

PEMANFAATAN YOUTUBE SEBAGAI DIGITAL MARKETING UNTUK MENINGKATKAN BRAND AWARENESS PRODUK

ABSTRAK

Dalam era digital yang pesat, YouTube menjadi saluran utama digital marketing dengan lebih dari dua miliar pengguna aktif bulanan, menjadikannya platform strategis untuk membangun brand awareness melalui konten video yang menarik dan personal. Potensi ini penting bagi Program Studi Manajemen Pemasaran Digital Universitas Dhyana Pura untuk menjangkau audiens luas dengan biaya efisien dan pengukuran kinerja real-time. Kendala utama yang dihadapi meliputi kurangnya strategi konten, keterbatasan anggaran produksi, serta tantangan dalam mengukur efektivitas kampanye secara optimal.

Investigasi ini bertujuan menjawab tiga pertanyaan utama: bagaimana memanfaatkan YouTube secara efektif untuk meningkatkan brand awareness; jenis konten YouTube apa yang paling efektif untuk brand awareness; dan kendala serta solusi optimalisasi penggunaan platform tersebut. Tujuan dari proyek ini mencakup analisis strategi pemanfaatan YouTube, identifikasi jenis konten paling efektif, serta pengkajian hambatan dan rekomendasi solusi pengoptimalan penggunaan platform.

Proyek dilaksanakan melalui tahapan sistematis mulai dari perencanaan strategis, pengembangan storyboard, produksi hingga publikasi dan promosi video melalui kanal YouTube resmi Universitas Dhyana Pura pada Februari 2025. Proses mencakup pengadaan materi, editing, optimasi SEO YouTube dengan pemilihan kata kunci, tag, deskripsi, hingga thumbnail.

Setelah publikasi, dilakukan promosi lintas platform (Instagram, Facebook, TikTok, WhatsApp Group) serta penggunaan anggaran iklan mulai Rp 15.000 per posting. Pemantauan dilakukan dengan metrik YouTube Analytics seperti views, watch time, retensi, engagement, sumber trafik, serta evaluasi dan penyesuaian strategi berkelanjutan.

Hasil menunjukkan total tayangan video promosi mencapai 231 views hingga pertengahan Juli 2025, dengan dominasi trafik melalui pencarian YouTube (~88,7 %) dan eksternal (~46 %). Meski rata-rata retensi hanya sekitar 24,6 % dari durasi video, tingkat like positif (100 %) dan komentar cukup aktif (30 komentar), serta penambahan 4 subscriber baru. Analisis menunjukkan performa konten mendapat respons positif dengan biaya engagement relatif rendah dan konversi cukup baik. Temuan ini memperlihatkan efektivitas penggunaan YouTube sebagai digital marketing dalam meningkatkan awareness, sambil merekomendasikan pengaturan anggaran yang lebih besar dan evaluasi konten serta strategi promosi secara berkala untuk hasil optimal.

Kata kunci: Keterlibatan Penonton, Pemasaran Digital, Youtube, Strategi Pemasaran

THE USE OF YOUTUBE AS A DIGITAL MARKETING TOOL TO ENHANCE

PRODUCT BRAND AWARENESS

ABSTRACT

In today fast-changing digital landscape, YouTube has emerged as a leading digital marketing channel, boasting over two billion monthly active users. This makes it a vital platform for fostering brand awareness through engaging and personalized video content. This potential is crucial for the Digital Marketing Management Program at Dhyana Pura University to reach a wide audience efficiently and measure performance in real time. Key challenges include a lack of content strategy, production budget constraints, and difficulties in optimally measuring campaign effectiveness.

This investigation aims to answer three main questions: how to effectively utilize YouTube to enhance brand awareness, what type of YouTube content is most effective for brand awareness, and the challenges and optimal solutions for platform utilization. The project's objectives include analyzing YouTube utilization strategies, identifying the most effective content types, assessing barriers, and recommending optimization solutions for platform use.

The project was carried out through systematic stages, starting from strategic planning, storyboard development, and production to publication and promotion of videos through the official YouTube channel of Dhyana Pura University in February 2025. The process included material procurement and editing and YouTube SEO optimization with keyword selection, tags, descriptions, and thumbnails. Following publication, cross-platform promotion (Instagram, Facebook, TikTok, WhatsApp Group) was conducted, along with the use of an advertising budget starting at IDR 15,000 per post. Monitoring was carried out using YouTube Analytics metrics such as views, watch time, retention, engagement, traffic sources, and continuous evaluation and adjustment of the strategy.

Results showed that the total views for promotional videos reached 231 by mid-July 2025, with traffic predominantly coming from YouTube searches (~88.7%) and external sources (~46%).

Although the average retention rate was only around 24.6% of the video duration, the positive like rate (100%) and comments were quite active (30 comments), with an additional 4 new subscribers. Analysis indicates that content performance received a positive response with relatively low engagement costs and decent conversion rates. These findings highlight the effectiveness of using YouTube as a digital marketing tool to increase awareness, while recommending a larger budget allocation and regular evaluation of content and promotional strategies for optimal results.

Keywords: audience engagement, digital marketing, YouTube, and marketing strategy.