



UNIVERSITAS
GADJAH MADA

Marketing Communication Strategies Used by MSMEs to Spread Brand Awareness to the Consumers: A Case

Study of Social Media Strategy by Santi Mebel Godean

KHUSNUDHONI HENDRA M, Dr. Ardian Indro Yuwono, S.I.P., M.A.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

TABLE OF CONTENT

TITLE PAGE	i
TABLE OF CONTENT	ii
LIST OF IMAGES.....	v
LIST OF DIAGRAMS.....	vi
LIST OF TABLES	vi
CHAPTER I INTRODUCTION.....	1
1. Research Background	1
2. Research Question	4
3. Research Objective	4
4. Research Significances	4
4.1. Academic Significance	4
4.2. Practical Significance.....	5
5. Theoretical Framework.....	5
5.1. Integrated Marketing Communications	5
5.2. Social Media Marketing Communication.....	10
5.3. Marketing Communication Through the AISAS Model	17
5.4. Brand Awareness	19
6. Conceptual framework.....	21
7. Methodology	23
7.1. Research Method	23
7.2. Data Source.....	23
7.3. Data Collection Technique	24
7.4. Research Object	24
7.5. Data Analysis Technique	25
7.6. Research Limitation	26
CHAPTER II SOCIAL MEDIA MARKETING COMMUNICATION FOR FURNITURE MSMEs BRAND AWARENESS	27
1. Marketing communication strategy	28
1.1. Kotler and Armstrong 4Ps of Marketing Mix	32
1.2. Marketing Communication Through the AISAS Model.	36
2. Integrated Marketing Communication (IMC).....	39
3. Implementation of Marketing Communication Strategy on Instagram	42



4. Brand Awareness	47
5. Previous Research.....	48
CHAPTER III A LOOK AT SANTI MEBEL: INNOVATIVE PROMOTIONS.....	50
1. Object of the Research	51
2. Key Person.....	53
2.1. Significance of The Key Person for the Research	54
CHAPTER IV A PICTURE IS WORTH A THOUSAND WORDS: SANTI MEBEL GODEAN INSTAGRAM BLUEPRINT FOR BUILDING BRAND AWARENESS	56
1. The Instagram Blueprint for Furniture Marketing: Santi Mebel Godean's Approach .	58
1.1. Visual Storytelling: Fine-grain Detailed Content	61
1.2. Sweetening the Deal: The Impact of Discounts.....	63
1.3. The Competitive Advantage: How Offering Free Shipping in Key Regions Can Drive Brand Awareness	66
1.4. Lowest Price in Town, Great Quality of Product	68
1.5. The Peace of Mind: Product Guarantees Drive Customer Loyalty	71
1.6. Instagram Ads: Captivating Consumers, Cultivating Brand Awareness	73
1.7. A Conversation with The Customer: Educational Content and Understanding the Impact Through Feedback and Testimonials	75
1.8. Use of E-commerce Platforms	83
2. The Impact on Brand Awareness	84
2.1. Overall Growth	87
2.2. The Furniture Customer	90
2.3. Instagram Ads Should Not be Unused at All Costs.....	92
2.4. It is Organic and Balanced Engagement Program Also.....	94
2.5. Challenging The Conventional Wisdom: The Surprising Impact of Rudimentary Poster Design on Brand Awareness and Perception	97
3. Analyzing the strategy through the 4Ps Marketing Mix and AISAS Model	100
3.1. The Product: Analyzing the furniture products offered in terms of their features, benefits, and design.....	100
3.2. The Price: Examining the pricing strategy and how it compares to competitors in the Yogyakarta furniture market.....	101
3.3. The Place: Evaluating the distribution channels used, including their use of e-commerce platforms and physical storefronts.	103
3.4. The Promotion: Analyzing the various promotional tactics	104



3.5. The AISAS model: Applying the AISAS model to the Instagram marketing strategy	106
CHAPTER V CLOSING	114
1. Conclusion	114
1.1. The Strategy	114
1.2. The Anomaly	114
1.3. Theoretical Interpretation.....	115
1.4. The Growth	115
2. Recommendation	115
2.1. Recommendation for The Academics.....	115
2.2. Recommendation for The Business	116
REFERENCES	117