

ABSTRAK

Perkembangan media sosial, khususnya Instagram, telah mendorong perusahaan kosmetik memanfaatkan *content marketing* sebagai strategi untuk meningkatkan *brand awareness*. Salah satu merek yang menerapkan strategi tersebut adalah Tone Cosmetics melalui akun Instagram @toneofficial.id. Penelitian ini bertujuan untuk mengetahui pengaruh *content marketing* terhadap *brand awareness* Tone Cosmetics pada pengikut akun Instagram @toneofficial.id.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif melalui metode survei. Sampel penelitian berjumlah 96 responden yang ditentukan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dengan skala Likert empat poin dan dianalisis menggunakan IBM SPSS Statistics versi 25 melalui uji validitas, reliabilitas, normalitas, linearitas, regresi linear sederhana, uji *t*, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa *content marketing* berpengaruh positif dan signifikan terhadap *brand awareness* Tone Cosmetics. Hal ini dibuktikan dengan nilai *t* hitung sebesar 14,279 yang lebih besar dari *t* tabel sebesar 1,985 serta nilai signifikansi 0,000 ($<0,05$). Hasil koefisien determinasi (R^2) sebesar 0,684 menunjukkan bahwa *content marketing* memberikan kontribusi sebesar 68,4% terhadap *brand awareness*, sedangkan 31,6% dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, semakin baik kualitas *content marketing* yang disampaikan melalui Instagram, semakin tinggi pula tingkat *brand awareness* terhadap Tone Cosmetics.

Kata Kunci: *Content Marketing, Brand Awareness, Instagram, Tone Cosmetics.*

ABSTRACT

The rapid development of social media, particularly Instagram, has encouraged cosmetic companies to utilize content marketing as a strategy to enhance brand awareness. One of the local cosmetic brands implementing this strategy is Tone Cosmetics through its official Instagram account, @toneofficial.id. This study aims to examine the influence of content marketing on the brand awareness of Tone Cosmetics among the followers of @toneofficial.id.

This study employed a quantitative approach with an explanatory research design using a survey method. The sample consisted of 96 respondents selected through purposive sampling. Data were collected using a four-point Likert scale questionnaire and analyzed with IBM SPSS Statistics Version 25 through validity, reliability, normality, linearity, simple linear regression, t-test, and coefficient of determination analyses.

The results indicate that content marketing has a positive and significant influence on the brand awareness of Tone Cosmetics. This is evidenced by the calculated t-value of 14.279, which is higher than the t-table value of 1.985, with a significance level of 0.000 (<0.05). The coefficient of determination (R^2) of 0.684 indicates that content marketing contributes 68.4% to brand awareness, while the remaining 31.6% is influenced by other factors beyond the scope of this study. Therefore, the better the quality of content marketing delivered through Instagram, the higher the level of brand awareness toward Tone Cosmetics.

Keywords: Content Marketing, Brand Awareness, Instagram, Tone Cosmetics.