

## ABSTRACT

Digital marketing has been one of the most trending marketing strategies as marketing are shifting towards marketing 4.0. PT Kalbe Farma Tbk is a pharmaceutical company which is commonly known as Kalbe Farma. One of the products sold is an energy drink called Extra Joss. Extra Joss has been sold since 1994 in Indonesia. Nevertheless, Extra Joss is a new product in the Myanmar market, which became necessary to increase its brand awareness as much as possible. This project was done to find substantial differences in the engagement rates of static and interactive content posted on Extra Joss Myanmar's Facebook and Instagram pages. An independent T-test was then used to analyze the two categories of static and interactive content statistically. Results from the independent T-test showed that there were no significant differences found when comparing the static and interactive contents posted on Facebook (p-value = 0.648) and Instagram (p-value = 0.290). Thus, static and interactive content was concluded to be applicable in increasing the brand awareness of Extra Joss in Myanmar without a difference in the engagement rate of content.

**Keywords:** Digital Marketing, Engagement rates, Extra Joss, Myanmar, Product awareness