

THE DIGITAL MARKETING COMMUNICATION FUNCTIONS IN BUILDING BRAND AWARENESS (A CASE STUDY OF COOL N LITE INDONESIA)

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ABSTRACT

In the increasingly advanced era of globalization, companies must be able to develop and keep up with the times by having innovations and new ideas. PT. Multi-Media Sarana or Cool N Lite is a company engaged in the automotive sector by selling products and services for window films and PPF (Paint Protection Film). This research uses a qualitative approach and case study method. In this study, researchers used marketing communication theory and digital marketing concepts. This research aim to describe and analysis the function of marketing communications digital marketing in building brand awareness. The data collection method used is observation, interviews with three informants, documentation, and literature study. The results of this study can be found that the function of marketing communication on Cool N Lite is used to build a brand image or brand awareness and reach a broader and more precise audience, in addition to increasing sales and providing education about the products or services offered, by utilizing digital marketing or social media as a medium for marketing products and services.

Keywords: Digital Marketing, Brand Awareness, Marketing Communication, Globalization, Brand Image, Social Media.

1. PREFACE

In the digital era with increasingly advanced technological developments, companies must be able to develop and be able to keep up with the times by having innovations and ideas. The existence of new media currently provides convenience and excellence for the community towards *new media*, people who are so spoiled in getting information and doing things. Required communication. *New media* used by the world community allows for practical communication activities, such as communicating through social media. Exchange of foreign cultural norms and values can make cultural values, and local norms fade if the community cannot filter them out.

Marketing communication is a method used by a company to achieve the goal, namely to get a profit. With increasingly fierce competition, especially during the pandemic, the strategy used by each company adjusts to the state of the sales market. It consistently conducts marketing from various types of media to attract consumer interest in the products and services being marketed.

One form of marketing communication function that adapts to current conditions is digital media or online media. So that by applying digital marketing to the company, it is certainly expected to be an effective strategy at this time. Digital marketing is a promotion or advertisement of a brand or product on digital media or the internet. Advertising is one of the strategies in marketing communications to attract consumers to goods and services advertised by a company or brand to process and manage useful information to influence consumers in the target market regarding products and services.

The current tight business competition makes companies do various ways to survive and compete with other companies. A brand is one of the important bases for every company. By having a brand that is unique and different from other competing companies so that the company's products and services are able to attract consumers and potential consumers.

To increase brand awareness and build a good reputation, companies must be able to adapt to the conditions faced, namely the pandemic period by building *brand* awareness through online media and digital media, so that they can reach a wider market in the target market, build *brand awareness*. is a major challenge for every company, especially for a new company that must be able to compete with other companies that already have a reputation, so as to increase consumer interest in the company's products and services. So that consumers are able to recognize the products or services offered.

Based on the data obtained from www.cooln-lite.com, Cool N Lite or can be referred to as PT. Multi Media Sarana is a company originating from Singapore that sells products and services in the form of window films and PPF (*Paint Protection Film*) which has been established since 2003, Paint Protection Film or PPF is a thick and transparent film that covers all parts of the car body to protect the paint, give the paint gloss, and protect the car body from scratches. Cool N Lite is a brand that has just entered the window film and PPF sales market in Indonesia as a new brand that has strong competitors, which has become a big brand in Indonesia. The author is interested in the strategy used by Cool N Lite in the marketing communication function and increasing brand awareness for consumers to the public as a new company or brand that sells window film and PPF.

Intense competition in the automotive sector and more specifically the window film and PPF (Paint Protection Film) industry, such as 3M, a large and well-known company that sells window film and PPF in the Indonesian market. 3M itself has been established for 45 years in Indonesia and has many branches throughout Indonesia. Because of this, 3M has become one of the strongest competitors for Cool N Lite Indonesia in building *brand awareness* that sells similar types of products or services, namely window film and PPF.

With the above background, researchers are interested and want to discuss these problems so that the researchers raised the title "The Function of Marketing Communications Digital Marketing in Building Brand Awareness (in Cool N Lite)".

Our Contribution

The research is expected to be useful and can be used as a reference for further researchers who have the same research and are beneficial for the development of Communication Science in advertising, especially in marketing communications in increasing brand awareness.

The research is expected to be used to assist in increasing sales and increasing brand awareness of Cool N Lite and Results and knowing the types of marketing communication strategies used by Cool N Lite in increasing brand awareness.

Theoretical Review

Communication

Richard West and Lynn H. Turner define communication as a social process that involves individuals using symbols to construct and interpret meaning in their environment [1]. Then Dean C. Barnlund stated that communication is a process that is driven to reduce the sense of uncertainty that arises, a means to act effectively and maintain or strengthen the ego [2] Harold. D. Laswell suggests that the communication process must include the completeness of the elements of communication so that it becomes effectively accepted, these elements consist of: communicators, messages, media, communicants, and effects [3].

Marketing communication

Kotler and Keller state that marketing communication is a means used by companies in an effort to inform, persuade, remind consumers both directly and indirectly about the products or brands they sell. [4] Philip Kotler argues that marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging value products with others. [5] Marketing communication is a medium used by every company to inform and attract consumers and potential customers regarding the products and services offered by a company. Marketing communication aims to increase equity to increase sales to a brand. Has important functions and roles for all companies. A large and well-known company is easier to generate a more stable cash inflow than a small / growing company that must increase public awareness of its brand.

With the increasingly fierce market competition in the era of globalization, every company must be able to maintain their respective brands. In general, marketing communications for a brand have three main objectives: building and increasing brand awareness, strengthening and clarifying the message of a brand. Marketing communication attempts to convey messages to the public, especially target consumers, regarding the existence of products in the market.

Branding

David Aaker argues that a brand or brand identity has four related dimensions: a brand as a product that shows product attributes, product origin and other aspects, a brand as an organization consisting of many components in a system, a brand as an individual associated with consumers, and a brand as an organization. symbols in the form of visuals. [6]

Kevin Lane Keller states that Branding or a brand is a name, symbol, sign, and term that aims to identify a company's products or services and have a difference with the products or services of other companies (competitors). [7]

Brand or brand is a sign, logo, symbol, and name which is the identity of a company that distinguishes products or services from competing companies, with brands on products or services so that there are differences with other brands and can make it easier for consumers to choose a product or service that is different from other brands. will be used and can create brand loyalty. Brand or brand aims to create and offer products or services to consumers by developing design, quality, and delivery to consumers.

Brand awareness

According to Rochaety and Tresnati, brand awareness is the ability of consumers or customers to remember a particular brand or advertisement only from the logo, name, and design of a product. [8]

David Aaker suggests that brand awareness has four levels, namely the lowest level of Brand Awareness is unaware of a brand (not aware of the brand), brand recognition (brand recognition) or the level of recall with assistance, brand recall (brand recall) or level of recall. rebranding without assistance because consumers do not need to be helped to remember the brand, the brand mentioned the first time at the time of brand recognition without assistance is top of mind. [9]

Brand awareness is the ability of consumers to recognize or remember a brand from similar products, to achieve brand awareness is the main challenge for a new brand, in addition to maintaining brand awareness is a must faced by all brands or companies. There are also the basics in increasing brand awareness of a company / organization, namely, the brand must get a level of acceptance (brand acceptability) so that consumers can begin to recognize and accept it, the brand must also increase the level of consumer satisfaction so that consumers can increase brand preference (brand preference). . When you can get brand acceptance and brand preferences, there will be consumers who enjoy and feel satisfied with the product or service so that they have brand loyalty.

2. RESEARCH METHODS

In this study, researchers used a qualitative approach in this study which aims to determine the function of Cool N Lite's marketing communications in building brand awareness. According to Creswell, qualitative research methods are defined as an approach to exploring and understanding a central phenomenon. [10]

In collecting data, researchers used data collection methods by observing the social media used, documentation and literature study, the authors also obtained additional information by conducting interviews with 3 (three) sources, namely Darrius Deluo (Director). In this study, Andra Direja (Manager), and Ricky Susanto (Editor), the data validity technique used was Data Triangulation, namely data examination by utilizing something other than research data, for checking purposes or as a comparison of the data according to the research. these data. [11]

3. RESULT AND DISCUSSION

In this section, the author will explain the research results obtained from the results of interviews, observations, and documentation. Writing at this stage is based on the results of facts and also data obtained in the field when the research takes place.

a. Cool n lite indonesia marketing communication functions

The marketing communication function on Cool N Lite Indonesia is to improve and build the company name, informing about products and services provided to the public through digital media or social media. In an interview with Darrius, he revealed that:

“By using the internet and social media to advertise the products and services provided, so that they can reach a wider audience and can attract potential consumers with content shared on social media. Examples of social media used by Cool N Lite Indonesia are Facebook, Instagram, and TikTok.” – Darrius Deluo

The target market is one of the most important things for a company, to adjust the products and services offered to individuals or groups of people who have an interest in the products and services offered by Cool N Lite. Based on the results of interviews with Andra, he revealed that:

"Because the products and services we offer are in the automotive sector, the target market for Cool N Lite is all automotive lovers, the car modification community, medium and high end car owners in Indonesia" – Andra

b. The utilization of digital media in cool n lite Indonesia

Regarding the results obtained by Cool N Lite Indonesia, Darrius in an interview said that in building brand awareness of Cool N Lite Indonesia by using marketing communications and digital marketing or social media as the main strategy in marketing the products and services offered by Cool N Lite Indonesia, it has been quite effective because with the increasing number of followers on social media such as Instagram, Facebook, and TikTok. More and more potential consumers are also interested in the specifications and advantages of window film and PPF Cool N Lite Indonesia.

In addition, based on the observations of researchers, Cool N Lite Indonesia has cheaper prices for products and services, by comparing the prices of other companies that have identical types of products and services. In an interview with Darrius, he said that the marketing communications and strategies currently used by Cool N Lite have been effective in building brand awareness because social media can cover more interests of potential consumers and generate interest in Cool N Lite Indonesia. The first key informant, Darrius, said that:

"Currently Cool N Lite Indonesia has begun to be known in Jakarta, and the promotional strategy that is currently being used has been effective in enhancing the Cool N Lite Indonesia brand as a brand in the automotive sector"

In addition, the second key informant also said things related to the effectiveness of the promotion currently used by Cool N Lite Indonesia. As the administrator of Cool N Lite Indonesia, the second key informant, Andra, said that Cool N Lite Indonesia has already begun to be known in the automotive community, and is still building brand awareness and building an image to consumers or potential customers with maximum service and work results.

c. Cool n lite indonesia marketing communication process

By conducting marketing communications through digital media to build brand awareness of Cool N Lite Indonesia, namely through social media such as Instagram, Facebook, and TikTok. Cool N Lite Indonesia continues to provide the results of their work by uploading the results on social media, so that they are able to attract new potential consumers regarding the products and services offered. Based on the results of the interview given by Andra, he revealed that:

“Cool N Lite continues to increase brand awareness and build a brand or image with good, high service and satisfying work results” – Andra

In addition, the third key informant also said things related to the strategy currently used by Cool N Lite Indonesia in building company brand awareness, the third key informant said that:

"For now, many have started to know and invite Cool N Lite to work together, because of this Cool N Lite also continues to improve performance and performance, so that it can attract the attention of more potential consumers in the future" – Ricky

The team process and division of tasks in the management of making advertisements on Cool N Lite Indonesia is one of the main things, as said by the second key informant in promoting the products and services provided, with a compact team and good innovation so as to maximize the existing marketing in digital media or social media. Based on the results of interviews given by Andra, revealed that:

"By planning and taking material from the installation process or product installation on vehicles, by taking photos and videos. Then edit the photos and videos which are then promoted by social media admins on social media such as Instagram, Facebook, and TikTok" – Andra

According to Ilham, the philosophy of the marketing communication process itself is a method of delivering information about products in the form of goods or services to the target or targeted consumers. [12]

The marketing communication process carried out by Cool N Lite Indonesia was explained by the first key informant, Darrius who said that Cool N Lite Indonesia is a new company in the automotive sector, by utilizing connections, the automotive community is known to be ineffective, so Darrius uses marketing communications with strategic digital marketing to build brand awareness and the Cool N Lite Indonesia brand.

Based on the results of interviews and researcher observations, it can be found that the marketing communication carried out by Cool N Lite Indonesia begins with determining the material to be uploaded to social media, namely Instagram, Facebook, and TikTok. Related to providing information and education to the public through social media by uploading photos and videos from the installation of window film and PPF. In order to attract the attention of potential consumers, so that it can generate interest in the types of products or services offered. At the evaluation stage, by looking at the responses and feedback from the public or social media users with photos and videos uploaded to social media. After that, Cool N Lite Indonesia can create new materials or photos and videos from the process and results of the installation of window film and PPF according to the most informative and interesting content for potential consumers.

Success in conducting marketing communications also depends on the goals to be achieved to influence prospective consumers' attitudes, opinions, and behavior. The purpose of conducting marketing communications certainly has uses for Cool N Lite Indonesia to get interest, persuade, and want to buy the products or services offered. By using digital marketing as a strategy to increase brand awareness of Cool N Lite Indonesia.

According to Kotler, the existence of social media is a means for consumers that can be used to disseminate information in the form of text, images, audio, and video with many parties, both between companies to consumers or consumers in the company. [13]

Based on the interview, Darrius revealed that the strategy used by Cool N Lite Indonesia in building brand awareness is quite effective, because it can build trust in potential consumers. Darrius also explained that using digital marketing and using social media as a promotional or advertising tool can attract and include more potential consumers by showing the installation results with photos and videos of vehicles that have been done.

In addition, in an interview with Darrius, he also revealed that by communicating to persuade potential consumers to be interested in the information and products or services offered by Cool N Lite Indonesia by explaining the advantages and information about the product.

d. The obstacles and challenges faced by cool n lite indonesia

The difficulties and challenges experienced by Cool N Lite Indonesia in building brand awareness, because Cool N Lite Indonesia is a new company operating with strong competition in the automotive world. Based on the results of interviews given by Darrius, revealed that:

“To build the human resources needed to meet the standards set by a center like Singapore's Cool N Lite” – Darrius

As the first key informant Darrius said when Cool N Lite Indonesia was officially opened, he took advantage of connections, the automotive community he knew, and invited the media. So that it can help to inform the public by introducing the types of products and services offered by Cool N Lite Indonesia. It was said by Darrius, that:

"Because Cool N Lite Indonesia is a new company, we want to introduce the types of products and services we offer to the automotive community and invite the media to help market and inform the public"

e. Marketing communication function as a way to build brand awareness

Philip Kotler argues that marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging value products with others. [5]

Marketing communications carried out by Cool N Lite Indonesia in building brand awareness by using a digital marketing strategy, which is a strategy using digital media or the internet. As stated by the first key informant, Darrius from the interview, Cool N Lite Indonesia uses social media as a means of promotion or marketing, namely through Instagram, Facebook, and TikTok.

In addition, to build a brand and introduce the types of products and services offered by Cool N Lite Indonesia to potential consumers using digital media or the internet, by uploading the process and results of installing window film and PPF. So that it can attract potential consumers about the products and services offered.

In relation to marketing communications, the second key informant, Andra, also revealed that by making attractive advertising materials and discounted prices, it can attract

potential consumers to buy, using digital marketing so that they can cover more potential consumers. Based on the observations of researchers on Cool N Lite Indonesia's Instagram and facebook accounts named @cooln-lite.id, Cool N Lite Indonesia provides a lot of photos and videos of the process and results of installing window film and PPF, so that potential consumers can see the place and results provided by Cool N Lite Indonesia.

Researchers also found uploads such as commemorating national days and education about the products and services offered, such as explaining the composition and materials of window film and PPF offered by Cool N Lite to provide potential consumers with information and the advantages of the products or services offered.

f. Cool n lite indonesia marketing communication promotion tools

According to Raharja, marketing communication has several promotional tools, namely : [14]

1. Advertising (advertising), is all forms of commercial delivery of messages, several forms of advertising such as: (a) ambient advertising, messages that are posted in a certain form in the life of the community; (b) press advertising, advertising messages that appear in print media.
2. Public Relations and Publicity is a program carried out by communicators (sellers) and communicants (consumers) to get opinions or feedback.
3. Sales Promotion (Sales Promotion), is an activity used to increase sales in the short term, such as conducting exhibitions.
4. Personal Selling is a product selling activity with face-to-face application between the communicator (seller) and the communicant (consumer).
5. Events and Experiences are activities and programs used to create company-sponsored communications related to brand interactions with consumers.
6. Online and Social Media Marketing, activities carried out online and programs used to engage consumers directly or indirectly in order to raise awareness, enhance image, or increase sales of products and services.

Regarding the promotional tools used by Cool N Lite Indonesia, Darrius in an interview said using digital media or social media as a medium for promotion or advertising. So with online and social media marketing (Social Media Marketing) which is a promotional tool activity using internet media with the aim of increasing product sales, increasing awareness, and improving company image.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research conducted by researchers regarding the function of marketing communication in the automotive sector in building brand awareness with the Cool N Lite Indonesia case study, researchers can conclude that in conducting marketing communications to build brand awareness , Cool N Lite is carried out based on the strategy digital marketing as previously explained by researchers. The strategy used is considered effective with the objectives to be achieved by Cool N Lite.

Regarding the efforts to build brand awareness carried out by Cool N Lite, researchers can conclude that what they are doing is based on digital marketing as explained by Darrius Deluo. By showing the results and process of installing window film and PPF in the form of photos and videos, Cool N Lite also provides education and information

about the products and services offered to potential consumers. Social media is a tool that Cool N Lite uses in promoting and advertising.

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