

**PENGARUH *CONTENT MARKETING* DAN *DAYA TARIK PESAN CAMPAIGN “ZERO WASTE”* TERHADAP *BRAND AWARENESS* (SURVEY PADA *VIEWERS GEN Z* KONTEN**

**INSTAGRAM @kopinako.daurbaur)**

**ABSTRAK**

Peningkatan sampah plastik kedai kopi kontras dengan rendahnya kepedulian Gen Z terhadap timbulan sampah plastik sekali pakai. Kopi Nako Daur Baur mengatasinya melalui campaign “zero waste”, namun efektivitas komunikasinya belum terukur terutama untuk brand awareness-nya. Penelitian ini bertujuan menganalisis pengaruh content marketing dan daya tarik pesan campaign “zero waste” terhadap brand awareness berdasarkan area kognitif teori Hierarchy of Effects. Metode penelitian ini menggunakan pendekatan kuantitatif-eksplanatif dengan metode survei melalui penyebaran kuisioner kepada viewers Gen Z Kopi Nako Daur Baur yang ditarik menggunakan teknik purposive sampling. Analisis data diuji menggunakan regresi linear berganda dengan penyesuaian robust standard error untuk mengatasi heteroskedastisitas. Hasil pengujian secara empiris berhasil menjawab dan membuktikan bahwa seluruh hipotesis yang diajukan dalam penelitian ini diterima. Secara parsial, content marketing dan daya tarik pesan terbukti memiliki pengaruh positif dan signifikan terhadap brand awareness, di mana content marketing sebagai variabel yang paling dominan dalam menggerakkan perhatian audiens. Hasil secara simultan, kombinasi kedua variabel independen tersebut secara bersama-sama memberikan pengaruh yang signifikan dalam membangun brand awareness. Simpulan penelitian bahwa content marketing dan daya tarik pesan efektif membangun brand awareness, pada tahap brand recognition.

Kata kunci: **Daya Tarik Pesan, Kesadaran Merek, Konten Pemasaran.**

**THE INFLUENCE OF CONTENT MARKETING AND THE  
MAPPEAL OF THE “ZERO WASTE” CAMPAIGN MESSAGE ON  
BRAND AWARENESS (A SURVEY OF INSTAGRAM VIEWERS  
CONTENT GEN Z OF @KOPINAKO.DAURBAUR)**

**ABSTRACT**

*The increase in coffee shop plastic waste contrasts with Gen Z's low awareness of single-use plastic waste accumulation. Kopi Nako Daur Baur addresses this issue through a "zero waste" campaign, yet its communication effectiveness, particularly regarding brand awareness, remains unmeasured. This study aims to analyze the influence of content marketing and message attractiveness of the "zero waste" campaign on brand awareness, based on the cognitive stage of the Hierarchy of Effects theory. This study approach using a survey method, with questionnaires distributed to Gen Z viewers of Kopi Nako Daur Baur selected via purposive sampling technique. Data analysis was tested using multiple linear regression with robust standard error adjustments to address heteroscedasticity. Empirical testing results successfully answer and prove that all hypotheses proposed in this study are accepted. Partially, content marketing and message attractiveness are proven to have a significant positive influence on brand awareness, with content marketing acting as the most dominant variable in driving audience attention. Simultaneously, the combination of both independent variables together provides a significant contribution to building brand awareness. The study's conclusion confirms that content marketing and message attractiveness are effective in building brand awareness at level brand recognition.*

*Keywords: **Brand awareness, Content marketing, Message Appeal.***