

Analysis of Digital Marketing in Increasing Brand Awareness of District 9 Coffee and Space

By Kartika Dwi Hapsari

Abstract

The growth of the coffee shop industry in Indonesia, particularly among millennials and Gen Z, is driven by lifestyle shifts and the rise of digital platforms. However, less strategic locations and intense competition among coffee shops present challenges in building brand awareness. Digital marketing strategies such as social media marketing, content marketing, and event marketing are employed to reach consumers who are highly active on platforms like Instagram and TikTok. Yet, the effectiveness of these strategies needs further validation, especially for local coffee shops not situated in popular areas. This study aims to determine, analyze, and prove the influence of social media marketing, content marketing, and event marketing on brand awareness. Using a quantitative approach, the study surveyed 100 active customers of District 9 Coffee and Space in South Tangerang. The SEM-PLS analysis reveals that (1) Social media marketing has a significant effect on brand awareness. (2) Content marketing has a significant effect on brand awareness. (3) Event marketing also has a significant effect on brand awareness. These findings indicate that the synergy of these three strategies is crucial in enhancing brand awareness for local coffee shops amid tight market competition.

Keywords: *social media marketing, content marketing, event marketing, brand awareness, coffee shop*

Analisis Pemasaran Digital dalam Meningkatkan *Brand Awareness* District 9 *Coffee and Space*

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Abstrak

Pertumbuhan industri *coffee shop* di Indonesia, terutama di kalangan milenial dan Gen Z, dipengaruhi oleh perubahan gaya hidup dan penetrasi media digital. Namun, lokasi yang kurang strategis dan tingginya persaingan antar *coffee shop* menjadi tantangan dalam membangun *brand awareness*. Strategi pemasaran digital seperti *social media marketing*, *content marketing*, dan *event marketing* digunakan untuk menjangkau konsumen yang aktif di platform seperti Instagram dan TikTok. Namun, efektivitas strategi ini masih perlu diuji, terutama dalam konteks *coffee shop* lokal yang tidak berada di pusat keramaian. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *social media marketing*, *content marketing*, dan *event marketing* terhadap *brand awareness*. Dengan pendekatan kuantitatif, sampel mencakup 100 responden yang merupakan pelanggan aktif District 9 *Coffee and Space* di Tangerang Selatan. Analisis menggunakan SEM-PLS menunjukkan bahwa (1) *Social media marketing* berpengaruh signifikan terhadap *brand awareness*. (2) *Content marketing* berpengaruh signifikan terhadap *brand awareness*. (3) *Event marketing* juga berpengaruh signifikan terhadap *brand awareness*. Temuan ini menunjukkan bahwa sinergi ketiga strategi tersebut penting dalam membangun *brand awareness coffee shop* lokal di tengah persaingan yang ketat.

Kata Kunci: *social media marketing, content marketing, event marketing, brand awareness, coffee shop*