

**Pengaruh *Brand Identity* dan *Content Marketing* terhadap *Brand Awareness Local Brand Skin Game* pada Followers Instagram  
@skingameofficial**

**ABSTRAK**

Pandemi covid-19 merupakan momentum peningkatan ekonomi digital dan kenaikan tren belanja online. Tren belanja online berdampak pada bertambah banyaknya bisnis online dimana persaingan *digital marketing* juga semakin ketat dan kompetitif. Penelitian ini bertujuan untuk menganalisis pengaruh *brand identity* dan *content marketing* terhadap *brand awareness local brand Skin Game* pada *followers* Instagram @skingameofficial. Pendekatan penelitian yaitu pendekatan kuantitatif asosiatif dengan menggunakan kuesioner *Google Form* yang disebarakan kepada 100 responden *followers* Instagram @skingameofficial. Teknik pengambilan sampel menggunakan teknik *Non-probability Sampling (Purposive Sampling)*. Sumber data penelitian meliputi data primer dan data sekunder. Teknik analisis penelitian statistik inferensial dengan jenis penelitian eksplanatif.

Berdasarkan hasil uji regresi linear berganda *brand identity* ( $X_1$ ) dan *content marketing* ( $X_2$ ) memiliki pengaruh positif terhadap *brand awareness* ( $Y$ ). Hasil uji korelasi menunjukkan tingkat korelasi kuat sebesar 0,636. Hasil uji koefisien determinasi sebesar 40,4%. Hasil uji T menunjukkan terdapat pengaruh dari masing-masing *brand identity* ( $X_1$ ) dan *content marketing* ( $X_2$ ) terhadap *brand awareness* ( $Y$ ) dan hasil uji F menunjukkan kedua variabel X berpengaruh secara simultan terhadap *brand awareness* ( $Y$ ).

Penelitian ini membuktikan asumsi Teori Perbedaan Individu bahwa khalayak memiliki kepribadian masing-masing, secara selektif menjadi sasaran media dan memberikan perhatian pada pesan yang bermanfaat bagi kepentingannya disertai respons yang ditunjukkan individu. Dalam penelitian ini *brand identity* menunjukkan karakteristik Skin Game yang menjadi daya tarik bagi responden. *Content marketing* @skingameofficial berisikan konten dengan pesan bermanfaat dan memotivasi individu untuk lebih menghargai diri sendiri sesuai dengan peran Skin Game yang mendukung *self-realization*. *Brand identity* dan *Content marketing* menjadi keunikan bagi *brand* yang berpengaruh pada *brand awareness* sebagai respon yang diuji pada penelitian ini.

**Kata Kunci:** Pandemi covid-19, *Brand Identity*, *Content Marketing*, *Brand Awareness*, Teori Perbedaan Individu.

**The Effect of Brand Identity and Content Marketing toward *Brand Awareness Local Brand Skin Game* on Instagram followers @skingameofficial**

***ABSTRACT***

The COVID-19 pandemic is a momentum for increasing the digital economy and increasing online shopping trends. The trend of online shopping has an impact on the increasing number of online businesses where digital marketing competition is also getting tougher and more competitive. This study aims to analyze the effect of brand identity and content marketing on local brand awareness of the Skin Game brand on Instagram followers @skingameofficial. The research approach is an associative quantitative approach using a Google Form questionnaire distributed to 100 respondents who follow Instagram @skingameofficial. The sampling technique used was the Non-probability Sampling (Purposive Sampling) technique. Sources of research data include primary data and secondary data. Inferential statistical research analysis technique with the type of explanatory research.

Based on the results of multiple linear regression tests, brand identity ( $X_1$ ) and content marketing ( $X_2$ ) have a positive influence on brand awareness ( $Y$ ). The results of the correlation test showed a strong correlation level of 0.636. The result of the coefficient of determination test is 40.4%. The results of the T test show that there is an effect of each brand identity ( $X_1$ ) and content marketing ( $X_2$ ) on brand awareness ( $Y$ ) and the results of the F test show that both X variables have a simultaneous effect on brand awareness ( $Y$ ).

This research proves the assumption of The Individual Differences Theory that audiences have their own personalities, selectively become media targets and pay attention to messages that are beneficial to their interests accompanied by individual responses. In this study, brand identity shows the characteristics of the Skin Game which is an attraction for respondents and content marketing @skingameofficial contains content with useful messages and motivates individuals to respect themselves more in accordance with the role of the Skin Game that supports self-realization. Brand identity and content marketing are unique for brands that affect brand awareness as a response that is tested in this study.

**Keyword:** *Covid-19, Brand Identity, Content Marketing, Brand Awareness, Individual Differences Theory.*