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Utilization of Digital Marketing Platform to Increase Brand Awareness of Natural Bodycare Making Course at Necerel

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A B S T R A C T

Digital marketing encompasses promotional activities and market research conducted through online digital media, utilizing various platforms such as social networks. Brand awareness plays a crucial role in marketing by introducing a brand or product to the public. This study aims to enhance Necerel's brand awareness and market reach, encouraging consumers to consider and ultimately purchase its services. The methods employed included discussions and interviews with mentors and supervisors, followed by hands-on practice as a digital marketer at Necerel. This involved content design, strategy implementation, and subsequent evaluation and improvement. The internship yielded the following results: 1. An increase in the target market, followers, and views on Necerel's social media platforms due to effective digital marketing strategies. 2. Enhanced trust among potential customers towards Necerel's e-commerce platform for promoting products and services. 3. Improved visibility and credibility of Necerel through the development of a website, landing page, and Google Maps presence, providing potential customers with comprehensive information.

1. INTRODUCTION

1.1. Research Background

Along with developments in the ever-growing digital era, the utilization of sophisticated advertising has turned into a significant procedure in expanding reach and building brand awareness. Digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks. [1]. Ref. [2] states that social media has become an important part of modern marketing strategies and can help companies build closer relationships with consumers. Companies need to develop strong digital marketing techniques to build their image awareness and separate themselves from competitors. This is done in the independent internship MBKM program at the National Development University "Veteran" East Java.

MBKM internship is one of the programs based on "Merdeka Belajar-Kampus Merdeka", with an internship system in a company that has many benefits for students who contribute to it. The independent internship MBKM program is also a type of learning that replaces lectures, especially as a digital marketer in a company whose knowledge will be very helpful when they graduate and work in a company, both from soft skills and hard skills in managing marketing projects.

Necerel is a manufacturer, advertiser, and natural body care product manufacturing course in Indonesia that trains Indonesians and the world to understand the benefits of using natural-based products. Supported by a team of pharmacists to formulate safe and scientifically tested body care and beauty products. With the help of digital marketing, the company believes that more people will become lovers of natural products that are good for skin health. Necerel has a wide range of courses for body care products that people need. From the head to the feet, everything is complete. From the head, Necerel has shampoo bars and liquid shampoos for the hair. For the face, there are bar soaps

and lip balms. For the body, there are bar soaps, liquid soaps, and deo balms.

Digital marketing has a positive impact on increasing brand awareness, customer satisfaction, and purchase intentions [3]. Brand awareness has an important role in marketing to introduce a brand or item that is the object to be marketed to the public with the aim that buyers can see and then buy/use its services. The existence of brand awareness of a product or company will make it easier for advertisers to make their goods or brands sound familiar. It can be seen that since this time, the era of globalization has entered a very tight competition, with innovations that are increasingly advanced and increasingly refined, making a push on the existing systems in the world directly or indirectly. This also makes the business world experience increasingly modern system changes, such as system changes in the fields of trade and marketing, and how to interact and convey information will always follow the changing times.

The skincare industry is now one of the fastest-growing fields in e-commerce. This makes the competition of body care brands in e-commerce even tighter. Thus, digital marketing becomes an important part of the marketing strategy in e-commerce, which is a factor in consumer purchasing decisions. Digital marketing can connect clients who expect a product through various online platforms.

1.2.   Literature Review

1.2.1.   Digital Marketing

Digital marketing is the use of electronic data and applications for planning and implementing concepts, distribution, promotion, and pricing to create exchanges that satisfy individual and organizational goals [4]. Online marketing is a complex concept used for comprehensive action planning to create awareness about the business, increase customers, increase sales to at least reach the intended target, and increase product brand awareness in the community. Marketing must be done effectively, carefully, creatively and innovatively [5]. Digital marketing is a marketing activity that utilizes internet media (Instagram, Facebook, Twitter, TikTok, and websites) in its marketing activities with the aim of getting consumers interested in using services or consuming products produced by the company [6].

1.2.2.   Brand Awareness

Brand awareness is a skill for consumers to memorize or realize a particular brand. Usually, consumers will remember in terms of packaging, slogans, colors, and images, or from seeing a marketing influencer or artist who is the brand ambassador of the product. By having a unique brand name and brand slogan, it will make it easier for consumers to remember the brand, and it will have a good impact on increasing product sales; brand awareness is also important in maintaining company products so as not to lose to competitors [7]. Brand awareness levels have several levels, from the lowest level of not realizing the brand to the highest level, namely Top of Mind, which can be described in a pyramid. The Brand awareness pyramid from low to highest level is as follows:
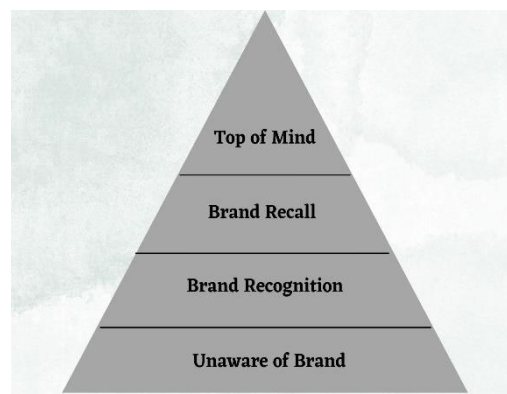
Fig. 1. The Brand awareness pyramid.

Unawareness of the brand is the lowest level in the brand awareness pyramid, where consumers are unaware of a brand.

1. Brand recognition Brand recognition is the minimum level of brand awareness, where recognition of a brand comes back after aided recall.
2. Brand recall is the recall of a brand without the help of unaided recall.
3. Top of mind is the brand that is mentioned first by consumers, or the brand is the main brand from various brands in the minds of consumers.
4. Unaware of the brand is not aware of the brand. This category includes brands that remain unrecognized despite aided recall.

1.2.3.   E-Commerce

E-commerce is the buying, selling and marketing of goods and services through electronic systems [8]. Such as television, radio, and computers or internet networks. Business transactions that occur on electronic networks such as the internet. Anyone with an internet connection can participate in e-commerce activities. Mobile e-commerce platforms answer sellers' needs for new channels that will expand their loyalty through reward programs, sales and marketing mobilization to reach customers at any time, encourage purchases, and build stronger brand affinity. There is much consumer interest in using mobile phones for tasks such as discount vouchers, finding stores and checking stock levels before they go to the store.

1.2.4.   Bodycare

Bodycare products are the products with the highest number of respondents who agree that they are familiar and familiar [9]. A bodycare routine is necessary to keep the skin healthy and well-groomed. Bodycare is a body skin treatment that is done to maintain the health and beauty of the skin so that it is well maintained. However, we also need to pay attention to the ingredients in the bodycare products that we will use. Bodycare contains several cosmetic additives such as coloring ingredients, sunscreen ingredients and preservatives. Preservatives are ingredients used with the aim of inhibiting the growth of microorganisms [10].

2.   MATERIALS AND METHODS

MBKM Independent Internship activities for National Development University "Veteran" East Java students at Qurota

Academy as Digital Marketers at Necerel.id started on February 19 - June 19, 2024. Internship activities are carried out face-to-face (offline) at the office located at Jalan Selat Karimata Blok E3/1, Sawojajar, District. Kedungkandang, Malang City, East Java, 65139. The expected result of this activity is to help increase brand awareness of Necerel's natural body care.

This activity starts from discussions/interviews with mentors and supervisors, then carrying out direct practice as a digital marketer at Necerel. The stages carried out are:

2.1. Content Design
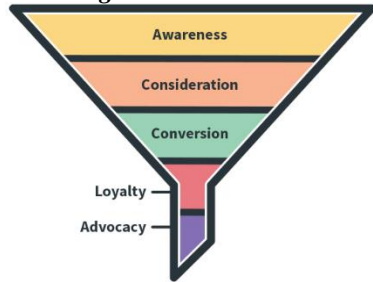
Fig. 2. Marketing Funnel [11].

Based on the customer journey strategy. The Awareness stage is the initial stage when people see a product/brand exists. Some people can be interested or not from the first time they see content marketing that is seen. It is important for owners to increase brand awareness by optimizing through communication tools in the form of content marketing. The design of content is very influential with customers' interest in the brand.

2.2. Strategy Implementation

Utilize Digital Marketing platforms such as Facebook ads, Instagram ads, TikTok ads, and Google ads to publish interesting and quality content and pay advertisements to promote courses from Necerel.

2.3. Evaluation and Improvement

Conducting evaluations every business day to help Necerel identify further opportunities for improvement. By doing so, Necerel can refine its digital marketing strategy to increase brand awareness and improve brand awareness among the target market. In addition, evaluation allows Necerel to know the extent to which their brand awareness has increased so that they can adjust their digital marketing strategy to increase brand awareness and improve consumer loyalty.

The evaluation also helps Necerel in improving the quality of its content. By knowing the extent to which the quality of their digital content has been effective, the company can improve the quality of content to increase brand awareness and enhance interaction with consumers. In addition, evaluation allows companies to know the extent to which their use of social media has been effective so that they can improve their use of social media to increase brand awareness and increase interaction with consumers.

3. RESULT AND DISCUSSION

The influence of digital marketing on brand awareness has a crucial role in this digital era. One of the positive impacts is the ability to reach the target market more widely and efficiently through various online platforms. A brand can increase its exposure and visibility on various platforms, such as social media, search engines, and the brand's own website [12].

Necerel itself focuses on natural bodycare making courses such as shampoo, soap, deodorant, and so on. There has been an expansion of the target market due to wider demand since the development of brand awareness through digital marketing platforms, such as the formation of online classes via zoom, in order to reach consumer demand outside Malang City. There are several processes carried out to increase brand awareness such as:

### 3.1. Necerel Content Design

Fig. 3. Content Planning.

Fig. 4. Necerel Instagram Content Design.

The strategy in making content design is carried out to keep it consistent and minimize forgetfulness in pouring ideas is to make routine content planning every week. Content creation is executed as much as 2 contents per day to publish on social media platforms such as Facebook, Instagram and Tiktok. Implementing regular content creation is useful for maintaining Necerel's brand awareness such as the number of views, followers, social media algorithms and the level of audience interest [13].

The content design used influences Necerel's target market, the majority of whom are aged 18 - 50 years. The selection of tools used in content such as letters that are easy to read by the target market usually uses times new roman, poppins, open sans, montserrat and the theme used pays attention to slightly bright colors to make it look clear and attractive. Increasing brand

awareness through content design on social media has a significant effect.
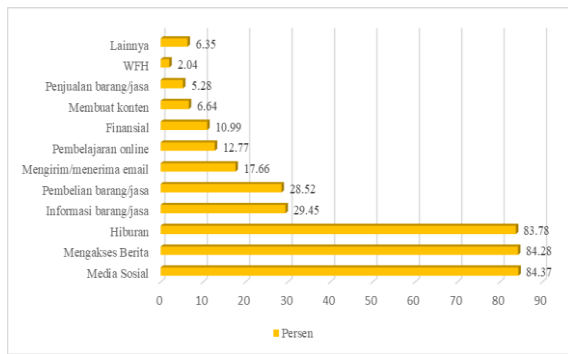
Fig. 5. Percentage of Population 5 Years and Over Who Have Accessed the Internet in the Last 3 Months by Purpose of Internet Use, 2023.
Source: Indonesia Central Bureau of Statistics (BPS).

According to the Central Bureau of Statistics (BPS), in March 2023, 94.16% of Indonesian youth aged 16-30 years had accessed the internet in the last three months. Of this group, the majority used the internet to access social media (84.37%), news (84.28%), and entertainment (83.78%) [14]. Social media users in Indonesia are in the first place; this proves that of all the activities of internet users in Indonesia, the most is accessing social media every day. Research has shown that social media has a significant role in increasing brand awareness. This is because social media allows a brand or company to interact with customers effectively and increase brand awareness through relevant and interesting content. The importance of social media as a digital marketing platform, such as Facebook, Instagram, Tiktok in bridging the introduction of brand awareness to create loyal customers using an effective and efficient digital marketing strategy.

3.2. Building Brand Awareness through Social Media

3.2.1. Facebook
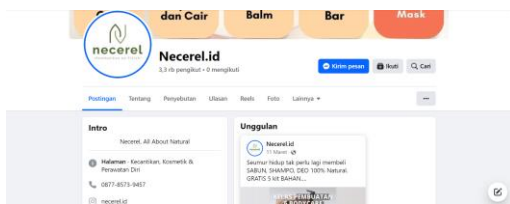
Fig. 6. Social Media Facebook Necerel.

Necerel uses social media as one of the digital platforms because it adapts to the company's target market, which is the mother or father group based on meta-analysis. The age demographics of Facebook users are mostly 18 - 50 years old. Necerel also utilizes Facebook ads as a paid advertising medium to help promote products or services or content from Necerel itself. Necerel's Facebook followers are 3,300, which means that Necerel's courses or products are well known by Facebook users and the target market is increasing. Content design on Facebook social media also adjusts the target market and the creativity of a consistent digital marketing team.
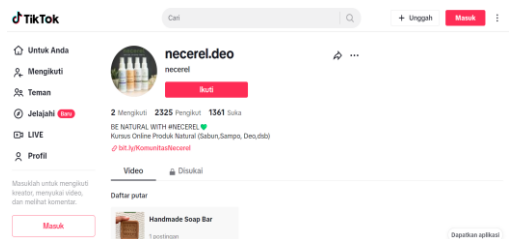
3.2.2. Instagram

Fig. 7. Sosial Media Instagram Necerel.

In addition to Facebook, Necerel also uses Instagram as one of the digital platforms because it adapts to the company's target market, namely teenagers to adults, based on meta-analysis. The age demographics of Instagram users are mostly 13 - 34 years old. Necerel also utilizes Instagram ads as a paid advertising medium to help promote products or services, or content from Necerel itself. Followers of Necerel's Instagram from February 2024 to June 2024 have increased quite a lot, namely 13,000, which means that Instagram users have widely recognized Necerel's courses or products and will continue to increase every day. Content design on Instagram social media also adjusts the target market and the creativity of a trained digital marketing team.

3.2.3. Tiktok

Fig. 8. Sosial Media Tiktok Necerel.

Following the current trend, Necerel also uses tiktok social media as one of the digital platforms because it adapts to the company's target market, namely teenagers to adults based on tiktok analysis. The age demographics of tiktok users are mostly 18 - 54 years old. Necerel also utilizes tiktok ads as a paid advertising medium to help promote products or services or content from Necerel itself. The followers of Necerel's tiktok are quite a lot, namely 2,325, which means that the course or product from Necerel is already quite widely recognized by tiktok users and will continue to increase every day. Content design on tiktok social media also adjusts the target market, the latest tiktok trends, and the creativity of a trained digital marketing team.

3.3. Building Brand Awareness through E-commerce

3.3.1. Shopee
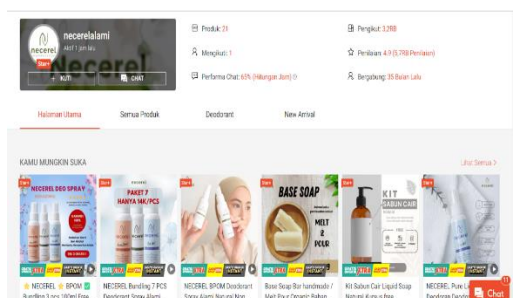
Fig. 9. E-commerce Shopee Necerel.

Shopee is a manufacturer promotion platform. There are many features such as vouchers, my promotions, beautiful date promotions, shopee stories, shopee live, and flash sales are facilities to help producers reach their goals to fulfill promotions that will be talked about through certain containers from time to time to producers and then pass on the benefits [15]. Necerel uses Shopee e-commerce as a platform to promote its products/services. The product is a deodorant spray consisting of pure light, autumn dessert, bubble gum, and non-perfume variants, while the services promoted on shopee are in the form of various body-making courses.
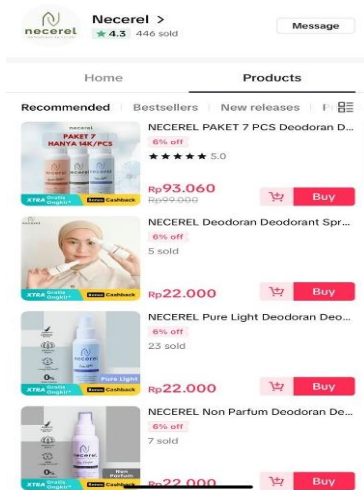
3.3.2. Tiktok Shop

Fig. 10. E-commerce Tiktok Shop Necerel.

Tiktok shop is a media that has not been around for a long time on the Tiktok platform. This feature is used to place goods or anything that will be promoted by sellers. Necerel uses this e-commerce platform to promote deodorant spray products in the form of units or purchase packages.

3.4. Building Brand Awareness through Google Ads

3.4.1. Website

Fig. 11. Website Necerel.

Website is one of the assets to increase brand awareness with a good image and to be more widely recognized by the public. Necerel's own website was created to increase visibility and credibility, as information for clients and prospective customers, facilitate the transaction process of promoting natural body care courses anywhere and anytime saving time and costs, expanding the target market and increasing turnover from the company.

3.4.2. Landing Page

Fig. 12. Landing Page Necerel.

A landing page is a standalone web page specifically designed for digital marketing campaigns or as an advertisement for product/service promotion. Necerel's landing page was created so that potential customers can see what bodycare courses are currently available at Necerel. Necerel also provides complete information such as current promos, where the address is, courses conducted offline or online, address and contact to contact Admin if interested. The landing page aims at market segmentation that bridges the attractive offers of Necerel's natural bodycare courses.
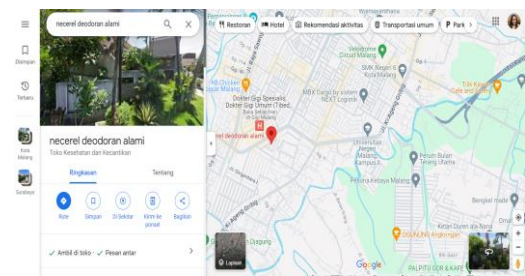
3.4.3. Google Maps

Fig. 13. Google Maps Necerel.

Google Maps is a web service that provides detailed information about geographical areas and sites around the world. Necerel uses this web service so that information about the company, the company's geography, and other information can be accessed by the entire community. This also has an impact on increasing company engagement which can encourage companies to be recognized by more people.

4. CONCLUSION

Brand awareness in digital marketing plays an important role in today's digital era. Necerel focuses on natural body care making courses, to reach a wider target market through various online platforms. By using marketing strategies through regular content on social media such as Facebook, Instagram, and TikTok, as well as utilizing websites, landing pages, and google maps. Necerel managed to increase its visibility and credibility, this structured digital campaign not only increased the number of followers and engagement on social media but also expanded the target market to outside Malang City, so that the demand and sales of their courses continue to increase.

ACKNOWLEDGMENT

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