products when running Traveling. Content Traveling with staycation in the midst of the Covid-19 pandemic, it is indeed being discussed by many people. In the photo, influencers Recommend the bag for traveling, it is for people to see and enter the @bagscity.id page that is able to awaken Audience About the @bagscity.id account.

The third previous study was conducted by [8] with the title "Implementation of Digital Marketing in Building Brand Awareness" Using a qualitative approach with a case study method. Data collection was carried out by interviews, observations and literature studies. The results of the study showed that Digital Marketing in build Brand awareness done by managing Instagram social media by doing activities in the form of advertisements, tagline, as well as running marketing mix techniques such as Personal Selling, Sales Promotion and Public Relations as an effort to build Brand awareness about Binong Jati knitting industry products.

The similarities between these three previous studies are discussing the use of social media such as Instagram as a forum for companies to build brand awareness with promotional activities and content that can attract the attention of the audience. The difference between this research and previous research lies in the object of research, research results, and research focus that discusses Ecohome Indonesia's strategy in building brand awareness on Tiktok and Instagram. The intended strategy is the use of giveaway activities, cooking demo content, and content about explaining product use and product advantages. Based on the background description and problem formulation, the problem formulated by this research is how Ecohome Indonesia's sales promotion giveaway in building brand awareness.

2. METHOD

This research uses a case study method that aims for in-depth exploration. A case study involves a case investigation, which can be defined as an entity or object that is delimited, or separate for research in terms of time, place, or physical boundaries [9]. According to Creswell [10] Case studies are an approach in which researchers find and understand a case in depth and explore it in real life. The collection of each data can be through interviews, observations, documents to audiovisual to perfect the research. In addition, this study also focuses on identifying and examining in depth the understanding of the case to be studied supported by data collection techniques, such as in-depth interviews and accurate data

The selection of informants is adjusted according to the technique purposive sampling which is commonly used in qualitative research to select individuals or places that have complete information about a research problem and can provide a specific understanding [11]. The criteria in the selection of informants, namely:

1. Take care and think about making strategies for Tiktok and Instagram Ecohome social media content
2. Responsible in all activities carried out on Tiktok and Instagram Ecohome
3. Upload a ready-made strategy, then create content on Tiktok and Instagram Ecohome
4. Set the caption and publication time of the content
5. Monitor what happens to uploaded content, such as replying to audience comments
6. Evaluate the results of the content that has been uploaded.

According to Creswell (2012) Interviews in qualitative research occur when researchers ask questions to one or more people, record their answers, transcribe and type in the data for analysis. The advantage of using interview techniques is that researchers get detailed information without directly observing in the field and only need to ask specific questions to obtain complete information. This research focuses on conducting in-depth interviews with the main informant and the second informant who have been determined to obtain detailed and complete data on Ecohome Indonesia's strategy in building Brand awareness on Tiktok and Instagram.

In addition to using primary data in the form of interview techniques, this study also uses secondary data consisting of accurate and valid supporting data both from interview transcripts, online searches to books and others related to research topics. The results of the data obtained will be used to support the existing facts so that they can be analyzed properly.

This study tests the validity of data by using data triangulation which is used to test and prove information that has been obtained to increase validity. According to The principle of triangulation is the principle of testing the validity of data by clarifying data through the use of different data retrieval channels until the data taken has been saturated, so that valid and valid data can be retrieved.

In this qualitative research, source triangulation is needed to test the validity of the data by obtaining data from various sources which will later be summarized and checked again to increase the confidence of the information that has been obtained in this study. Source triangulation can be used to test the validity of data obtained from multiple informants. The information obtained cannot be assessed equally because there will be differences that will be analyzed, described and categorized to obtain one specific or different view. Then the processed data will produce conclusions that will be agreed with the three data [13].

Data analysis in qualitative research, carried out before going to the field, during the field, and after data collection is complete [14]. In conducting qualitative data analysis, processes are needed [15], among others 1) Data Reduction, 2) Data Presentation, 3) Conclusion Drawing.

3. RESULTS AND DISCUSSION

This research conducted an in-depth interview with two resource persons from Ecohome, namely Ihsan Nugraha who is responsible for the activities carried out on Ecohome's Instagram, ranging from content ideas, content creation, and content publication. In addition, there is also Dhika Sosrodumulyo as the person in charge of Tiktok Ecohome who has the same duties as Ihsan. They are responsible for whatever happens on Ecohome's social media. The results of the interview about Ecohome's promotional strategy have been in accordance with the concept of Ogden-Barnes & Minahan. The concept explains how the process of carrying out the giveaway and aligns whether Ecohome has used the concept or not. After that, the second concept is from Aanker through the journals Siahaan and Yulianti to adjust every step taken by Ecohome in brand awareness starting from unknown to already in the mind of the specified target market.

3.1 Application of Sales promotion stage

Today, there are many companies that use these types Sales Promotion In carrying out its activities, because it is able to have a good impact on the progress of the company. Promotion is a communication between sellers and buyers about information that aims to control the attitude and behavior of buyers who initially do not know a product, become familiar and can remember the product. Promotional activities also help Brand in targeting Audience desirable [16]. This sales promotion is generally a short-term tool that serves to drive an immediate increase in demand. In addition. Sales promotion can be divided into two, namely consumer-oriented promotion (Customer-Oriented Sales promotion) which can be a contest, giveaway, discount, Division coupon and others to consumers. Trade-oriented promotions (Trade-Oriented Sales promotion) related to marketing intermediaries. Sales promotion Used not only to increase sales, but can be as a means to build awareness of the community. Ecohome uses one type sales promotion that is giveaway in the form of free distribution of Ecohome's flagship products, it aims to be a means to build brand awareness, in addition to activities giveaway More flexible in running and easy to target target market desirable.

In the application of the strategy Sales Promotion Ecohome in building Brand awareness on Instagram and Tiktok which have been carried out in several stages, one of the activities is Giveaway. Relating to concepts Sales Promotion according to Ogden-Barnes & Minahan (2015), the company needs to plan four stages and strategies in order to successfully achieve the objectives of the activity Sales Promotion As desired, the four stages consist of:

1. Campaign Profile such as terms and regulations that must be followed by the audience

The first stage is the campaign profile that must be followed Audience. The form of campaign that Ecohome will carry out is Giveaway. According to Puspitarini & Nuraeni (2019) Giveaway is an activity organized to distribute gifts for free. At this stage it means that the campaign is in the form of Giveaway what Ecohome does has terms and regulations that must be followed by participants Giveaway aforementioned [19]. This stage is in accordance with the explanation given by Ihsan Nugraha as the person in charge of Instagram Ecohome Indonesia, who became the main informant in this study regarding development Brand awareness Ecohome Indonesia on Tiktok and Instagram that the use of terms and conditions for this promotional activity has been carried out by being obliged to follow the Ecohome Indonesia account and provide likes, commentary share and take part in quizzes held by Ecohome Indonesia account through interactive content.

The selection of terms and conditions in the implementation of this activity is also designed for Ecohome to analyze the audience who participated in the giveaway, besides that the terms and conditions are made not difficult because they adjust to the target market who do not necessarily have much free time in using social media. In accordance with Dhika's explanation as the person in charge of Tiktok Ecohome Indonesia, that the use of regulations like this is also to analyze audiences who want to properly follow their activities or who just want to get products from Ecohome.

Judging from the results of the research above, to build public brand awareness about Ecohome Indonesia, this stage has been carried out to make people recognize what products are sold by Ecohome, provide responses, and share content made so that people are more aware of the existence of this new brand.

2. Marketing channels or event delivery

This second stage becomes an important stage for a Brand in carrying out activities that require interaction from Audience like Giveaway held by Ecohome Indonesia. One of them is in determining the place, this is important to do for the company to introduce its products to the intended target [20], thus, this channel is related to the interests and contributions of Audience who will participate in the event.

In this giveaway activity, Ecohome uses Instagram and Tiktok social media as the main channels for activities to be held because it is easier to reach the audience. This stage was also chosen according to the explanation from Ihsan, where giveaway activities are one way that can be used to build engagement on social media, especially Instagram and Tiktok. The choice of Instagram is done because Instagram is the most accessible media for anyone, affordable, and easy to understand. So, traffic and engagement from Instagram itself will increase, and the audience will more easily recognize the brands and products sold by Ecohome Indonesia.

Ecohome through Tiktok social media also does this stage. As explained by Dhika, that this Tiktok selection is a social media that is being used by the audience recently. Thus, Ecohome will be easier to explore audiences who do not know the products and brands of Ecohome Indonesia.

Compared to the first previous research, entitled "The Use of Instagram as Social Media Marketing in Building Brand Awareness PLATBM1912 in Pekanbaru City" from Walid discusses matters related to building brand awareness carried out through Instagram social media as a means of promotion to build brand awareness, while Ecohome uses two social media, namely Instagram and Tiktok as a means of promotion in building brand awareness.

The concept used by the previous study was the same as this study, but there were differences in brand recognition. In the brand recognition stage, PLATBM1912 participated in offline, namely bazaar activities, and joined communities in Riau and made puzzles about Riau Malay customs on Instagram which aimed to introduce the brand, but in this study, Ecohome endorsed, giveaway, and create content containing mini-series as brand recognition to build public awareness of the brand and carry out all promotional activities online.

Then, the second previous study entitled "The Use of Instagram as a Marketing Communication Media to Build Brand Awareness during the Covid-19 Pandemic" from Ira Dasuki and Umaimah Wahid has differences that can be compared with this study. Previous research used the concept of marketing communication with content creation, while this research used the concept of sales promotion as a means to build brand awareness. In previous research, Instagram social media selection was used with influencer endorsements and direct messages. Building brand awareness is carried out by @bagscityid accounts by endorsing influencers related to traveling content and using Instagram's direct message feature for informants to ask about products. Meanwhile, Ecohome uses an endorsement technique for influencers, which aims to make consumers directly check Ecohome Indonesia's Instagram account by itself and not through direct messages to the influencer. In addition, @bagscityid only use Instagram as a means of promotion in building brand awareness, while Ecohome uses Tiktok and Instagram as a means to build brand awareness.

In the last previous research entitled "Implementation of Digital Marketing in Building Brand Awareness" from Femi Oktaviani and Diki Rustandi managed Instagram social media by creating advertisements, taglines and running marketing mix techniques such as personal selling, sales promotion, and public relations in building brand awareness about Binong Jati knitting industry products. While in this study, Ecohome focuses more on sales promotion, namely giveaway activities, and using endorsements and quizzes as a means of brand recognition in building brand awareness. In addition, previous research only used Instagram as a means to build brand awareness, this research Ecohome uses Tiktok and Instagram as media to build brand awareness.

Therefore, the difference can be seen from the use of techniques that are quite diverse from previous research in building brand awareness on social media. With this strategy carried out by Ecohome, it proves that, this stage is the most crucial stage to use. Because the selection of marketing channels in giveaway activities like this is very influential on audience interest to contribute directly to this activity. In addition, the selection of social media is also considered easier in finding an audience, because the average person in Indonesia uses social media from an early age. So, at this stage, Ecohome has compiled according to the concept and target audience intended in this giveaway activity.

3. Prize structure such as winner criteria, what prizes will be awarded to the audience and how many winners will be won

The third stage carried out by Ecohome Indonesia is related to the technical implementation of the giveaway activity held. Judging from the results of interviews with informants, that the winner criteria have a fairly simple concept and Ecohome uses a random picker application as a tool for selecting winners, as well as checking whether the selected audience has followed the applicable terms and conditions or not. In addition, for prize delivery, Ecohome contacts directly through contact to giveaway winners via Instagram.

This stage is carried out in accordance with Ecohome's analysis of the target market, as explained by Ihsan, that the selection of prizes that will be intended for giveaway activities is in the form of slow juicers, rice cookers, multi cookers, nylon spatulas, and discount vouchers. The product was chosen because Ecohome wants to introduce its best seller products, so that the demand of the audience who take part in the giveaway will be more.

Because the giveaway announcement was held live on Tiktok or Instagram, Ecohome can also see how many audiences participated through the live interaction. Therefore, as explained by Dhika, there are several additional prizes in the form of vouchers prepared by Ecohome to be distributed to audiences who actively participate during the giveaway activity. However, for those who have not had the opportunity to win the prizes provided, Ecohome will provide vouchers for free as an appreciation for audiences who follow the live held by Ecohome via Instagram or Tiktok. So, the winners that will be obtained by Ecohome in this giveaway activity are quite a lot with various prizes.

With this, it can be said that this stage has been carried out by Ecohome to prepare the prize structure and winners who will be obtained from Ecohome Indonesia giveaway activities.

4. Time and duration of the activity

At this stage, audience analysis is needed to find out the right time and duration for Ecohome to hold a giveaway activity. As explained by Ihsan, this activity took place on two social media, namely Instagram and Tiktok. Instagram Ecohome has a duration of 5 months, starting from January to May, and for Tiktok has a duration of 3 months starting from June to October. This is done so that audiences who have just seen this giveaway post from Ecohome can also immediately participate without fear of being left behind.

In addition, the choice of time to upload this giveaway activity also affects the participation of the audience from social media. In the interview with Ihsan, it was explained that usually the time chosen is on weekends and at the beginning of the month. Because at the beginning of this giveaway activity, Instagram Ecohome can get new followers up to 2000 accounts, and according to Dhika's explanation, that in this Tiktok giveaway, the participating audience can reach 500 to 800 people. Therefore, this stage really needs to be analyzed in activities such as giveaways held by Ecohome Indonesia to get quite a lot of audience participation, as well as build awareness of the brand and products sold.

So from the explanation taken from the results of research through interviews with informants, it can be considered that the selection of marketing channels is one of the most crucial concepts, because if you choose the wrong marketing channel will have an impact on the results obtained. Ecohome chose Instagram and Tiktok because the users of these social media are very broad and able to help Ecohome to build brand awareness.

5. Brand awareness

In an activity Giveaway, as happened through Ecohome Indonesia's social media, there is a need for public awareness about Brand and products in order to contribute directly to these activities. According to Krisnawati (2016) Brand awareness is a consumer's ability to recognize or recall a Brand which is also part of a particular category. Ecohome Indonesia is Brand which is engaged in homeappliances with a minimalist and elegant design, although Brand Ecohome was established not too long ago, but already has a variety of products that can compete with competitors in its class. According to Siahaan & Yuliati (2016) There are four levels from Brand awareness that must be achievable by Brand, especially when holding an event that requires participation from Audience.

6. Unaware of a Brand

This first stage is unaware of a brand. This stage is the lowest level of the four levels of brand awareness because the audience is not aware and aware of the company. This is necessary to initiate brand introduction to the audience, as explained in the interview, that the target market of Ecohome is adjusting from the products sold. Because Ecohome has not been established for too long, Ecohome focuses on building brand awareness first so that people know about Ecohome and its products. Ecohome has a main

target market, namely people who are considered premium (upper middle income) because the products owned are of premium quality, especially working mothers with an average age of 25-60 years.

To achieve the main objectives to Target Market, the first step taken by Ecohome is to carry out activities Giveaway. This serves to attract an ignorant public Brand This ecohome. In addition, as explained by Dhika and Ihsan in the interview, Ecohome also collaborates with influencers like Raffi Ahmad, who has Audience in accordance with Target Market defined from Ecohome. Moreover Influencer Marketing Impact on added value for Audience because it has deep involvement [23].

Furthermore, Ecohome also utilizes the ads feature on social media to help disseminate content that has been designed by Ecohome to people who do not follow social media and do not know the Ecohome brand or products. When compared with previous studies, there are similarities with this study. In previous studies, people were also still unaware of these brands. Thus, some of the techniques used are of the same type as Ecohome which aims to build people's brand awareness of the brand.

In the first previous research, the method carried out by PLATBM1912 was to carry out offline activities, such as holding bazaars, joining communities in Riau. In addition, in an online week, this study made a puzzle about Riau Malay customs. Meanwhile, Ecohome only uses online media, to make product introduction quizzes, giveaways, and endorsements. Furthermore, in the second previous research, using online media, namely endorsement with traveling content. Meanwhile, the content created by Ecohome through influencer endorsements is more directed towards soft selling the use of low carbo rice cookers and slow juicers as well as information about the advantages of the product. The last previous research used more diverse methods of marketing mix techniques such as ads, personal selling, sales promotion, and public relations as an effort to build awareness of the Binong Jati Knitting Industry. Meanwhile, from this research, Ecohome focuses more on the use of sales promotion, namely giveaway and endorsement activities.

Therefore, it can be seen that some of these steps have been carried out in accordance with the first stage of the four levels to achieve brand awareness by Ecohome with the aim of building awareness of the brand and products of Ecohome.

7. Brand Recognition

The second of the four levels of brand awareness is brand recognition. This level is the minimum level of brand awareness. In this stage, people have begun to recognize a brand.

From the interview with Dhika, as the person in charge of Tiktok Ecohome Indonesia, when the audience has begun to realize the Ecohome brand through Tiktok social media, the next task of Ecohome itself is to provide interesting content that has been designed by the marketing team. In addition, showing light and fun content so that the audience does not get bored with hard selling promotions.

This stage is carried out so that the audience is even easier to recognize the brand from Ecohome Indonesia, by providing information about product advantages, how to use, also making mini-series in the form of advertisements related to audiences in their daily lives but still inserting Ecohome products. Apart from the way of delivering advertisements mentioned above, Ecohome also provides content about cooking demos using Ecohome products, as well as recipes so that people remember that using Ecohome products can make the desired dishes achieved. As a designed strategy, the implementation carried out by Ecohome Indonesia in building brand awareness has gone quite well in introducing products to the audience.

8. Brand Recall

In this third stage, namely brand recall. This level is based on the extent to which consumers can remember a particular brand in a product category without any clues. In this case, brand recall also plays an important role in reminding Ecohome products repeatedly so that audiences still remember Ecohome as a brand that has home appliances products.

Based on the results of research obtained through interviews with informants, Dhika and Ihsan, that to maintain consumer memories of Ecohome, namely by uploading at least one content on social media every day, in addition to making Instagram stories 3 times a day and influencers who collaborate with Ecohome are required to create content about Ecohome once a day. This is so that audiences who have not seen the content on the previous day, can see again the next day with upload hours adjusted to existing traffic.

This stage is done in the above way because the audience already knows enough about the existence of the brand and some products owned by Ecohome, therefore, so that the memory does not just disappear, Ecohome chooses to always upload content repeatedly to remind the audience every day, that the products owned by Ecohome are able to help people's daily lives in cooking. Therefore, in the brand recall stage, Ecohome Indonesia has carried out this stage and runs every day, one of which is by uploading content every day on Ecohome Indonesia's social media.

9. Top of Mind

The last stage in these four levels of brand awareness is top of mind. This level indicates that the brand has been remembered by the public, and is the first brand to be mentioned without the help of reminders. Based on the results of the interview, after carrying out several activities carried out on Ecohome's social media such as giveaways, ads, endorsements, withdrawing public awareness and creating informative and light content so that people remember Ecohome and products and repetition of uploading content to keep it in people's minds. Ecohome tries its best to keep the Ecohome name in the minds of the public, one of the ways Ecohome runs, which is to reply to comments and questions asked by the audience to maintain good interaction between the brand and the audience. In addition, as explained by Ihsan that Ecohome also often holds live cooking demos and the use of products from Ecohome. This is so that followers of Ecohome feel close to Ecohome and can maintain good relationships, as well as give random gift vouchers to loyal followers who always follow live held by Ecohome Indonesia through Tiktok or Instagram social media.

For this last stage, Ecohome is still running today. So, the steps that have been taken have been quite successfully accepted by the target market, namely housewives who also participated in giveaway activities that had been held by Ecohome Indonesia. In addition, Ecohome also sees in terms of social media insights obtained from the content held, so that Ecohome can evaluate the suitability of the intended target market.

From the results that have been researched and in-depth interviews with resource persons, this research can be assessed that before carrying out promotional activities, namely giveaways and several other activities. Ecohome is still at the lowest level, namely unaware of a brand, which means that people are not aware of the Ecohome brand, the products offered, and also the company. Seeing this, Ecohome made a strategy to build brand awareness, one of the strategies carried out by Ecohome is giveaway.

Therefore, Ecohome continues to maximize and multiply promotional activities such as giveaway activities, collaborations, endorsements, and as well as creating interesting and latest content so that people keep remembering Ecohome as a brand that has products in the field of cooking with premium quality.

4. CONCLUSION

Based on data from the results of research and discussion, it was concluded that the Ecohome strategy through Instagram and Tiktok social media in building brand awareness was successfully implemented. From the data obtained from interviews related to Ecohome Indonesia's strategy in building public brand awareness of Ecohome, it is in accordance with the concepts and theories of Ogden-Barnes & Minahan. The concept consisting of 4 stages is in line with the implementation of Ecohome in carrying out one of its activities, namely giveaway. In addition, the concept of Aaker in Sihaan and Yulianti has been carried out by Ecohome as an Ecohome process in introducing products and brands until they are remembered and continue to be in the minds of the public.

From the interview with the resource person, explained how the processes carried out by Ecohome in the process of running Ecohome activities, one of which is giveaway. The stages consist of duration, carrying out activities with social media, terms and conditions, the number of winners, products to be given as prizes, in accordance with the order of the stages of Ogden-Barnes & Minahan. In addition, Ecohome sees insights from their various posts containing promotional strategies to find out whether the activities carried out have succeeded in reaching the target market desired by Ecohome, as well as an evaluation in assessing Ecohome's success in building brand awareness. The insights obtained are also useful as a reference to find out Ecohome brand awareness in the minds of the public. The strategies used by the team from Ecohome in implementing are:

1. Using giveaways, endorsements, and informative content uploads as a means to build brand awareness.
2. The use of social media such as Instagram and Tiktok as a means to implement the strategy made by Ecohome in building brand awareness, because many people now use Instagram and Tiktok in everyday life.
3. Light and fun content creation to be easily understood by the audience who see it.
4. The terms and conditions in the giveaway activity are not too troublesome so that the public has time to follow it.
5. Create a duration in the giveaway activity so that people who have just seen it can follow it directly.
6. Giving gifts that are always used by the community, especially housewives.
7. Create a quiz about products so that people know products from Ecohome.
8. Always upload content every day so that people always remember Ecohome.
9. Trying to maintain the relationship between the brand and audience such as replying to comments on every content and making live so that people feel valued.

After all strategies have been implemented, Ecohome will see how the audience responds through existing comments, the number of likes, follows, and shares, and record through insights to see the improvement that occurs after carrying out activities designed by Ecohome since its inception until now. Therefore, concluding that the strategy carried out by Ecohome through social media, namely Instagram and Tiktok, is enough to bring good results in building brand awareness, starting from Ecohome's efforts in introducing brands or products, to the point that Ecohome maintains audiences who are already aware of Ecohome's products and brands. This can be seen from the number of followers, likes, and people who comment on Ecohome's social media, namely Tiktok and Instagram.

ACKNOWLEDGEMENTS

The author would like to thank Universitas Multimedia Nusantara for the support in this research.

REFERENCES

- [1] A. Kim and E. Ko, "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand," *J. Bus. Res.*, vol. 65, no. 10, pp. 1480–1486, 2012.
- [2] M. Mujiono and D. Susilo, "Alternative learning media post-covid-19: uncertainty reduction theory perspective," *J. Komun. Prof.*, vol. 5, no. 5 SE-Articles, pp. 469–480, Nov. 2021, doi: 10.25139/jkp.v5i5.4242.
- [3] T. Leaver, T. Highfield, and C. Abidin, *Instagram: Visual social media cultures*. John Wiley & Sons, 2020.
- [4] T. Putranto and E. Vallejo, "Digital marketing communication for archery sports equipment on Instagram @vienetharcheryofficial," *J. Stud. Komun.*, vol. 6, no. 2 SE-Articles, pp. 473–486, Aug. 2022, doi: 10.25139/jsk.v6i2.4870.
- [5] Kompas.com, "TikTok Diprediksi Jadi Medsos Terbesar Ketiga pada 2022," 2022. .
- [6] A. Dilham, F. Sofiyah, and I. Muda, "The internet marketing effect on the customer loyalty level with brand awareness as intervening variables," *Int. J. Civ. Eng. Technol.*, vol. 9, no. 9, pp. 681–695, 2018.
- [7] I. Dasuki and U. Wahid, "Penggunaan Instagram sebagai Media Komunikasi Pemasaran untuk Membangun Brand Awareness saat Pandemi Covid-19," *PARAHITA J. Pengabd. Kpd. Masy.*, vol. 1, no. 2, pp. 47–54, 2020.
- [8] Z. Umami and G. S. Darma, "Digital Marketing: Engaging Consumers With Smart Digital Marketing Content," *J. Manaj. dan Kewirausahaan*, vol. 23, no. 2, pp. 94–103, 2021.
- [9] M. Fitrah, *Metodologi penelitian: penelitian kualitatif, tindakan kelas & studi kasus*. CV Jejak (Jejak Publisher), 2018.
- [10] J. Creswell, "Qualitative, quantitative, and mixed methods approaches," in *Research design*, 2013.
- [11] J. Creswell and C. Poth, *Qualitative inquiry and research design: Choosing among five approaches*. California: Sage publications, 2017.
- [12] J. Creswell, *Educational research Planning, conducting, and evaluating quantitative and qualitative research*, vol. 204. Boston: Pearson, 2012.
- [13] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2013.
- [14] I. Suwendra, *Metodologi penelitian kualitatif dalam ilmu sosial, pendidikan, kebudayaan dan keagamaan*. Nilacakra, 2018.
- [15] Sugiyono, *Metodologi penelitian kuantitatif kualitatif*. Bandung: Alfabeta, 2016.
- [16] G. Belch and M. Belch, *Advertising and promotion: An integrated marketing communications perspective*. The McGraw– Hill, 2017.
- [17] S. Ogden-Barnes and S. Minahan, *Sales promotion decision making: concepts, principles, and practice*. Business Expert Press, 2015.
- [18] D. Puspitarini and R. Nuraeni, "Pemanfaatan media sosial sebagai media promosi," *J. Common*, vol. 3, no. 1, pp. 71–80, 2019.

- [19] D. S. Puspitarini and R. Nuraeni, "Utilization of social media as promotional media (descriptive study on happy go lucky house)," *Common J.*, vol. 3, no. 1, pp. 71–80, 2019.
- [20] P. Kotler and G. Armstrong, *Principles of marketing*. Pearson education, 2010.
- [21] D. Krisnawati, "Pengaruh brand awareness terhadap keputusan pembelian AMDK merek aqua (Studi pada masyarakat di Kota Bandung)," *J. Manaj. Bisnis Krisnadwipayana*, vol. 4, no. 1, 2016.
- [22] H. Siahaan and A. Yuliati, "Pengaruh Tingkat Brand Awareness Terhadap Keputusan Pembelian Produk Victoria's Secret (studi Pada Konsumen Di Pvj Bandung)," *eProceedings Manag.*, vol. 3, no. 1, 2016.
- [23] J. Winata and S. Alvin, "Strategi Influencer Marketing Dalam Meningkatkan Customer Engagement (Studi Kasus Instagram Bonvie. id)," *J. Kewarganegaraan*, vol. 6, no. 2, pp. 4262–4272, 2022.