
SOCIAL MEDIA FOR ENHANCED BRAND AWARENESS AT POLITEKNIK PENERBANGAN SURABAYA

Siti Julaihah^{1*}, Iwansyah Putra¹, Yudhis Thiro Kabul Y¹, Norita Prasetya Wardhani²

¹ Politeknik Penerbangan Surabaya

² Institut Teknologi Adhi Tama Surabaya

*Corresponding author. Email: siti.julaihah@poltekbangsby.ac.id

ABSTRACT

This research discusses the utilization of YouTube as a social media platform for enhancing brand awareness, particularly for Politeknik Penerbangan Surabaya. The study aims to comprehend how YouTube is used to increase brand awareness, progressing from consumers being unaware of the brand (brand unaware) to achieving brand recognition, brand recall, and ultimately, becoming the top-of-mind choice for consumers when thinking about Politeknik Penerbangan Surabaya. The research methodology employed is qualitative descriptive, involving data collection methods such as observation, interviews, and documentation. Eight informants, including Politeknik Penerbangan Surabaya's management, staff, and students who actively use YouTube, participated in the study. Interactive data analysis models and triangulation techniques were used to ensure data validity. The findings indicate that Politeknik Penerbangan Surabaya effectively utilizes YouTube to bolster brand awareness. Their strategies encompass creating and sharing high-quality video content, showcasing their activities and accomplishments, and employing tactics to increase brand recognition. Furthermore, they consistently upload relevant video content, engage with viewers, and establish emotional connections to enhance brand recall. These efforts have led to Politeknik Penerbangan Surabaya becoming the top-of-mind choice among their target audience.

Keywords: *YouTube, social media, brand awareness*

INTRODUCTION

In the era of the Internet of Things, people are inseparable from the internet in their daily activities, which has also influenced how society communicates, leading to increased spending on communication. According to the Ministry of Communication and Informatics (Kominfo, 2017), there are 132 million active internet users in Indonesia, accounting for approximately 52 million of the population. Out of these, 129 million have active social media accounts, and on average, individuals spend around 3.5 hours browsing the internet. Furthermore, data from the Indonesian Internet Service Provider Association (Asosiasi Penyelenggara Jasa Internet Indonesia or APJII) has officially released the results of the Internet Penetration Survey in Indonesia for 2023.

Social media serves a greater purpose than just entertainment; it has evolved into a platform for users to access information, a concept commonly known as digital branding.

As defined by Purwana et al. (2017), digital branding involves the promotion and market search through online digital media, utilizing various means such as social networks.

Social media acts as a space for people to interact, seek information, and communicate with companies regarding specific services or products. In the realm of marketing, social media is utilized to shape and expand the market community through online marketing activities carried out by an active group of users or the general public (Iman K et al., 2015).

However, when it comes to brand awareness, Politeknik Penerbangan Surabaya needs to continue its efforts to introduce its brand to a broader audience, particularly in the Surabaya and surrounding regions. This is evident from the initial survey results, which indicate a relatively low level of public awareness of Politeknik Penerbangan Surabaya. Therefore, research is required to identify the factors influencing Politeknik Penerbangan Surabaya's brand awareness and to develop strategies for its enhancement.

In its implementation, the use of social media is not without challenges. Politeknik Penerbangan Surabaya currently faces several obstacles. Firstly, the institution has yet to identify the most suitable social media platform to support its promotional efforts effectively. Secondly, there is a lack of prior social media measurement for assessing the effectiveness of the platforms employed for promotion. Effectiveness, in this context, can be measured by indicators such as customer responses, response speed, and information dissemination to customers. As a result, the Public Relations department has not focused on any one of the three social media platforms used to date. The utilization of social media at Politeknik Penerbangan Surabaya remains suboptimal. This situation is attributed to the principles of social media publication for building brand awareness, which encompass several stages, including the selection of appropriate social media, video content, and language.

This research aims to benefit Politeknik Penerbangan Surabaya by enhancing its brand awareness, ensuring that the wider public becomes more familiar with and trusting of the institution as a place for quality aviation education. Furthermore, the research can serve as a reference for other educational institutions seeking to develop marketing strategies

and boost their brand awareness. Finally, this study is expected to contribute to the academic field by advancing the knowledge of marketing, especially in the context of education.

REVIEW OF RELATED LITERATURE

YouTube Platform

According to Kamus Besar Bahasa Indonesia (2003: 711) who states that Utilizaation refers to the procedure, method, and execution of using something for one's own benefit. In contrast, social media, according to Philip Kotler and Kevin Keller (2012:568), is a channel for consumers to share text, images, audio, and video content with one another, businesses, and similar entities. YouTube is the single most popular social media platform right now. And if it's connected to a problem with the data, then the advice here means using or making use of something useful; in this case, it means using YouTube as a social media platform for disseminating information to its audience, which means the users who represent the majority of its external audience, the Subscriber. We anticipate that YouTube use as a social media platform for disseminating information to the general public will provide results that amount to understanding.

According to Puntoadi (2011: 5), there are several instances of social media use or benefit that are as follows:

- a. The main disadvantage of developing personal branding through social media is that it does not necessarily guarantee success or popularity overall because audible feedback will be received. Different social media platforms can serve as platforms for people to communicate, engage in discussion, and even gain popularity on social media (Puntoadi, 2011: 6).
- b. Social media provides opportunities for closer consumer engagement. Media social offers a more personalized kind of communication. Through social media, business owners can learn about the biases of their customers, engage in personal interactions, and create more thorough (Puntoadi, 2011: 21).

Benefits of social media marketing

According to Drury, who was mentioned by Veby Zilfania (2014: 17), social media is being

utilized more frequently in marketing, public relations, and offices or departments that deal directly with clients or stakeholders. Compared to traditional direct sales to the market, social media is one of the methods that supports quick and affordable product promotion in the business setting. Social media integration into marketing attempts to improve marketing effectiveness in accordance with information and technology improvements. In order to reach a far bigger community than is possible through conventional advertising methods, social media marketing enables people and businesses to advertise their websites, products, or online services using social networks.

As cited from As'ad, H. Abu-Rumman's journal (2014), social media marketing is a marketing strategy employed by businesses to become part of a network with people through the internet or online. Additionally, according to Dan Zarella (2010), social media marketing is a marketing activity strategy using social media sites such as Facebook, Twitter, YouTube, and the like. Social media is a powerful way to promote products and services we own through internet marketing. It is a simple yet highly effective method.

Furthermore, social media marketing is a marketing technique that employs social media as a means to promote a product (linking to an online business website) or a specific service. Social media marketing is primarily focused on constructing and utilizing social media platforms as a means or a place to develop a target audience for online businesses.

Social media marketing techniques should be employed by website and online business owners because they are easier, cost-effective, and efficient. The essence of social media marketing lies in building a market space and sharing website links to various social media platforms. These shared links can attract new visitors who may become regular visitors to the online business website (Evans, Dave. McKee, Jake. 2013:54-56).

According to Singh (2010) in As'ad, H. Abu-Rumman's journal titled "The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan" (2014), social media marketing encompasses several dimensions:

Online Communities: Companies or businesses can utilize social media to build communities around the interests of their products or services. Community spirit fosters

loyalty, encourages discussions, and contributes information, all of which are beneficial for business development.

Interaction: Social media facilitates greater interaction with online communities through real-time, relevant information from customers.

Sharing of Content: This dimension pertains to the individual exchange, distribution, and receipt of content within the framework of social media.

Accessibility: Accessibility refers to the ease of access and minimal cost of using media. Social media components have been explored by various authors and settings.

Credibility: Establishing credibility is essential for companies in conveying clear messages to consumers, building credibility regarding their actions, and striving to create emotional connections with their target audience. This helps motivate purchases and foster customer loyalty. Social media serves as a platform for businesses to interact with consumers directly on a large scale, enhancing trust and responsiveness to customer feedback or criticism (Taprial & Kanwar, 2012).

Brand Awareness

Brand awareness, according to Keller (2008), is the strength of a brand in the memory, representing how easily consumers can recall a brand. Susanto & Wijanarko (2004) describe brand awareness as a prospective buyer's ability to recognize or recall that a brand belongs to a particular brand category. Aaker, as cited in Handayani (2010:64), defines brand awareness as the potential customer's ability to recognize or remember that a brand is part of a specific product category. It's important to emphasize the connection between a product category and the brand involved because the customer's ability to recognize or remember a brand depends on their level of communication or perception of the brand offered.

Brand awareness, according to Kotler (2006: 268), is the ability of potential buyers to recognize and remember that all brands are part of a specific product category. There are four levels of brand awareness according to Kotler (2006: 268), which can be grouped as follows:

Brand Unaware: This is the lowest level of brand awareness where consumers have no knowledge or awareness of a particular brand. This can be determined by observing respondents who are unable to recognize or have no knowledge when shown a photo of a specific product.

Brand Recognition: Brand recognition is a level where consumers have minimal brand awareness with the ability to identify a brand by stating its characteristics. This is important when a buyer is making a choice while making a purchase.

Brand Recall: Brand recall is a level where consumers can mention a brand without assistance after mentioning the brand initially as the first question about a product category. It reflects the ability to recall a brand spontaneously without assistance, which is different from the task of brand recognition.

Top of Mind: Top of mind refers to the level where a brand is the first mentioned or remembered by consumers when asked about a product category or a brand that comes to mind spontaneously without assistance. It reflects the customer's Mind share value, indicating the strength of a specific brand in the consumer's mind within a specific product category. The brand is relative to its competitors. The higher the mind share value of a brand, the stronger the brand is.

To achieve brand awareness, it's necessary to engage in brand recognition and recall efforts, involving the process of establishing the brand's identity and associating it with a specific product category. According to Durianto et al. (2001:57), improving and achieving brand awareness can be done through the following approaches.

Sandra Oliver (2007:50) defines image as a mental picture or idea created by imagination or personality directed towards the public by an individual, organization, and the like. Image, as defined by Alma (2002:317), is the impression obtained in accordance with one's knowledge and experience about something. Sutisna (2001:83) states that an image is the total perception of an object formed by processing information from various reliable sources at all times. According to Rhenald Kasali (2003:28), the definition of an image is the impression that arises from understanding a reality.

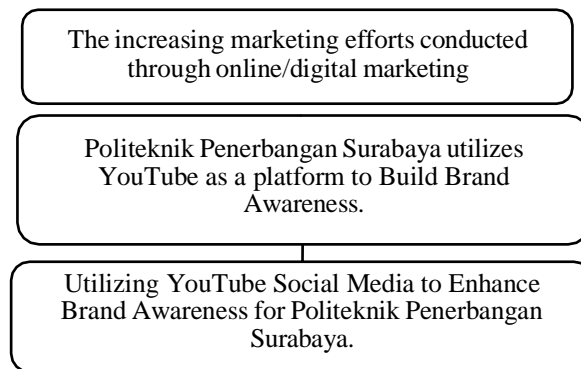


Figure 1. framework of Analysis

METHOD

This study a descriptive research method with a qualitative approach. In qualitative research, the researcher becomes the key instrument in the data collection and analysis process. This approach is rooted in behavioral and social sciences, where the main focus is on gaining a deep understanding of the uniqueness, dynamics, and holistic aspects of human presence and interactions with the surrounding environment. Qualitative research aims to reveal the behavioral conditions of the subjects of the study and their surrounding environmental situations (Gunawan, 2013). In this context, the researcher actively engages in fieldwork, acting as an observer, taking notes, conducting interviews, and seeking information sources with the goal of understanding how Politeknik Penerbangan Surabaya uses the YouTube social media platform to build brand awareness.

The research location is Politeknik Penerbangan Surabaya. The selection of this location is based on the consideration that the research was conducted at the author's workplace, which made it easier to carry out the research activities as needed. Moleong, as cited in Kurnia (2020), research informants are individuals who provide information about the background, situation, and relevant conditions related to the research object. Informants serve as a source of data required by the researcher. One of the methods used to select informants is purposive sampling, which involves choosing informants based on specific considerations. These considerations are based on the informant's knowledge of the research object or their expertise, which can assist the researcher in exploring the social situation being studied (Sugiyono, 2019: 400).

In-depth interviews, which involve prolonged interactions between the interviewer and

informants, either with or without interview protocols, are employed in qualitative research. The purpose of these conversations is to fully comprehend the social situation (Sutopo as cited in Noor, 2010). In practice, the researcher conducted interviews with key informants, supporting informants, and expert informants to gather relevant information and obtain various perspectives related to the research topic. Meanwhile, data collection through observation was conducted virtually to directly analyze the use of YouTube by Politeknik Penerbangan Surabaya. By combining these techniques, the research aimed to gain a profound insight into the utilization of YouTube in building brand awareness.

Data analysis in qualitative research uses the interactive data analysis model by Miles and Huberman. This involves collecting data, selecting and categorizing it based on relevance, presenting the data, and drawing conclusions. To ensure data validity, the researcher employs triangulation techniques.

RESULT AND DISCUSSION

Discuss the findings from direct observations and interviews concerning how Politeknik Penerbangan Surabaya utilizes the social media platform YouTube to enhance brand awareness in Surabaya. The author will address aspects related to improving brand unawareness, brand recognition, brand recall, and strategies to enhance and establish top-of-mind awareness among YouTube subscribers of Politeknik Penerbangan Surabaya.

The Utilizing YouTube Social Media to Enhance Awareness Among Unaware Audiences of the Brand

Unaware of Brand represents the lowest level of public perception towards a brand or product. This is the stage where the public is entirely unaware of the existence of a brand or product. According to Philip Kotler, a leading marketing expert, this level signifies very low brand awareness.

To identify the Unaware of Brand stage, research can conduct observations and data collection through brand awareness recognition questions. This is done by showing a photo or a description of a specific product to informants, and if the informants do not recognize the product or answer "don't know," it can be considered as a population that is unaware of

the brand.

The use of social media and the internet has changed the way businesses promote and introduce brands. Every educational organization must adapt to the characteristics of new media, which involve interaction and participation from the public. In this context, new media offer ample opportunities to build brand awareness and approach the audience in a more personal and connected way.

The use of YouTube as a social media platform by Politeknik Penerbangan Surabaya aims to introduce the brand to an audience that was previously unaware of the existence of the polytechnic in Surabaya. This is a crucial step to increase brand awareness among people who were previously unfamiliar with the Politeknik Penerbangan Surabaya.

Some strategies used by Politeknik Penerbangan Surabaya to increase the awareness of the public who are Unaware of the Brand through YouTube include:

- a. Short Film Video Creation: Creating short videos that depict the polytechnic, the educational programs offered, facilities, and its advantages. These videos provide a brief overview to those in the public who are unaware of the polytechnic's existence.
- b. Music Video Clip Production: Creating an engaging and informative music video clip about the polytechnic. This video can be an interesting and creative way to convey the message to the audience.
- c. Cadet Activities Videos: Producing videos that showcase the activities and events carried out by the polytechnic's cadets. This can provide an insight into life at the polytechnic and help the public have a better understanding of the institution.

These strategies, Politeknik Penerbangan Surabaya aims to communicate its brand to the public who were previously unaware of its existence through social media, especially YouTube. This can help broaden its reach and build stronger brand awareness among those who previously had no knowledge of Politeknik Penerbangan Surabaya.

The utilization of social media YouTube to enhance brand recognition among the public

The role of marketing is critical in the survival and growth of organizations, and it plays a crucial role in achieving goals and profitability. One of the tools used in modern marketing

is social media. According to Genelius (2011), one of the objectives of using social media is to build a brand.

Promotion is one of the primary goals of using social media, as mentioned by Gunelius (2011). Through social media marketing, organizations have the opportunity to promote themselves and create relationships that make the audience feel valued and special. Additionally, social media allows organizations to achieve short-term goals.

In the context of Politeknik Penerbangan Surabaya, brand introduction to the public through YouTube is done by sharing videos of the institution's activities. Politeknik Penerbangan Surabaya utilizes YouTube to share videos showcasing various activities related to the institution. Moreover, they aim to encourage interaction with their audience by sharing and posting positive comments received from the public on other platforms like Instagram.

In this context, the use of YouTube to introduce the brand and products of Politeknik Penerbangan Surabaya is an example of the concept of social media marketing. Social media marketing is a marketing strategy that utilizes social media as a means to promote products, services, or brands more specifically. Thus, organizations can create relevant content, participate in message creation, and interact with their audience through social media, including YouTube, to achieve their marketing objectives.

The utilization of social media YouTube to enhance Brand Recall among the public

The utilization of YouTube as a social media marketing strategy by Politeknik Penerbangan Surabaya contributes not only to increased brand recognition but also to brand recall. According to Kotler (2006: 268), brand recall refers to a person's ability to mention the brand after the first question about the product category, or in other words, the ability to remember the brand without external guidance. This is different from the task of brand recognition, which involves recognizing the brand when given cues.

To achieve brand awareness, efforts are required to introduce and remember the brand by associating it with a specific product category. According to Duriyanto and colleagues (2001:57), increasing brand awareness can be achieved in various ways, including

repetition to enhance recall. This is because forming recall is more challenging than forming recognition (Handayani, Desy & colleagues, 2010:65). Therefore, Politeknik Penerbangan Surabaya also uses the tactic of repetition to improve consumer recall of previously displayed videos.

Based on the results of observations and interviews in this research, to enhance brand recall to consumers, Politeknik Penerbangan Surabaya employs several strategies. They provide information about the activities carried out by employees and cadets. Additionally, they regularly schedule posts and share videos about Politeknik Penerbangan Surabaya on platforms like YouTube. With these tactics, Politeknik Penerbangan Surabaya has achieved positive results, increasing brand recall, the number of subscribers, and public awareness of the existence of Politeknik Penerbangan Surabaya.

The employees of Politeknik Penerbangan Surabaya are also actively involved in managing videos of the activities of Politeknik Penerbangan Surabaya cadets. As social media users, they have the freedom to edit, add, and modify various types of content such as text, images, videos, and graphics to enhance the effectiveness of promotion through YouTube and other social media platforms (Nisrina, 2015:124).

The utilization of social media YouTube to enhance Top of Mind among the public

The term "Top of Mind," as described by Kotler (2006: 268), refers to the level where a brand is the first one mentioned or remembered by consumers when asked about a product category or brand without any external cues. This reflects the brand's "Mind Share" with consumers, indicating the brand's strength in consumers' minds within a specific product category. The higher the brand's "Mind Share," the stronger the brand.

Politeknik Penerbangan Surabaya utilizes YouTube as a social media marketing strategy to build its brand awareness in Surabaya. They have engaged in various promotional activities to introduce their brand through this platform.

Politeknik Penerbangan Surabaya delivers their message through Instagram with creativity, simplicity, and ease of understanding. This aims to create a positive impression and ensure that the message is not dull. They also aim to achieve "top of mind" in the minds

of consumers by identifying potential buyers, maintaining consistent communication through social media, and ensuring that Politeknik Penerbangan Surabaya's products have uniqueness or distinguishing features compared to competitors in Surabaya.

Social media is an incredibly effective platform for communicating and interacting with customers or consumers. Social media allows customers to directly communicate with companies or organizations, provide feedback, give reviews, offer input, and even promote preferred products or services. As a result, social media helps to establish an identity for the marketed brand and allows companies or organizations to disseminate messages in a relaxed and communicative manner. This interaction facilitates closer relationships between the brand and consumers, which can impact brand perception, loyalty, and awareness.

Social media shares a common goal in building a brand, which includes creating conversations and brand awareness, increasing brand recognition, maintaining brand recall, and enhancing brand loyalty. In achieving this goal, the interaction between the communicator and consumers of Politeknik Penerbangan Surabaya plays a pivotal role in delivering messages about the Politeknik Penerbangan Surabaya brand. Through social media interaction, Politeknik Penerbangan Surabaya can build relationships with consumers and create positive conversations to strengthen brand awareness and increase consumer loyalty to Politeknik Penerbangan Surabaya.

Increasing Brand Awareness

Increasing brand awareness is an effort to make more people aware of a particular brand or product. It involves efforts to enhance the understanding and knowledge of the public about that brand or product. Increasing brand awareness can include various strategies, such as promotion, advertising, content marketing, and branding campaigns, with the aim of making the brand more recognized and remembered by the audience.

In the context of Politeknik Penerbangan Surabaya, increasing brand awareness focuses on their efforts to make more people in Surabaya and its surroundings aware of the existence of the polytechnic. They use social media, especially YouTube, as one of the tools to achieve this goal. By creating and sharing quality content relevant to the activities of the

polytechnic, they hope to expand their reach and build a stronger brand awareness among the people who were previously unaware of the existence of the polytechnic. This research attempts to explain the strategies they use to increase brand awareness through social media, particularly YouTube.



Figure 2. Gained Subscribers & Video Views Graphs

CONCLUSION

The first stage is to increase "Unaware of Brand," which is an important initial step in building brand awareness. Politeknik Penerbangan Surabaya uses YouTube to introduce its brand to people who were previously unaware of the existence of the polytechnic. With informative and engaging content, they have successfully reached a broader audience and overcome the "Unaware of Brand" stage.

The second stage is to enhance "Brand Recognition," which involves efforts to make people recognize the brand when they see or hear about it. Politeknik Penerbangan Surabaya uses high-quality videos on YouTube, such as short videos and music clips, to strengthen brand recognition among the public. This helps create a positive impression and fosters brand recall.

The third stage is to improve "Brand Recall," which aims to make the brand the first thing consumers remember when asked about a specific product category. Politeknik Penerbangan Surabaya employs content repetition to reinforce brand recall. They also ensure their message is easily remembered and build an emotional connection with consumers.

The fourth stage is achieving "Top of Mind" with consumers, which involves being the first brand that comes to consumers' minds without assistance. Politeknik Penerbangan

Surabaya achieves this by identifying potential customers and maintaining consistent communication.

By using YouTube as their primary tool, Politeknik Penerbangan Surabaya has successfully leveraged social media to significantly increase their brand awareness. This includes improving brand recognition, recall, and becoming the top- of-mind brand for consumers. Consequently, they have achieved their marketing goals and built strong brand awareness among the public.

REFERENCES

- Alma, B. (2002). *Pengantar Bisnis*. Bandung: Alfabeta.
- As'ad, H. Abu-Rumman. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Rev. Integr. Bus. Econ. Res.* Vol 3(1).
- Bungin, Burhan H. M. (2007). *Penelitian Kualitatif*. Jakarta: Kencana Prenama Media Group.
- Durianto, Darmadi, et al. (2004). *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta: Gramedia Pustaka Utama.
- Durianto, S., & Sitinjak, T. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Evans, Dave, dan Jake Mckee. (2013). *Social Media Marketing: The Next Generation Of Business Engagement*. Canada: John Wiley & Sons, Inc.
- Gunawan, F. (2013). Wujud kesantunan berbahasa mahasiswa terhadap dosen di STAIN Kendari: Kajian Sosiopragmatik. *Jurnal Arbitrer*, 1(1), 8-18.
- Gunelius, S. (2011). *30 Minute Social Media Marketing*. United States: McGraw Hill.
- Handayani, Desy, & dkk. (2010). *Brand Operation*. Jakarta: Esensi Erlangga Group.
- Iman K, W., Utami, Y. D., & Sutama, K. (2015). Pentingnya Penerapan E- Bisnis Dan Strategi Digital Marketing. *E-Jurnal Manajemen Unud*, 4(8), 4627-4654.
- Kasali, R. (2003). *Manajemen Public Relations*. Jakarta: Grafiti.
- Kominfo. (2017). *Ministry of Communication and Informatics Report*. Jakarta, Indonesia.
- Kotler, Philip. (2003). *Manajemen Pemasaran*. Edisi kesebelas, Jakarta: Indeks kelompok Gramedia.
- Kotler, Philip, Kevin Lane Keller. (2012). *Marketing Management, 14th Edition*. United States of America: Pearson.
- Moleong, Lexy J. (2005). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Nisrina. (2015). *Bisnis Online: Manfaat Media Sosial dalam Meraup Uang*. Yogyakarta: Kobis.
- Noor, J. (2010). *Metode Penelitian (Skripsi, Tesis, Disertasi, dan Karya Ilmiah)*. Jakarta: Kencana Prenada Media Group.
- Oliver, S. (2007). *Strategi Public Relations*. Jakarta: Penerbit Erlangga.
- Purwana, Y., Jamaluddin, J., Saiful, S., & Agustina, D. (2017). Metode Digital Branding Marketing Strategy for Enhancing Competitive Advantage on Growing Small Medium Enterprises. *International Journal of Science and Research (IJSR)*, 6(2), 301- 308.
- Sugiyono. (2019). *Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D, dan Penelitian Pendidikan)*. Yogyakarta: Alfabeta.
- Sugiyono. (2013). *Metodologi Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sutisna. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Jakarta: PT. Remaja