

Analysis of the impact of Social Media Marketing Activities on Unilever Brand Awareness in Indonesia

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Abstract

This dissertation analyses the impact of social media marketing activities on the brand awareness of Unilever in Indonesia and investigates the ways in which social media marketing activities of Unilever affect its overall brand awareness among the local community. A differentiated business identity is expected to result in brand awareness, one among many objectives of company branding is to create brand awareness through the maximization of social media. The objective of this dissertation is to see the major driving factors contributing to Unilever brand awareness in Indonesia, to identify efficient methods in sustaining Unilever Indonesia brand awareness through social media marketing activities, and this research is also to find out how social media marketing activities affect the brand awareness of Unilever.

The researcher collected information from the external people or the consumers of Unilever living in Indonesia and people with interest in Unilever as a company, brands and products. Research participants are given a set of written questions and the questions asked within the Interview revolved around respondent brand awareness on Unilever Indonesia. The analysis showed that consumers are indeed familiar with Unilever brands, products and as a company though it is noted that this does not apply to all Unilever brand categories. The researcher recommends future researchers to take a deeper look into why Unilever brand categories do not have the same brand awareness overall across the three main brand categories. Future researchers are also recommended to look for the reason behind consumer tendencies in mistaking non-Unilever brands for Unilever brands as this information could potentially benefit Unilever in Indonesia precisely its marketing team.

Keywords

Social media, marketing strategy, marketing activities, brand awareness, business strategy

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Biography

Mohammad Alifasya Atalario is an undergraduate student undergoing his business management degree in the School of Business and Management at Bandung Institute of Technology. He went on to the University of Hull to undertake a double degree programme in the field of International Business and Management. He is expected to graduate from both universities in October 2021.