

## **THE IMPORTANCE OF BRAND AWARENESS AS A MARKETING STRATEGY FOR BUSINESS SUSTAINABILITY**

**Andyan Pradipta UTAMA<sup>1\*</sup>, Sandro SIHALOHO<sup>2</sup>, Suci Novia NABILA<sup>3</sup>**

<sup>1</sup>*Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana*

<sup>2</sup>*Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana*

<sup>3</sup>*Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana*

*\*andyanpradipta@mercubuana.ac.id*

### **ABSTRACT**

The implementation of Community Service aims to open the insight of small entrepreneurs about the importance of consumers being aware of the existence or existence of brands sold by marketers. In the midst of economic recovery conditions after the Covid-19 pandemic and supported by the ease of digital marketing, many new entrepreneurs have emerged. The number of new entrepreneurs who compete fiercely with existing entrepreneurs plus the declining purchasing power of the community makes people more selective in buying a product. There is a tendency for consumers to choose products that are well known both through product experience and based on information obtained through various sources. Consumers are more likely to be loyal by buying products from well-known brands because they feel more comfortable and perceive familiar brands as more reliable, available, easier to find, and unquestionably quality. This training is designed to make people aware as business people that consumers will not look at a company's brand if it is considered bad and has a bad reputation in the market so that a really mature strategy is needed so that the brand can be known by many people. Consumer awareness of a brand is expected to increase satisfaction and increase consumer loyalty. Overall, participants are expected to understand the importance of *brand awareness* concepts and strategies, but have not been able to practice them in real and detail. Continuous participation is needed in providing training until participants are able to practice it.

**Keywords:** brand awareness, customer satisfaction, customer loyalty

### **1. INTRODUCTION**

During the economic recovery period after the Covid-19 pandemic, many people are pursuing their own businesses. The number of new entrepreneurs who compete fiercely with existing entrepreneurs and the decline in people's purchasing power certainly makes people more selective in buying products. Where consumers tend to choose products that are known through product usage experience or based on information obtained from various sources.

Consumers are more likely to buy products from well-known brands because they feel more comfortable and perceive trusted brands as more trustworthy, easier to obtain, easier to find, and lower quality. Therefore, well-known brands are often preferred by consumers more than less well-known brands. Brand awareness has always been an important element in marketing. Not only selling products but also selling products and services. Where brand awareness plays a role in increasing public awareness or knowledge of the existence of a product brand. The bigger and stronger the brand awareness, the closer and more familiar people will be with the products offered. In fact, people always tend to buy familiar products over similar products that are foreign. Therefore, it is important to increase brand awareness in every marketing strategy. In fact, every entrepreneur is now competing to build brand awareness. This can be done in various ways and techniques such as promotion on social media, digital marketing, and also the use of influencer (Setyahardi and Simamora, 2023; Utama and Ambarwati, 2022).

Kotler and Keller (2016) define brand awareness as the ability of a consumer to recognize or remember a brand in sufficient detail to make a purchase. Brand awareness is related to the strength of the brand node or memory trace, which we can measure by the ability of consumers to recognize the brand under different conditions. Sasmita and Suki (2015) explains that consumers often become aware of brands through many types of existing marketing, for example, media channels such as smartphones, television and online advertising, which can make consumers feel like they are recognized. ensures product quality and can reduce risks in product evaluation and selection. when consumers want it. to buy a product.

These service partners are small entrepreneurs in Rusun Marunda located in Tanjung Priok, North Jakarta, where they run their business very simply in terms of production, distribution, location, price and management. The problem faced by small entrepreneurs is that in the context of increasingly fierce business competition and many people entering the business world, they do not understand the importance of brand awareness strategies in marketing products and do not understand the systematic concept of brand awareness in marketing their products and do not consider brand perception from the perspective of consumers. This makes many small entrepreneurs unable to compete with their competitors, potentially failing. The purpose of this community service activity is to introduce brand

awareness strategies to support the business being run and provide motivation and enthusiasm to small entrepreneurs to run their businesses.

## **2. METHODS**

The methods carried out in this community service activity are:

- a) Prepare and plan activities; we contacted a small entrepreneur from Rusun Marunda in Tanjung Priok, North Jakarta to attend this training.
- b) Conduct activities; This training/consultation was carried out offline with the schedule starting from the opening and opening remarks, material delivery, question and answer and closing.
- c) Make reports on these activities in the form of publications in online mass media, publications in scientific journals, and final reports to Mercu Buana University as a manifestation of Tri Darma Perguruan Tinggi,

## **3. RESULTS AND DISCUSSION**

### **3.1. Results**

- a) This activity with the theme "The importance of brand awareness as a marketing strategy for business sustainability" was presented in the form of a live seminar and consultation event attended by small entrepreneurs at Marunda Flat, Tanjung Priok, North. Capital city of Jakarta.
- b) The activity was a success and when the material was distributed the participants followed enthusiastically, interspersed with several questions and jokes.
- c) After the presentation of the material, the activity continued with a question and answer session.
- d) After attending the training, participants gained soft skills related to the importance of brand awareness strategies and were asked to fill out questionnaires to find out their level of understanding of the material provided.

### **3.2. Discussion**

#### **1. Training materials**

Strategic activities to build brand awareness to achieve business sustainability are carried out to help participants understand the importance of brand awareness building strategies to support the business they lead. The content of the training is divided into 4 parts as follows:

- a) Explanation of the phenomenon that occurs.
- b) Why is a brand awareness strategy important?
- c) Presenting the definition of brand awareness, the level of brand awareness, the purpose of increasing brand awareness and how to increase brand awareness, to guide participants to better understand the importance of brand awareness.
- d) Material conclusion.

#### **2. Explanation of training materials.**

*Brand awareness* has several levels from the lowest level (not brand aware) to the highest level, namely:

- a) Unware of Brand is the lowest level in the brand awareness pyramid where consumers are unaware of a brand.
- b) Brand Recognition is a minimum level of brand awareness, where the recognition of a brand appears again after being recalled through help (aided recall).
- c) Brand recall is an unaided recall.
- d) Top of Mind (top of mind) is a brand that is mentioned first by consumers or that first appears in the minds of consumers, or the brand is the main brand of various brands in the minds of consumers.

The level of *Brand awareness* can be described in the following pyramid (Aaker, 2017):

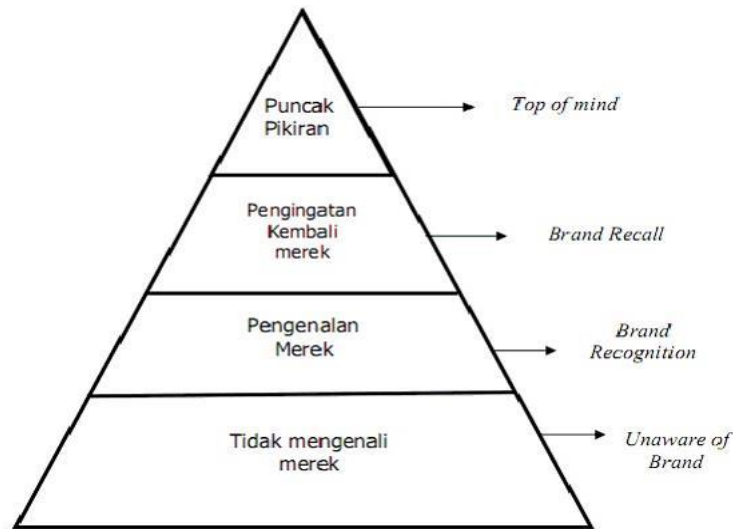


Figure 1. Brand awareness pyramid

### 3. The Importance of Brand Awareness

This section explains that brand awareness strategies are important today for the following reasons:

- a) Today's consumers tend to be loyal when buying products from familiar brands because they feel more comfortable and perceive familiar brands as more trustworthy, easier to obtain, easier to find, and have higher quality, higher quantity. Therefore, well-known brands are often preferred by consumers over lesser-known or unknown brands.
- b) Brand recognition is an important element in marketing, not only for goods but also for service products. Brand awareness plays a role in increasing public awareness or knowledge about the existence of a brand. The bigger and stronger the brand awareness, the closer and more familiar people will be with the products offered. Consumers always tend to buy familiar products over similar unfamiliar products. Therefore, it is important to increase brand awareness in every marketing strategy.

### 4. The goal of building brand awareness

- a) Building consumer trust
- b) Improves perception
- c) Improving image
- d) Building a network
- e) Increase sales

### 5. The Brand awareness building strategies.

There are several brand awareness building strategies that small entrepreneurs can do as follows:

- a) *Social Media*, by using social media such as Instagram, Tiktok, companies can make consumers aware or aware of the products sold. The use of social media can be maximized by creating interesting videos and content.
- b) Attractive Wrapping Components.
- c) *Influencer Marketing*.
- d) Merch Delivery.
- e) *Sponsorship &; Event*.

### 6. The Material conclusion

In this section, conclusions or summaries of the entire material that has been given are explained. The conclusions are:

- a) Brand awareness in business sustainability is indispensable, not only for large businesses, but also for small businesses.
- b) Taking into account the current competitive environment, the position of brand identity in a product is very important as a product identity and to differentiate it from competitors.
- c) If consumers are very aware of the existence of our products, then if managed properly will be able to create loyal customers.

## 7. Activity Implementation

Strategic training activities to build brand awareness towards achieving business sustainability are packaged in the form of face-to-face workshops and consultation events with a training approach that focuses on engaging participants based on participants' experiences, stimuli, and reactions to them. The success of this training will only be achieved if participants have a sincere understanding and willingness to learn, including finding ways to increase brand awareness of the products sold so that they can maximize the role of your product marketing strategy. This training is provided through:

- a) Knowledge aspect, with the provision of material, question and answer sessions and filling out questionnaires.
- b) Aspects of mentoring, where training is carried out continuously through questions and answers via WhatsApp, SMS or other means.

The following is a picture of the community service activities carried out:



Figure 2. community service activities

## 4. CONCLUSION

The whole series of events was completed with the aim of helping small businesses in Rusun Marunda, Tanjung Priok, North Jakarta, introduce the importance of brand awareness building strategies for sustainable business success. It is expected that after completing this training, business actors will be able to understand and increase brand awareness so that their business can grow to compete with competitors, attract and retain customers.

## 5. REFERENCES

- Aaker, D. A. (2017). *Manajemen Ekuitas Merek: Memanfaatkan nilai dari suatu merek*. (A. Ananda, Trans.) Jakarta: Spektrum Mitra Utama.
- Durianto, dkk. (2004). *Brand Equity Ten, Strategi Memimpin Pasar*. Jakarta: PT. Gramedia Pustaka Utama.
- Firmansyah, A. (2019). *Pemasaran Produk Dan Merek*. CV. Qiara Media.
- Isti, A. (2023, Januari 18). From <https://www.merdeka.com/jateng/brand-awareness-adalah-kesadaran-terhadap-merk-ketahui-tujuannya-klm.html>
- Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15 ed.). New Jersey: Pearson .
- Rangkuti, F. (2004). *The Power Of Brands Teknik Mengelola Brand Equity Dan Strategi Pengembangan Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Riadi, M. (2023, Januari 18). From <https://www.kajianpustaka.com/2021/04/citra-merek-brand-image.html>
- Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International journal of retail & distribution management*, 43(3), 276-292.
- Setyahardi, P. B., & Simamora, V. (2023). 'Upaya UMKM Meningkatkan Brand Awareness Produk Baru Melalui Digital Marketing'. *Journal of Economics and Business UBS*, 12(4), 2238-2248.

- Utama, A. P., Kosasih, K., & Trisnawati, N. (2021). The Influence Of Customer Value And Brand Image On The Loyalty Of Nissan Car Users, And Satisfaction As A Mediating Variable. *Dinasti International Journal of Management Science*, 2(5), 741-750.
- Utama, A. P., & Ambarwati, A. N. (2022). The Effect of Brand Awareness, Brand Image and Trust On Consumer Buying Interest. *Devotion Journal of Community Service*, 3(13), 2310-2330.
- Utama, A. P. (2023). *Manajemen Pemasaran Konsep Dasar Dan Ruang Lingkup*. Penerbit Adab.