

ABSTRAK

Persaingan industri digital membuat perusahaan dengan sumber daya terbatas menghadapi tantangan dalam membangun *brand awareness*. Permasalahan serupa dialami Evermos, yang pada kampanye Ramadan berupaya meningkatkan visibilitas merek melalui strategi komunikasi pemasaran digital. Tujuan penelitian ini adalah untuk menganalisis strategi komunikasi pemasaran digital yang diterapkan Evermos, mengidentifikasi implementasinya terhadap *brand awareness*, serta mengetahui faktor-faktor pendukung dan penghambat dalam pelaksanaan kampanye Ramadan.

Penelitian ini menggunakan pendekatan studi deskriptif kualitatif dengan landasan teori komunikasi pemasaran digital, bauran komunikasi pemasaran, serta model AIDA. Data dikumpulkan melalui wawancara mendalam dengan informan kunci, dokumentasi, serta analisis data sekunder dari metrik digital seperti *reach*, *impression*, *engagement rate*, dan *traffic*. Analisis data dilakukan dengan reduksi, penyajian, serta penarikan kesimpulan sesuai metode Miles dan Huberman.

Hasil penelitian menunjukkan bahwa strategi komunikasi Evermos mencakup tiga elemen utama bauran komunikasi pemasaran, yaitu periklanan digital, promosi penjualan, dan pemasaran langsung. Implementasi strategi ini terbukti meningkatkan *brand recognition* dan *brand recall* yang tercermin dari keterlibatan audiens serta peningkatan metrik digital selama Ramadan. Faktor pendukung kampanye meliputi momentum Ramadan dan koordinasi internal tim, sedangkan faktor penghambat mencakup keterbatasan anggaran dan variasi efektivitas KOL. Penelitian ini menyarankan agar Evermos mengoptimalkan anggaran, meningkatkan personalisasi komunikasi digital, dan pemilihan KOL yang tepat di masa mendatang.

Kata kunci: strategi komunikasi pemasaran digital, bauran komunikasi pemasaran, AIDA, *brand awareness*, Evermos

ASBTRAC

The competition of the digital industry makes companies with limited resources face challenges in building brand awareness. A similar problem was experienced by Evermos, which in the Ramadan campaign sought to increase brand visibility through digital marketing communication strategies. The purpose of this study is to analyze the digital marketing communication strategy implemented by Evermos, identify its implementation of brand awareness, and find out the supporting and inhibiting factors in the implementation of the Ramadan campaign.

This study uses a qualitative descriptive study approach based on digital marketing communication theory, marketing communication mix, and AIDA model. Data is collected through in-depth interviews with key informants, documentation, and analysis of secondary data from digital metrics such as reach, impression, engagement rate, and traffic. Data analysis was carried out by reduction, presentation, and conclusion drawing according to the Miles and Huberman methods.

The results show that Evermos' communication strategy includes three main elements of the marketing communication mix, namely digital advertising, sales promotion, and direct marketing. The implementation of this strategy has been proven to increase brand recognition and brand recall which is reflected in audience engagement and increased digital metrics during Ramadan. Campaign supporting factors include Ramadan momentum and internal team coordination, while inhibiting factors include budget constraints and variations in the effectiveness of KOLs. This study suggests that Evermos optimize budgets, improve digital communication personalization, and select the right KOLs in the future.

Keywords: *digital marketing communication strategy, marketing communication mix, AIDA, brand awareness, Evermos*