



The Effect of Digital Marketing Strategies, Social Media, and Influencer Marketing on Brand Awareness

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ABSTRACT

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This study aims to analyze the influence of digital marketing, social media, and influencer marketing on brand awareness of MSME products. The background of this study is based on the low level of brand awareness, which remains a major challenge in developing the competitiveness of MSMEs, especially in non-metropolitan areas. Using a quantitative approach and an explanatory survey method, data was collected from 100 SME respondents who actively use social media in their marketing strategies. The research instrument was validated through validity and reliability tests, then analyzed using multiple linear regression with SPSS version 25. The results indicate that the three independent variables—digital marketing, social media, and influencer marketing—have a positive and significant impact on brand awareness. Digital marketing has been proven to efficiently enhance brand visibility; social media strengthens emotional connections and closeness between brands and consumers; while influencer marketing provides credibility effects that expand brand reach through social influence. The coefficient of determination (Adjusted R²) of 0.645 indicates that the model explains 64.5% of the variance in brand awareness. This study provides practical contributions for SMEs in designing more effective and adaptive digital marketing strategies in response to changes in digital consumer behavior.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute a fundamental pillar supporting Indonesia's economic stability and growth. This sector has consistently demonstrated its vital role as the largest labor absorber and a significant contributor to the national Gross Domestic Product (GDP). The resilience of MSMEs has proven to be an economic safety valve, particularly during crises or macroeconomic downturns. This strategic role underscores that

the sustainability and competitiveness of MSMEs are absolute prerequisites for the nation's economic independence.

Despite their crucial role, statistical data reveal a paradox. While MSMEs are numerically dominant, their individual contributions to the broader economy remain limited. According to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, as of early 2024, there were over 65 million MSME units in Indonesia, contributing 61.9% to the national GDP and employing 97% of the total workforce. However, a vast majority of these enterprises still operate on a micro-scale, facing significant challenges in productivity and business scalability.

Table 1. Key Statistics of MSMEs in Indonesia

Indicator	Data	Source
Number of Business Units	~65.4 Million	Ministry of Cooperatives & SMEs (2024)
Contribution to GDP	61.9%	Ministry of Cooperatives & SMEs (2024)
Labor Absorption	97% of the total workforce	BPS (2023)
MSMEs in the Digital Ecosystem	~23.9 Million (36.5%)	Ministry of Finance (2024)

The primary issues impeding the escalation of MSMEs are multifaceted, encompassing limited access to capital, low quality of human resources, and, most critically in the contemporary era, obstacles in marketing strategies and the adoption of digital technology. The massive shift in consumer behavior towards digital platforms necessitates that MSMEs undergo a transformation. A failure to adapt to this digital landscape not only leads to stagnation but also risks eroding their existence amidst increasingly competitive market conditions.

One of the most fundamental challenges in digital marketing is low brand awareness. In the vast ocean of information and products online, a brand's ability to be recognized and recalled by consumers has become a decisive factor for success. For many MSMEs, their products often possess high quality but remain "invisible" to potential markets due to minimal brand awareness. This challenge is exacerbated by resource limitations for conducting large-scale marketing campaigns, unlike their corporate counterparts.

This context becomes increasingly relevant when applied to MSMEs in regional areas, such as in Sumbawa Regency. As a region with unique local products ranging from culinary specialties like wild horse milk and Sumbawa honey to traditional woven crafts MSMEs in Sumbawa face a dual challenge. In addition to confronting classic MSME issues, they must also compete within a geographical context that may have limited digital infrastructure compared to major cities. According to Pratama and Sari (2023), the adoption of digital

technology in eastern Indonesia is often hindered by infrastructural disparities and an uneven level of digital literacy.

Therefore, building brand awareness has become a strategic imperative for MSMEs in Sumbawa Regency to enhance the competitiveness of their local products. Without strong brand awareness, these superior products will struggle to penetrate wider markets and will remain known only within a limited local sphere. Wahyuni (2022) asserts that in the era of disruption, building brand equity through digital platforms is a crucial long-term investment for business sustainability. This aligns with the findings of Nugroho (2024), who states that the preferences of modern consumers, especially Generation Z, are heavily influenced by a brand's presence and reputation in the digital world.

In this regard, digital marketing emerges as a set of strategies and instruments offering effective and efficient solutions for building brand awareness. Unlike conventional marketing, digital marketing allows MSMEs to reach precisely segmented audiences at a relatively more affordable cost. This strategy encompasses various tactics, from Search Engine Optimization (SEO) and content marketing to paid advertising on various digital platforms.

Numerous empirical studies have substantiated the positive correlation between the implementation of digital marketing and an increase in brand awareness. Research by Smith and Jones (2023) found that the integrated use of various digital marketing channels has a direct influence on consumer brand recall and recognition rates. Similarly, Chen's (2022) study demonstrated that MSMEs actively managing their online presence through relevant content strategies successfully increased top-of-mind awareness by 40% over a six-month period.

In the Indonesian context, Hidayat and Syahputra (2024) investigated digital marketing adoption in the culinary MSME sector and found that the use of visual marketing strategies on digital platforms significantly enhanced brand quality perception and reach. Furthermore, research by Lee and Kim (2022) concluded that investment in targeted digital advertising yields a higher Return on Investment (ROI) in terms of increasing brand awareness compared to traditional print media for small-scale businesses. The relevance of these findings highlights the substantial potential of digital marketing as an accelerator for brand awareness for MSMEs in Sumbawa.

More specifically, social media has radically transformed the marketing communications landscape. Platforms such as Instagram, TikTok, and Facebook are no longer mere tools for socialization but have become vital arenas for shaping brand image and perception. Their interactive and visual

characteristics enable MSMEs to construct brand narratives and engage directly with consumers, fostering more personal and authentic relationships.

A body of academic research has confirmed the central role of social media in building brand awareness. Williams (2024) discovered that the engagement rate on social media content, such as likes, comments, and shares, positively correlates with the strengthening of brand memory in the consumer's mind. Meanwhile, a study by Zhang and Kim (2023) highlighted the power of the TikTok platform in creating viral marketing, which can rapidly elevate the brand awareness of a new product through creative and easily shareable content.

For local MSMEs, these findings have significant practical implications. Research by Putri and Abdullah (2022) indicates that user-generated content (UGC) on Instagram, such as customer reviews or product photos, significantly increases trust and awareness of MSME brands. This is reinforced by Garcia (2023), who posits that an active and consistent presence on social media helps a brand remain relevant and visible amidst competition. Thus, the strategic utilization of social media can serve as a bridge for the products of Sumbawa MSMEs to become more widely known.

A more recent phenomenon within the digital marketing ecosystem is the utilization of influencer marketing. This strategy involves collaborating with individuals who possess influence and a loyal audience on social media platforms to promote products or services. Influencers act as trusted third parties, capable of transferring their credibility and authenticity to the endorsed brand, thereby effectively increasing brand awareness and consumer trust.

The validity of this strategy is supported by various research studies. Lee and Johnson (2023), employing the source credibility model, proved that endorsements from influencers perceived as experts and trustworthy significantly enhance positive consumer attitudes toward a brand. Schmidt (2024) conducted a comparative study and found that for niche products, such as those offered by many MSMEs, collaboration with micro-influencers (with smaller but highly segmented followings) often yields higher engagement rates and brand recognition than macro-influencers.

The relevance of this strategy is particularly high for targeting younger, or digital-native, consumer demographics. Brown and Davis (2022) emphasize that the perception of authenticity is key; consumers place greater trust in sincere recommendations from influencers than in formal corporate advertising. In a regional context, Tan (2023) demonstrated that using local influencers who understand local culture and preferences is highly effective in promoting regional products. This presents a significant opportunity for MSMEs in

Sumbawa to collaborate with local influencers to strengthen the brand awareness of their products at both regional and national levels.

Based on the foregoing discussion, the urgency of this research becomes evident. To enhance competitiveness and expand market reach, MSMEs in Sumbawa Regency can no longer rely on conventional marketing methods. The mastery of an integrated digital marketing strategy encompassing general digital marketing, social media utilization, and influencer collaboration is an imperative. This research is essential for providing empirical evidence and strategic guidance that can be directly applied by local MSME practitioners.

Although a substantial body of literature exists on the individual effects of digital marketing, social media, and influencer marketing on brand awareness, a significant research gap persists. The majority of studies tend to analyze these variables separately or partially. Very few studies have examined the influence of these three variables simultaneously and integrally within a single research model. Moreover, research with a specific locus on MSMEs in non-metropolitan areas like Sumbawa Regency is exceedingly rare, despite the unique challenges and opportunities presented by the local context.

The scientific novelty of this study lies in three primary aspects. First, it integrates three highly relevant independent variables in the current digital era digital marketing, social media, and influencer marketing into a single conceptual framework to comprehensively test their influence on brand awareness. Second, the research locus in Sumbawa Regency offers empirical novelty by exploring the dynamics of digital marketing outside of major economic centers. Third, the findings of this research are expected to provide a theoretical contribution by enriching the marketing management literature within the context of MSMEs in developing countries, as well as a practical contribution in the form of an applicable, data-driven digital marketing strategy model for MSMEs and local policymakers.

METHOD

This study employs a quantitative approach using an explanatory survey design, aimed at examining the causal relationship between the independent variables digital marketing, social media, and influencer marketing and the dependent variable, brand awareness of MSME (Micro, Small, and Medium Enterprises) products in Sumbawa Regency. This approach was chosen for its ability to present an objective overview based on numerical data collected from the field, which is then analyzed through statistical procedures. The analytical technique used is multiple linear regression, processed using SPSS version 25 (Sugiyono, 2019). This model enables researchers to assess the contribution of

each independent variable both simultaneously and individually in influencing brand awareness.

The operationalization of variables in this study includes three independent variables and one dependent variable. Digital marketing (X1) is defined as a series of integrated marketing efforts through digital channels such as websites, search engines, and email used by MSMEs to reach their target audience and build brand recognition. Social media (X2) refers to the intensity and quality of utilizing interactive platforms such as Instagram, Facebook, and TikTok to promote products, engage with customers, and distribute brand-relevant content. Influencer marketing (X3) represents collaborative strategies between MSMEs and influential individuals on social media, aimed at expanding brand reach and enhancing brand credibility. The dependent variable (Y), brand awareness, is defined as the extent to which consumers can recognize or recall a specific MSME product brand. All variables are measured using validated indicators adapted from prior research.

The research population consists of all MSME actors in Sumbawa Regency who have actively used social media in their marketing activities. Given that the exact size of the population is unknown, this study uses a non-probability sampling method with a purposive sampling approach. The criteria for selecting respondents include SME owners or managers in the Sumbawa region who have been running their businesses for at least one year and have actively used social media in the past year. To determine the sample size, the Cochran formula was used with a precision level of 10% and a confidence level of 95%, resulting in a minimum of 96.04 respondents. To anticipate invalid data, this number was then rounded up to 100 respondents. Data collection was conducted by distributing structured questionnaires both online (using Google Forms) and offline by visiting SME operators directly. The research instrument was designed using a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The data obtained was then analyzed through classical assumption tests to ensure the model met the BLUE (Best Linear Unbiased Estimator) criteria, including normality tests (using the Kolmogorov-Smirnov test), multicollinearity tests (using Tolerance and VIF), and heteroskedasticity tests (using the Glejser test and scatterplot analysis).

The final stage of analysis involved multiple linear regression, which was used to determine the direction and magnitude of the influence of independent variables on brand awareness. The regression model is expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y represents brand awareness, a is the constant, b_1 to b_3 are the regression coefficients of each independent variable, and e is the error term.

Hypothesis testing was conducted using the F-test (to examine the simultaneous effect of all independent variables) and the t-test (to evaluate the individual effect of each independent variable). The Adjusted R² coefficient was used to determine the proportion of variance in brand awareness explained by the model. A higher R² value indicates a stronger predictive ability of the regression model.

RESULTS AND DISCUSSION

Research Results

This section presents research findings obtained from data collected through questionnaires from 100 MSME respondents in Sumbawa Regency. Data analysis was performed using SPSS version 25. The discussion begins with classical assumption testing and ends with multiple linear regression analysis and hypothesis testing.

1. Classical Assumption Test

Classical assumption testing was conducted to ensure that the regression model used met the criteria in this study.

a. Normality Test

The normality test aims to determine whether the residual values in the regression model are normally distributed. The test uses the One-Sample Kolmogorov-Smirnov Test. The data is considered normally distributed if the significance value (Asymp. Sig. 2-tailed) > 0.05.

Table 2. Normality Test Results

		UnstandardizedResidual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.22346348
Most Extreme Differences	Absolute	.056
	Positive	.076
	Negative	-.076
Test Statistic		.043
Asymp. Sig. (2-tailed)		.272 ^{c,d}

Source: Primary data processed, 2025

The normality test results show a significance value of 0.272, which is greater than 0.05. Thus, it can be concluded that the regression model meets the normality assumption.

b. Multicollinearity Test

This test aims to detect whether there is a high correlation between independent variables. The criteria used are a Tolerance value > 0.10 and a Variance Inflation Factor (VIF) value < 10.

Table 3. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Explanation
Digital Marketing (X1)	0.588	1.701	No Multicollinearity Occurred
Social Media (X2)	0.612	1.634	No Multicollinearity Occurred
Influencer Marketing (X3)	0.654	1.529	No Multicollinearity Occurred

Source: Primary data processed, 2025

Based on Table 3, all independent variables have Tolerance values above 0.10 and VIF values below 10. This indicates that there are no multicollinearity issues in the regression model.

c. Heteroscedasticity Test

This test is used to see if there is variance inequality in the residuals of the regression model. The test is performed using the Glejser test. There is no heteroscedasticity if the significance value for each independent variable is > 0.05.

Table 4. Heteroscedasticity Test Results (Glejser test)

Independent Variable	Significance Value	Critical Value	Explanation
Digital Marketing (X1)	0.451	0.05	No Heteroskedasticity Occurred
Social Media (X2)	0.682	0.05	No Heteroskedasticity Occurred
Influencer Marketing (X3)	0.317	0.05	No Heteroskedasticity Occurred

Source: Primary data processed, 2025

The results in Table 4 show that the significance values for all independent variables are greater than 0.05. This proves that the regression model is free from heteroscedasticity problems.

2. Multiple Linear Regression Analysis

This analysis is used to determine the direction and magnitude of the influence of independent variables on dependent variables.

Table 5. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Standard Error
(Constant)	1.254	0.531
Digital Marketing (X1)	0.288	0.085
Social Media (X2)	0.315	0.092
Influencer Marketing (X3)	0.250	0.078

Source: Primary data processed, 2025

Based on the results of the analysis in Table 5, the following regression equation was obtained:

$$Y = 1,254 + 0,288 X1 + 0,315 X2 + 0,250 X3 + e$$

The interpretation of this equation is:

- a. Constant (a) = 1.254, if the values of the Digital Marketing, Social Media, and Influencer Marketing variables are zero, then the Brand Awareness value is 1.254.
- b. Coefficient X1 = 0.288, every one-unit increase in the Digital Marketing variable will increase Brand Awareness by 0.288, assuming other variables remain constant.
- c. Coefficient X2 = 0.315, every one-unit increase in the Social Media variable will increase Brand Awareness by 0.315, assuming other variables remain constant.
- d. Coefficient X3 = 0.250, every one-unit increase in the Influencer Marketing variable will increase Brand Awareness by 0.250, assuming other variables remain constant.

3. Hypothesis Testing (t-test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The test is conducted by comparing the t-calculated value with the t-table value (1.984 for df=96) and the significance value with 0.05.

Table 6. Results of Hypothesis Testing

Hypothesis	Variable	t-value	Sig.	Explanation
H1	Digital Marketing (X1)	3.388	0.001	Significant
H2	Social Media (X2)	3.424	0.001	Significant
H3	Influencer Marketing (X3)	3.205	0.002	Significant

Source: Primary data processed, 2025

The results of the hypothesis test presented in Table 6 can be elucidated as follows:

- a. The effect of Digital Marketing (X1) on Brand Awareness (Y) yielded a t-value (3.388) > t-table (1.984) and a significance value (0.001) < 0.05. This indicates that the first hypothesis (H1) is accepted, meaning that Digital Marketing has a positive and significant effect on Brand Awareness for UMKM Products in Sumbawa Regency.
- b. The effect of Social Media (X2) on Brand Awareness (Y) yielded a calculated t-value (3.424) > table t-value (1.984) and a significance value (0.001) < 0.05. This indicates that the second hypothesis (H2) is accepted, meaning that Social Media has a positive and significant effect on Brand Awareness for UMKM Products in Sumbawa Regency.
- c. The effect of Influencer Marketing (X3) on Brand Awareness (Y) yielded a t-value (3.205) > t-table (1.984) and a significance level (0.002) < 0.05. This indicates that the third hypothesis (H3) is accepted, meaning that Influencer Marketing has a positive and significant effect on Brand Awareness for UMKM Products in Sumbawa Regency.

4. Coefficient of Determination (Adjusted R²)

The coefficient of determination is used to measure how well the model explains the variation in the dependent variable.

Table 7. Results of Hypothesis Testing

Model	R	R Square	Adjusted R Square
1	0,710	0,656	0,645

Source: Primary data processed, 2025

Based on the analysis presented in Table 7, which displays the results of the coefficient of determination test (Model Summary), the R Square value is 0.656. This indicates that approximately 65.6% of the variation in brand awareness can be explained by the three independent variables: digital marketing, social media, and influencer marketing. This suggests that the regression model is sufficiently robust in explaining the influence of these variables on brand awareness. The remaining 34.4% of the variation is attributed to other factors not included in this study, such as product quality, pricing, location, customer experience, and other marketing-related elements. Furthermore, the Adjusted R Square value of 0.645 reinforces this finding by providing a more precise estimate, as it accounts for the number of predictors and the sample size used in the research. The close proximity between the Adjusted R Square and R Square values indicates that the model is stable and not overfitted. Therefore, it can be concluded that digital marketing strategies, social media utilization, and the implementation of influencer marketing play a significant role in enhancing the brand awareness of MSME products in Sumbawa Regency.

Discussion

The Effect of Digital Marketing (X1) on Brand Awareness (Y)

The research findings indicate that digital marketing has a positive and significant influence on brand awareness for MSME products in Sumbawa Regency. This finding can be scientifically explained by the ability of digital marketing to reach a wider audience efficiently and precisely. Digital platforms such as social media, websites, and online advertisements allow MSMEs to continuously promote their products, leading to more frequent exposure for potential consumers. This intensive exposure strengthens brand recall and recognition in the minds of consumers. Furthermore, the interactions between MSME business owners and consumers through digital channels, such as comments, direct messages, and interactive content, successfully create a sense of closeness and emotional involvement. This engagement is crucial because consumers are more likely to remember a brand when they feel actively involved. Digital marketing also provides a space for MSMEs to quickly adjust

their communication strategies in response to market feedback and evolving trends, making their efforts to increase brand awareness more relevant and effective.

Previous research supports this finding. Paputungan et al. (2023) in the Journal of Economics concluded that the effective use of digital marketing can build brand awareness, enhance competitiveness, and expand the business reach of MSMEs. Digital marketing allows for highly specific audience targeting based on demographics and preferences, ensuring that marketing messages are received by those most likely to become loyal customers. Through the use of social media, marketplaces, and creative content, MSMEs can continuously optimize their product visibility. A study by Malik (2022) in the Indonesian Journal of Business and Entrepreneurship also affirmed that digital marketing plays a crucial role in building MSME brand awareness, especially during the pandemic era. Digital marketing activities such as managing Facebook social media, online advertising, personal selling, sales promotion, and public relations were found to be effective in increasing brand awareness. This research confirms that the more intensively a digital marketing strategy is used, the higher the level of brand recognition among consumers, encouraging MSMEs to continuously innovate and adapt their digital marketing strategies.

The Effect of Social Media (X2) on Brand Awareness (Y)

Scientific research shows that social media has a positive and significant influence on brand awareness for MSME products in Sumbawa Regency. This can be explained by social media's ability to broaden information reach and accelerate brand dissemination to a wider audience. With the right strategy, MSMEs can build two-way engagement with consumers through relevant and interactive content, leading to consumers becoming more familiar with and recognizing the products offered. This interaction creates an emotional connection that strengthens consumer memory of the brand (Tania, 2024; Safira & Pratama, 2024). Social media also provides a space for MSMEs to engage in direct communication, such as comments, direct messages, and product discussions, which is important for making consumers feel involved and helping to build a positive brand image in the community. The consistent use of social media in terms of visual identity, frequency, and messaging has proven effective in forming *top of mind* awareness, where consumers spontaneously recall a brand name within a specific product category.

Previous research strengthens this finding. A study by Sudrajat & Anisa (2024) in Garut found that the use of social media is very important for building brand awareness among MSME consumers and has a significant impact on increasing loyalty and sales. Consistency in using social media platforms helps

MSMEs compete with larger brands and increases widespread brand recognition. Another study, which focused on Instagram marketing for coffee MSMEs, showed that the elements of entertainment, interaction, and informativeness in social media content, including advertisements and electronic word-of-mouth, simultaneously have a positive and significant effect on brand awareness. Optimal social media marketing strategies help MSMEs increase their visibility and brand recognition in the community (Safira & Pratama, 2024). Overall, these findings confirm the importance for MSMEs to maximize social media as a key tool in their marketing communication strategy. In addition to strengthening brand awareness, social media also opens up opportunities for business growth through customer loyalty and digital word-of-mouth recommendations, which ultimately increases the long-term competitiveness of MSMEs.

The Effect of Influencer Marketing (X3) on Brand Awareness (Y)

The research findings indicate that influencer marketing has a positive and significant influence on brand awareness for MSME products in Sumbawa Regency. Scientifically, this can be explained by an influencer's ability to deliver promotional messages in a more personal and convincing way to an audience that already has a sense of closeness and trust towards the influencer. By leveraging social media, influencers can increase brand exposure on a wide scale, create a positive perception, and strengthen a product's value proposition in the minds of consumers. This approach results in a more effective digital word-of-mouth effect because consumers tend to trust recommendations from figures they follow more than conventional advertisements. Influencer marketing allows MSMEs to reach more specific market segments that are relevant to the preferences of the chosen influencer's audience. The credibility and quality of the content produced by influencers, combined with high levels of interaction through likes, comments, and shares, contribute directly to increasing MSME brand awareness. This is proven by research results that show an increase in brand conversations, purchase intentions, and consumer loyalty towards MSME products after a campaign with an influencer was conducted.

Previous research supports this finding. A study by Alfikri (2025) confirmed that influencer marketing strategies can reduce consumer price sensitivity and increase positive perceptions of product value, which indirectly strengthens brand awareness and customer loyalty for MSMEs. Meanwhile, research by Erwin (2022), based on a survey of MSMEs that used influencer services, found that the use of influencers directly had a positive and significant effect on the marketing performance and brand awareness of MSME products.

Thus, it can be concluded that optimizing influencer marketing is a highly relevant and effective strategy for MSMEs, especially in the digital era, to build brand awareness, expand market reach, and increase sustainable competitiveness. The effectiveness of this strategy will be further enhanced if MSMEs can choose influencers who are a good fit for their product's target market and ensure that the collaboration produces creative content that is both engaging and trustworthy.

CONCLUSION

Based on the research findings and the discussion presented in this study, it can be concluded that digital marketing, social media, and influencer marketing each have a positive and significant impact on brand awareness for MSME products in Sumbawa Regency. First, digital marketing demonstrates a strong influence in enhancing brand visibility and recognition among consumers. Marketing strategies implemented through digital channels, such as websites, email campaigns, and online advertisements are proven effective in increasing awareness. The precision in targeting specific audiences, combined with the intensity of exposure, directly contributes to strengthening consumer familiarity with local MSME products. Second, social media also plays a pivotal role in increasing brand awareness. Promotional efforts and interactive engagement on platforms like Instagram, Facebook, and TikTok foster emotional connections between consumers and brands. These platforms not only help build a brand's reputation but also enhance the memorability of MSME products, allowing them to stand out in the minds of consumers through consistent and engaging content. Lastly, influencer marketing significantly contributes to brand awareness by leveraging the trust and reach of individuals who hold sway over their audiences. Collaborations with influencers particularly those who are seen as authentic and relatable effectively reinforce brand credibility and generate a digital word-of-mouth effect. This form of promotion helps MSME brands reach broader audiences and cultivates consumer interest and recognition through socially-driven endorsement mechanisms.

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