

Chapter 1

Introduction

1.1 Background

In today's digital era, social media has emerged as a key platform for businesses to connect with consumers and strengthen their market presence. Advancements in digital technology have transformed the way organizations communicate, gradually shifting promotional activities from traditional channels to online platforms. The increasing adoption of social media has made it an essential component of modern marketing practices. Recent global reports show that billions of people actively use social media, demonstrating its growing influence on how consumers discover information, interact with brands, and make purchasing decisions.

As digital platforms continue to expand, businesses increasingly utilize social media as a strategic tool to promote products and services, enhance brand visibility, and foster stronger relationships with consumers. Through social media, companies can communicate directly with their audiences, distribute relevant content, and encourage engagement in a more interactive manner. Previous research has highlighted that social media marketing contributes significantly to building brand awareness and encouraging consumer engagement by helping brands communicate their values, identity, and offerings more effectively (Bilgin, 2018; Dwivedi et al., 2021; Yadav & Rahman, 2017).

The rapid development of digital technology and the widespread use of social media have significantly changed how businesses conduct their marketing activities. This transformation became even more accelerated after 2020 during the COVID-19 pandemic, when many business operations shifted to digital platforms. As consumer behavior increasingly moved online, companies were required to quickly adapt their marketing strategies to remain competitive in the digital environment.

The importance of digital marketing has become even more evident in recent years as technological developments continue to reshape consumer behavior. This shift accelerated significantly during the COVID-19 pandemic, when both businesses and consumers increasingly relied on digital platforms for communication, information gathering, and purchasing activities. As a result, organizations were required to adapt their marketing approaches and strengthen their online presence to remain competitive in an increasingly digital marketplace. This behavioral shift gradually became a new habit that persisted even after social restrictions were lifted. Indonesian consumers have experienced the

convenience, efficiency, and added value provided by digital platforms, which has reduced the tendency to return fully to pre-pandemic consumption patterns. This trend is reflected in the continued growth of e-commerce after the pandemic, which reached 27.40% in 2023 and increased to 30.5% in 2024.

However, not all companies were prepared for this sudden transition. Many businesses faced challenges in managing their own digital marketing strategies due to the rapid pace of change, limited expertise, and lack of internal resources. As a result, some companies fell behind in adapting to the digital landscape or began seeking external support to help manage and optimize their digital marketing activities.

As digital platforms continue to evolve, businesses are increasingly required to adapt their marketing strategies to remain competitive in the market. In Indonesia, the rapid growth of internet users and social media adoption has encouraged many companies particularly small and medium-sized enterprises, to utilize digital marketing as a primary channel for reaching consumers. Research shows that social media marketing plays a significant role in improving business performance and expanding market reach in Indonesia (Ariyati et al., 2024; Sunggara, 2024). However, many businesses face challenges in terms of digital expertise, human resources, and strategic execution when managing their online presence. As a result, many companies choose to collaborate with social media agencies or external specialists to manage their digital marketing activities and develop effective marketing strategies. These agencies assist businesses in designing content strategies, managing social media platforms, and optimizing engagement with potential customers.

One of the businesses affected by the rapid shift toward digital marketing is **Illuminare**, a skincare brand that operates in the Indonesian beauty market. Despite having a strong product foundation and positioning that emphasizes Japanese skincare innovation, the brand has faced challenges in maintaining and expanding its **brand awareness** in an increasingly competitive and digitally driven environment. As consumer attention gradually shifts toward social media platforms, brands that are unable to adapt quickly to digital marketing trends may experience declining visibility and engagement among their target audience.

In response to this challenge, Illuminare decided to collaborate with an external social media agency to strengthen its digital presence. The brand partnered with **Manna Agency**, a creative agency specializing in viral marketing strategies for social media platforms such as Instagram and TikTok. Through this collaboration, Manna Agency is expected to assist Illuminare in developing effective

social media marketing strategies, creating engaging content, and improving the brand's visibility and awareness among its target consumers.

1.2 Objective

This research aims to examine the role of social media marketing in influencing the brand awareness of Illuminare. Specifically, this study seeks to:

1. Analyze how social media marketing is currently implemented by Illuminare.
2. Understand consumer perceptions toward Illuminare's social media presence.
3. Examine the influence of social media marketing on the brand awareness of Illuminare.
4. Identify key aspects of social media marketing that contribute to increasing brand awareness among the target audience.

1.3 Research Questions

This study seeks to answer the following research questions:

1. How is social media marketing currently implemented by Illuminare?
2. How do existing and potential customers perceive Illuminare's social media presence?
3. What factors of social media marketing contribute to improving Illuminare's brand awareness?
4. What social media marketing strategies can be recommended to strengthen Illuminare's brand awareness?