

ABSTRAK

PENGARUH *MARKETING COMMUNICATION* DAN *CONTENT MARKETING* TERHADAP *BRAND AWARENESS* MEDIA SOSIAL INSTAGRAM PADA ATVA BAGS BANDUNG

Oleh: Anggita Rismayanti

Di era *digital*, media sosial telah menjadi *platform* utama dalam membangun *brand awareness*, namun banyak *brand* lokal menghadapi tantangan besar dalam mengonversi kesadaran merek menjadi keputusan pembelian. ATVA BAGS Bandung, sebagai *brand fashion* lokal, mengalami fenomena menarik di mana mayoritas target market telah mengenal *brand* melalui media sosial Instagram, namun hanya sebagian kecil yang menjadi konsumen aktif. Kesenjangan yang signifikan antara tingkat kesadaran merek dan tingkat konversi pembelian ini mengindikasikan adanya permasalahan mendasar dalam strategi komunikasi pemasaran dan kualitas konten yang belum mampu mendorong konsumen untuk mengambil keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *Marketing Communication* dan *Content Marketing* terhadap *Brand Awareness* Media Sosial Instagram ATVA BAGS Bandung. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik survei terhadap 125 responden yang ditentukan melalui rumus Slovin. Data dianalisis menggunakan SPSS dengan pengujian validitas, reliabilitas, asumsi klasik, regresi linier berganda, koefisien korelasi, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial *Marketing Communication* tidak berpengaruh signifikan terhadap *Brand Awareness*, sedangkan *Content Marketing* berpengaruh positif dan signifikan terhadap *Brand Awareness*. Secara simultan, *Marketing Communication* dan *Content Marketing* berpengaruh positif dan signifikan terhadap *Brand Awareness* Media Sosial Instagram ATVA BAGS Bandung. Penelitian ini memberikan kontribusi praktis bagi ATVA BAGS dalam merancang strategi pemasaran *digital* yang lebih efektif dengan fokus pada peningkatan kualitas konten dan integrasi komunikasi pemasaran untuk meningkatkan *brand awareness* sekaligus mendorong mengkonversi penjualan di media sosial.

Kata Kunci: ATVA BAGS, *Brand Awareness*, *Content Marketing*, *Marketing Communication*, Media Sosial Instagram.

ABSTRACT

THE INFLUENCE OF MARKETING COMMUNICATION AND CONTENT MARKETING ON INSTAGRAM SOCIAL MEDIA *BRAND* AWARENESS AT ATVA BAGS BANDUNG

By: Anggita Rismayanti

In the *digital* era, social media has become the primary *platform* for building *brand* awareness; however, many local *brands* face significant challenges in converting *brand* awareness into purchase decisions. ATVA BAGS Bandung, as a local fashion *brand*, experiences an interesting phenomenon where the majority of its target market recognizes the *brand* through Instagram social media, yet only a small portion becomes active consumers. This significant gap between *brand* awareness levels and purchase conversion rates indicates fundamental issues in marketing communication strategies and content quality that have yet to effectively drive consumers toward purchase decisions. This study aims to analyze the influence of Marketing Communication and Content Marketing on *Brand* Awareness through Instagram social media for ATVA BAGS Bandung. The research employs a quantitative approach with a survey technique involving 125 respondents determined using the Slovin formula. Data were analyzed using SPSS, including tests for validity, reliability, classical assumptions, multiple linear regression, correlation coefficient, and coefficient of determination. The results reveal that Marketing Communication partially has no significant effect on *Brand* Awareness, while Content Marketing has a positive and significant effect on *Brand* Awareness. Simultaneously, Marketing Communication and Content Marketing positively and significantly influence *Brand* Awareness through Instagram social media for ATVA BAGS Bandung. This study provides practical contributions for ATVA BAGS in designing more effective *digital* marketing strategies, emphasizing content quality improvement and marketing communication integration to enhance *brand* awareness while driving sales conversions on social media.

Keywords: ATVA BAGS, *Brand* Awareness, Content Marketing, Marketing Communication, Instagram Social Media