

**PROYEK PROMOSI UNTUK MENINGKATKAN *BRAND AWARENESS*
PROGRAM STUDI D3 MANAJEMEN PEMASARAN DIGITAL MELALUI
MEDIA SOCIAL ADVERTISING**

ABSTRAK

Latar belakang dari tugas akhir ini adalah sebagai respons terhadap kemajuan teknologi digital, berfokus bagaimana strategi promosi digital dapat membangun kesadaran masyarakat, mengidentifikasi dan menerapkan strategi media sosial untuk meningkatkan visibilitas, serta meningkatkan *brand awareness* Program Studi Manajemen Pemasaran *Digita* (D3) Universitas Dhyana Pura.

Teori promosi, brand awareness, dan pemasaran media sosial, digunakan dalam tugas akhir ini. *Tools* Viral Marketing seperti Instagram, TikTok, dan Facebook dianalisis dari karakteristik dan strategi penggunaan digunakan untuk meningkatkan penyebaran informasi. Melalui strategi promosi digital di media sosial, proyek ini merancang dan mengimplementasikan kampanye promosi menggunakan konten kreatif seperti video, poster, dan reels.

Hasil proyek menunjukkan adanya peningkatan signifikan dalam keterlibatan audiens dan jangkauan konten setelah pelaksanaan iklan berbayar. Proyek ini menjadi contoh pemanfaatan strategi digital marketing dalam dunia pendidikan untuk menjangkau target pasar yang lebih luas secara efektif dan efisien.

Evaluasi dilakukan melalui indikator *engagement rate*, jangkauan (*reach*), tayangan (*impression*), lokasi dan tingkat konversi. Analisis pada *platform* Facebook menunjukkan interaksi iklan poster 30 interaksi, iklan video 23.063 interaksi, Jangkauan iklan poster 142,500, iklan video 27.357, Tayangan iklan poster 180,300, iklan video 34.887, dan lokasi iklan poster mencapai 58.272, iklan video 8.860. Pada *platform* Instagram tayangan iklan poster 22.537, iklan video 27.338, jangkauan iklan poster 15.319, iklan video 17.155, dan lokasi iklan poster 29,2%, iklan video 52,8%. Dan platform Tiktok iklan video *engagement* 4.238, tayangan iklan video 21.325. Hasil dari pelaksanaan kampanye media sosial, menunjukkan peningkatan signifikan dalam interaksi, jangkauan, dan tayangan di berbagai *platform*.

Kata kunci: Promosi, Sosial media, Brand Awareness

PROMOTIONAL PROJECT TO ENHANCE BRAND AWARENESS OF MARKETING MANAGEMENT DIGITAL MAJOR THROUGH SOCIAL MEDIA ADVERTISING

ABSTRACT

The background of this final project is in response to the advancement of digital technology, focusing on how digital promotion strategies can build public awareness, identify and implement social media strategies to increase visibility, and enhance brand awareness of the D3 Digital Marketing Management Study Program at Dhyana Pura University.

Promotion theory, brand awareness, and social media marketing were used in this final project. Viral marketing tools such as Instagram, TikTok, and Facebook were analyzed based on their characteristics and usage strategies to enhance the dissemination of information. Through digital promotion strategies on social media, this project designed and implemented a promotional campaign using creative content such as videos, posters, and reels.

The results of the project show a significant increase in audience engagement and content reach after implementing paid advertisements. This project serves as an example of how digital marketing strategies can be utilized in the education sector to effectively and efficiently reach a wider target market.

Evaluation was carried out using indicators such as engagement rate, reach, impressions, location, and conversion rate. Analysis on the Facebook platform showed 30 interactions for poster ads, 23,063 interactions for video ads; poster ad reach was 142,500 and video ad reach was 27,357; poster ad impressions were 180,300 and video ad impressions were 34,887; poster ad location reached 58,272, and video ad location reached 8,860. On Instagram, poster ad impressions were 22,537 and video ad impressions were 27,338; poster ad reach was 15,319 and video ad reach was 17,155; poster ad location reached 29.2% and video ad location reached 52.8%. On TikTok, video ad engagement was 4,238 and video ad impressions were 21,325. The results of the social media campaign implementation showed a significant increase in interactions, reach, and impressions across various platforms.

Keywords: Promotion, Social Media, Brand Awareness