

Digital Marketing Strategy in Increasing Brand Awareness of MSME Local Products

Bagus Yuniyanto Wibowo¹, Nanang Adie Setyawan², Destine Fajar Wiedayanti³

Politeknik Negeri Semarang, Semarang, 50275, indonesia

ABSTRACT

Purpose - This study aims to analyze the role of digital marketing strategies in increasing the brand awareness of local MSME products in the digital era and to provide effective strategy recommendations for business actors.

Methodology - This study uses a descriptive qualitative approach by collecting data through in-depth interviews, observations, and documentation of MSME actors selected through purposive sampling. Data analysis was conducted using the Miles interactive model, with validation through the triangulation of sources and methods.

Finding - Digital marketing has been proven to significantly contribute to increasing the brand awareness of MSMEs through five key elements: quality visual content, consistency of publications, active consumer interaction, use of digital platform features, and customer testimonials. Storytelling and product education approaches have also been proven to be more effective in increasing engagement than conventional promotions. However, limitations in digital literacy, technical capabilities, and time management remain major obstacles.

Originality - This study integrates visual content analysis, branding consistency, interactivity, and storytelling as a qualitative framework for MSME digital marketing strategies and emphasizes digital human resource capacity building as a key factor for its successful implementation.

ARTICLE INFO

Keywords:

Digital Marketing,
Brand Awareness,
MSMEs,
Social Media.

Article Information:

Received: 02/04/2026

Revise: 15/04/2026

Accepted: 20/04/2026

ISSN:

2985-3168 (Online)

2985-3222 (Print)

*Corresponding Author at:

Politeknik Negeri Semarang, Jl. Prof. Sudarto, Tembalang, Kec. Tembalang, Kota Semarang, Jawa Tengah 50275, Indonesia

E-mail address: bagusyuniyantowibowo@polines.ac.id (Bagus Yuniyanto Wibowo)

The work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International \(CC BY-SA 4.0\)](https://creativecommons.org/licenses/by-sa/4.0/)



Introduction

The development of digital technology in recent decades has had a significant impact on various sectors of life, including business and marketing. This change is characterized by digital transformation, which encourages companies to adjust the way they interact with consumers from conventional to more technology- and data-based methods. This transformation not only speeds up the communication process but also opens up wider opportunities for business actors to reach a larger market without geographical limitations (Hidayat, 2021). In this situation, digital marketing is one of the most crucial strategies, especially for micro, small, and medium-sized enterprises (MSMEs), because it can help increase product visibility, strengthen brand awareness, and create more interactive relationships with consumers in the midst of increasingly competitive global competition. In addition, the use of digital platforms such as social media, marketplaces, and websites allows MSMEs to promote more efficiently and measurably, thus increasing the competitiveness and sustainability of their businesses (Juliansyah et al., 2026). (Juliansyah et al., 2026).

Micro, small, and medium enterprises (MSMEs) hold a very important position in the national economic structure, especially in terms of job creation and increasing gross domestic product (GDP). This strategic role makes MSMEs one of the main pillars in maintaining economic stability, especially during economic crises. However, in practice, many MSME actors still face various obstacles, especially in terms of marketing and limited access to wider markets. These problems are generally caused by limited resources, both in terms of capital, technology utilization, and the quality of human resources that are not fully adaptive to the times (Baihaqi & Widodo, 2025). This condition results in MSMEs' competitiveness being relatively low compared to large businesses that already have a more established marketing and distribution system. In the context of the rapid development of information technology, the use of digital marketing is one of the strategic solutions that can be optimized by MSME actors. Digital marketing not only allows the promotion process to be carried out at a lower cost but also provides flexibility in determining the target market in a more specific and measurable manner. Through various digital platforms such as social media, marketplaces, and websites, MSMEs can expand their marketing reach to the national and even international levels without having to have a large physical infrastructure. In addition, the use of digital marketing also allows business actors to build direct interactions with consumers, obtain feedback quickly, and analyze consumer behavior as the basis for more precise business decision-making. Thus, digital marketing not only functions as a promotional tool but also as a strategic means of increasing the competitiveness and sustainability of MSME businesses in the digital economy era (Yanto & Aprilian, 2023).

The development of Internet use in Indonesia is currently experiencing a significant and consistent increase every year. The high level of Internet penetration, accompanied by the massive use of social media, provides strategic opportunities for micro, small, and medium enterprises (MSMEs) to optimize digital platforms as an effective and efficient means of marketing. In this context, digitalization can no longer be viewed as a mere alternative but has become a fundamental need that must be adopted by business actors to survive and compete in the midst of increasingly competitive digital economy dynamics (Risqiani et al., 2024). Digital transformation allows MSMEs to reach a wider market without geographical restrictions, reduce marketing operational costs, and increase flexibility in developing promotional strategies that are adaptive to changes in consumer behavior. Furthermore, social media as an integral part of digital marketing has a crucial role in building interactive

relationships between business actors and consumers. Platforms such as Instagram, Facebook, and WhatsApp Business not only function as promotional media but also as a two-way means of communication that allows for more intense, personal, and responsive interactions. Through features such as comments, direct messages, and chat-based customer service, MSME actors can understand consumer needs, preferences, and feedback in real-time. This can ultimately increase customer satisfaction, strengthen loyalty, and encourage faster purchase decisions. In addition, the use of creative content, such as product photos, short videos, and digital storytelling, can also increase brand appeal and strengthen brand awareness in consumers' minds. On the other hand, social media optimization also requires MSME actors to have adequate digital literacy skills, including content management, audience data analysis, and the use of platform algorithm features. Without a good understanding, the great potential of digital marketing will not be optimally maximized. Therefore, continuous efforts are needed to increase the digital capacity of MSME actors to adapt to technological developments and market trends that continue to change (Putri et al., 2025).

In the context of marketing, one of the main goals that business actors want to achieve is to increase brand awareness. Brand awareness is the ability of consumers to recognize and remember a brand. A high level of brand awareness influences consumer purchasing decisions and increases customer loyalty (Juliansyah et al., 2026). Brand awareness is an important aspect in building a product's competitive advantage. Products that have a high level of awareness tend to be easier for consumers to choose than products that are less known. Therefore, an effective marketing strategy must increase brand visibility and recognition in consumers' minds.

In the realm of modern marketing, one of the main goals that business actors want to achieve is to increase brand awareness. This concept refers to consumers' ability to recognize, remember, and associate a brand with a product category. A high level of brand awareness not only helps consumers in the purchase decision-making process but also contributes to the long-term formation of customer loyalty (Juliansyah et al., 2026). In other words, when a brand is firmly embedded in consumers' minds, the probability of choosing that brand will be greater than that of lesser-known brands. This makes brand awareness a strategic element in creating a competitive advantage, especially in the face of increasingly fierce market competition. In addition, high brand awareness can strengthen brand image, increase consumer trust, and make it easier for companies to introduce new products in the future.

In an effort to increase brand awareness, the implementation of the right marketing strategy is very crucial. In today's digital era, digital marketing is an effective and efficient solution because it can reach a wide audience at a relatively more affordable cost. Various digital marketing approaches, such as content marketing, social media marketing, search engine marketing, and digital advertising, can be used in an integrated manner to strengthen a brand's presence in the digital space. The integration of these various strategies has been proven to significantly increase consumer visibility and recall of a brand (Juliansyah et al., 2026). Furthermore, relevant and valuable content-based strategies can build consumer engagement, thereby creating an emotional connection between brands and customers.

One of the most widely used strategies, especially by micro, small, and medium-sized enterprises (SMEs), is social media marketing. Social media is interactive, provides real-time information, and is easily accessible to various groups of people. Platforms such as Instagram, Facebook, TikTok, and WhatsApp Business allow business actors to convey marketing messages creatively through various content formats, such as images, videos, and live

streaming. Another advantage is the ability of social media to create two-way communication between business actors and consumers, so that it not only functions as a promotional tool but also as a means of building closer relationships with customers. In addition, social media algorithms that support the spread of viral content also help increase brand reach without incurring large costs (Hidayatullah et al., 2021). Furthermore, the use of digital marketing also allows business actors to conduct more specific market segmentation, real-time campaign performance measurement, and quickly adjust strategies based on the data obtained. This makes digital marketing a more adaptive and data-based approach than conventional marketing methods. Thus, for MSMEs with limited resources, the use of social media as part of a digital marketing strategy is a relevant and strategic choice for increasing brand awareness while expanding market share (Putri et al., 2025).

Previous research has shown that the use of digital marketing has a positive impact on increasing brand awareness. This is because digital marketing can reach consumers more widely and provide interactive experiences that can increase customer engagement (Yanto & Aprilian, 2023). The integration between social media (Instagram) and websites has been proven to optimize the digital performance of MSMEs by significantly increasing the growth rate of the audience and helping consumers transition from the non-brand awareness stage to the recognition and recall stage (Alamsyah et al., 2025). In addition, the use of social media allows business actors to segment the market more specifically. Thus, the marketing message conveyed can be more targeted and relevant to consumer needs.

Although the opportunity to utilize digital marketing is very wide-open, in reality, many MSMEs have not been able to optimize their digital marketing strategies to the maximum. This condition is generally caused by a low level of digital literacy, limited technical knowledge, and a lack of understanding of how to design an effective and sustainable digital marketing strategy (Risqiani et al., 2024). This gap shows that the great potential of digital technology has not been fully balanced with the readiness of human resources, especially in terms of the ability to manage digital platforms such as social media, marketplaces, and business websites. In addition, other factors such as limited access to training, lack of mentoring, and lack of awareness of the importance of digital transformation also slow down the adoption of digital marketing among MSMEs. If utilized optimally, digital marketing has significant advantages in expanding market reach, reducing promotional costs, and increasing product competitiveness, both at the local and global levels. An effective digital marketing strategy depends not only on the use of platforms but also on the quality of the content presented. Content that is creative, informative, and relevant to the needs of the audience can attract consumer attention, build engagement, and create an emotional connection between the brand and customers. In this context, storytelling, attractive visuals, and consistency of messages are important elements in strengthening brand identity (Juliansyah et al., 2026).

Furthermore, from the perspective of consumer psychology, the audience's perception of digital advertising, especially on social media such as Instagram, is greatly influenced by the value of the information and entertainment contained in the content. Ads that not only provide product information but are also able to entertain and provide a positive experience tend to have a higher advertising value. This has a direct impact on increasing brand awareness, where consumers become easier to recognize, remember, and associate brands with certain values. Thus, strategic digital content management based on an understanding of consumer behavior is the main key to the success of MSME digital marketing in the modern era. In line with this, Hidayat (2021) emphasized that increasing digital literacy and the ability to use

social media strategically greatly affect the marketing performance of MSMEs, especially in building brand image and expanding the market online. This shows that strengthening the digital capacity of MSME actors through training and education is a crucial step to optimize the potential of digital marketing in the current digital economy era (Efendioğlu & Durmaz, 2022).

In addition to content, consistency in social media management is also an important factor in the success of digital marketing. Consistency helps build a strong brand image and increases consumer trust in the products offered. The use of digital advertising, such as Meta Ads, is also an effective strategy for increasing brand awareness. Digital advertising allows businesses to reach a wider audience at a relatively affordable cost (Baihaqi & Widodo, 2025). Meta Ads have advantages in terms of more specific audience segmentation based on demographics, interests, and behaviors (Baihaqi & Widodo, 2025). In addition, digital marketing also allows business actors to monitor campaign performance in real-time. With data analytics, business actors can evaluate the effectiveness of the marketing strategies used. The ability to manage data is one of the advantages of digital marketing compared to conventional marketing. The data obtained can be used to improve the quality of marketing strategies in the future. However, the implementation of digital marketing also faces various challenges, such as increasingly fierce competition and changes in digital platform algorithms. This requires business actors to continue to adapt and innovate. High competition on digital platforms makes MSME actors capable of creating strong product differentiation. One way to do this is to build a unique and consistent brand identity through the renewal of distinctive logos, labels, and packaging (repackaging) (Wardani et al., 2023).

A strong brand identity is crucial for improving product memory and recognition in consumers' minds. When a brand has clear characteristics in terms of visuals, messages, and the value offered, the product will be easier to distinguish from competitors. This condition ultimately encourages an increase in the likelihood of consumers choosing the product among the many alternatives available in the market. Therefore, the implementation of digital marketing strategies cannot be done carelessly but must be prepared systematically, directed, and integrated between digital marketing channels such as social media, websites, and marketplaces. Careful planning allows business actors, especially MSMEs, to determine the right market segmentation, prepare relevant content, and optimize the promotional budget to be more efficient and on target. Furthermore, in practice, digital marketing strategies also need to be supported by collaboration with various external parties, one of which is local influencers who have a close relationship with the target market. Influencers can act as an effective communication bridge because they have a high level of trust from their followers, thus being able to significantly increase the credibility and reputation of the brand. For MSMEs that are still in the early stages of development or do not yet have a strong consumer base, this collaboration is one of the acceleration strategies in building awareness while expanding market reach. In addition, the use of the storytelling approach in digital content, consistency in brand message delivery, and the use of analytical data are also important factors that can strengthen the success of the overall digital marketing strategy. Thus, the integration of strategic planning, the use of digital technology, and the right collaboration will have a positive impact on increasing the competitiveness of MSMEs in the digital era (Cindy & Zai, 2025).

Another approach that is beginning to gain attention is green marketing strategy. The application of elements of the green marketing mix not only responds to environmental issues but also significantly impacts increasing brand awareness in the eyes of consumers who are increasingly aware of sustainability (Nohekhan & Barzegar, 2026). The role of digital creative agencies is also increasingly important in helping MSMEs develop the right marketing strategies through content creation assistance and data analysis (Juliansyah et al., 2026). With support from various parties and an integrated customer loyalty program (Cindy & Zai, 2025), MSMEs can optimally utilize digital marketing to increase competitiveness and business growth. Based on this description, this study aims to analyze digital marketing strategies for increasing the brand awareness of local MSME products and provide recommendations for effective and applicable strategies for business actors in the digital era.

Methodology

The research method in the study entitled "Digital Marketing Strategies in Increasing Brand Awareness of MSME Local Products" used a qualitative approach with a type of descriptive research. The qualitative approach was chosen because this study aimed to deeply understand the phenomenon of the implementation of digital marketing strategies by MSME actors and their impact on increasing brand awareness. The descriptive method is used to describe systematically, factually, and accurately the actual conditions in the field related to digital marketing practices conducted by business actors (Sugiyono, 2021). This approach is considered relevant because it can explore the perceptions, experiences, and strategies applied by MSME actors in utilizing digital platforms.

The research was conducted on MSME actors who have used digital marketing as a means of product marketing, both through social media such as Instagram and Facebook, and communication platforms such as WhatsApp Business. The selection of locations and research subjects was carried out by purposive sampling, considering certain criteria such as MSMEs that actively use digital media, have online marketing activities, and have been running a business for at least one year. This technique was used to make the data obtained more relevant and in accordance with the research objectives (Etikan et al., 2021). The data sources in this study consisted of primary and secondary data. Primary data were obtained directly through in-depth interviews with MSME actors as the main informants. Interviews were conducted in a semi-structured manner to provide flexibility in exploring information related to the digital marketing strategies used, the obstacles faced, and their impact on brand awareness. In addition, observations were conducted to firsthand see the digital marketing activities carried out by business actors, such as published content, interaction with consumers, and the use of digital features. Secondary data were obtained from various sources such as scientific journals, research reports, books, and related documents relevant to the research topic (Risqiani et al., 2024).

The data collection techniques used in this study included interviews, observations, and documentation. Interviews were used to obtain in-depth information about digital marketing strategies implemented by MSMEs. Observations were conducted to directly observe the practices of using digital media in product marketing, including content consistency, content type, and the level of interaction with consumers. Documentation was used to collect data in the form of social media screenshots, digital activity reports, and other supporting data relevant to the research. The combination of these three techniques is expected to increase the validity and accuracy of the research data (Yanto & Aprilian, 2023). The data analysis

technique used in this study employs an interactive analysis model consisting of three stages: data reduction, data presentation, and conclusion drawing (Miles et al., 2020). Data reduction is carried out by simplifying and sorting out data that is relevant to the focus of the research. Furthermore, the data are presented in the form of a descriptive narrative to facilitate understanding. The final stage is the drawing of conclusions based on patterns, relationships, and findings that emerge from the analyzed data.

This analysis aims to identify effective digital marketing strategies for increasing the brand awareness of MSME products. To ensure the validity of the data, this study uses triangulation techniques, including both source and method triangulation. Source triangulation is conducted by comparing information obtained from various informants, whereas method triangulation is conducted by comparing the results of interviews, observations, and documentation. Thus, the results of the study are expected to have a high level of validity and reliability (Creswell, 2021). In addition, this study also considers the ethical aspects of research by maintaining the confidentiality of the informant's identity and ensuring that the data obtained are used only for academic purposes. By using this research method, it is hoped that a comprehensive picture can be obtained of how digital marketing strategies are implemented by MSMEs and the extent to which these strategies can increase the brand awareness of local products in the digital era (Putri et al., 2025).

Result and Discussion

Result

Based on the results of in-depth interviews, field observations, and documentation analysis of MSME actors who are informants in this study, it can be concluded that the implementation of digital marketing strategies has developed into a crucial element in increasing the level of brand awareness of local products. The digital transformation that has occurred in recent years has encouraged MSME actors to adapt by utilizing various digital platforms as the main means of their marketing activities. Most of the MSME actors in this study are known to have used social media, such as Instagram, Facebook, and WhatsApp Business, as the main channels to reach consumers. The use of these platforms is not limited to a promotional medium but also as a means of two-way communication between business actors and consumers. This shows a shift in the marketing paradigm from previously conventional to more interactive, responsive, and digitally technology-based.

The results of the study identified relatively uniform patterns of digital marketing strategies among MSME actors. One of the main strategies implemented is the creation of attractive and informative visual content, such as high-quality product photos, short videos, and graphic designs that can attract the attention of the audience. This visual content plays an important role because in the digital environment, visual appeal is the main factor in building consumers' first impression of a product. In addition, consistency in uploading content is also an important factor in maintaining the sustainability of brand exposure on social media. MSME actors who regularly publish content tend to have a higher level of visibility than those who are inconsistent. This consistency helps build trust and strengthen brand positioning in consumers' minds.

Table 1. MSME Digital Marketing Strategy and Its Impact

Nu.	Digital Marketing Strategy	Implementation in the Field	Impact on Brand Awareness
1	Visual content (photo/video)	Product photos, video reels	Increase brand appeal and recall
2	Post consistency	3–5 times per week	Increase brand visibility
3	Consumer interaction	Reply to comments & chat	Increase emotional closeness
4	Utilization of digital features	Story, Live, Catalog WA	Expand audience reach
5	Customer testimonials	Reviews and reposts	Increase consumer confidence

The results of the observations show that MSME actors who are consistently active and innovative in managing and developing digital content tend to have a higher level of brand awareness than business actors who only use digital media passively without a clear strategy. This activeness is not only seen from the frequency of uploads but also from the variety of content, the use of platform features (such as reels, stories, or live), and the ability to adapt messages to the characteristics of the intended audience. Furthermore, documentation in the form of screenshots of social media activities shows that content that contains elements of storytelling and product education is able to generate a higher level of interaction, both in the form of likes, comments, and shares, compared to content that only focuses on direct promotion. This shows that today's digital audiences tend to be more interested in content that provides added value, such as information, experiences, or narratives relevant to their lives, rather than simply an invitation to buy a product. Conceptually, this phenomenon can be explained through changes in consumer behavior in the digital era, which are increasingly selective and critical of the information they receive. Consumers are no longer only looking for products but also experiences, trust, and emotional attachment to brands. Therefore, the storytelling approach is important because it can build an emotional connection between MSMEs and consumers. For example, stories about the product manufacturing process, local values, or inspirational stories behind the business can increase the audience's psychological closeness to the brand.

Discussion

The results of this study show that the implementation of digital marketing strategies makes a strong contribution to increasing the brand awareness of local MSME products. These findings strengthen the understanding that in the digital era, the success of marketing is not only determined by promotional activities alone, but also by the ability of business actors to create meaningful interactions, build audience engagement, and maintain the consistency of brand communication in a sustainable manner. Brand awareness is formed through an iterative process that involves information exposure, user experience, and the perception of the value offered by a product.

1. The use of attractive visual content has proven to be a dominant factor in attracting consumers' attention. In a highly competitive digital ecosystem, visuals are not just an aesthetic element but also function as the main means of communication, enabling messages to be conveyed quickly and effectively. High-quality images, videos, and graphic designs can strengthen brand identity while creating a professional impression. In addition, visuals that are consistent with the brand character in terms of color, design style, and concept will help consumers recognize products more easily. This is important

because in digital consumer behavior, decisions are often influenced by the first impression that emerges from the visual display. Thus, MSMEs that can strategically optimize visual content will have a greater opportunity to instill brand memories in consumers' minds.

2. Consistency in publishing content is a key element in increasing brand visibility. Digital platforms, especially social media, use algorithms that tend to prioritize accounts with high levels of activity and stable interactions. Therefore, consistency is related not only to the frequency of uploads but also to the alignment of the message, theme, and brand identity conveyed. MSMEs that regularly present content will more easily appear in users' timelines, so the chances of being known will be greater. In addition, consistency creates expectations among the audience, who will look forward to content from a brand. In the long run, this contributes to the formation of an emotional connection between consumers and brands.
3. Active interaction with consumers is an important aspect in building long-term and sustainable relationships. Digital marketing is no longer one-way but interactive and participatory. Quick and relevant responses to consumer comments, questions, and messages show that businesses value their audience. This increases customer satisfaction and strengthens trust and loyalty. Furthermore, good interaction can trigger electronic word-of-mouth communication, in which satisfied consumers voluntarily recommend products to others. Consequently, the reach of information becomes wider without the need for large additional promotional costs.
4. The use of various features on digital platforms provides significant added value in marketing strategies. Features such as stories, live streaming, short reels/videos, and product catalogs allow MSMEs to convey information in a more dynamic, real-time, and interactive manner. For example, through live streaming, business actors can conduct live product demonstrations, spontaneously answer consumer questions, and build emotional closeness with the audience. Story features can be used to provide brief updates that are informal but still relevant. The optimal use of these features can increase engagement rates, which ultimately contributes to increasing brand awareness.
5. Customer testimonials are one of the most effective strategies for building public trust. In the context of digital marketing, consumers tend to trust the experiences of other users more than the claims made by brands. Therefore, positive reviews, ratings, and content created by customers (user-generated content) have a significant influence on purchase decisions. MSMEs that actively display testimonials appear more credible and transparent. In addition, testimonials function as social proof that can reduce the doubts of potential consumers. In the long run, the trust formed through these testimonials will strengthen brand image and increase customer loyalty.

This study emphasizes that the success of digital marketing strategies in increasing brand awareness does not depend only on a single factor but is the result of a combination of various elements that are integrated with each other. Attractive visual content, consistency of publications, intensive interaction, use of digital features, and customer testimonial support are important components that must be managed synergistically. With the right approach, MSMEs can not only increase brand awareness but also build strong and sustainable relationships with their consumers in the digital era.

To strengthen the analysis, a simple illustration of the relationship between the intensity of digital marketing use and increased brand awareness is presented below:



Figure 1. The Relationship between Digital Marketing Activities and Brand Awareness

The graph indicates a positive relationship between the intensity and quality of digital marketing activities and the level of brand awareness achieved by MSME actors. This means that the more frequently and better the quality of content and digital marketing strategies implemented, the greater the chance for local products to be known by the wider community. The digital marketing activities in question are not limited to the frequency of uploads but also include content creativity, choosing the right platform, interacting with the audience, and maintaining consistency in building brand identity. However, the results of this study also reveal several significant obstacles to its implementation. One of the main obstacles is the limited ability of MSME actors to produce interesting and relevant digital content. Many business actors lack good graphic design, copywriting, and storytelling skills; therefore, the content produced tends to be less able to attract the attention of the audience. In addition, the understanding of social media algorithms is also low. In fact, algorithms are very influential in determining the reach and engagement of content. Ignorance of the optimal upload time, hashtag use, and content distribution strategies makes marketing efforts less than optimal. Another obstacle is the limited time available for managing digital accounts consistently. Most MSME actors are running their businesses independently and therefore have to divide their time between production, distribution, and marketing. As a result, social media management is often poorly planned and tends to be inconsistent. Consistency is one of the main keys to building brand awareness because audiences need repeated exposure to recognize and remember a brand.

These findings confirm that the success of digital marketing is not solely determined by the use of digital platforms such as social media or marketplaces but is highly dependent on the digital competencies possessed by business actors. These competencies include technical skills, creativity, an understanding of marketing strategies, and analytical skills related to content performance. In other words, digital marketing is a combination of technology and competent human resources. More broadly, digital marketing strategies that are designed systematically, carried out consistently, and are able to create active interactions with consumers have been proven to have a significant impact on increasing the brand awareness

of local MSME products. Interactivity, such as replying to comments, creating content based on audience needs, and utilizing interactive features (polls, live streaming, and others), can strengthen the emotional relationship between brands and consumers. Therefore, more structured efforts are needed to increase the capacity of MSME actors, especially in the field of digital marketing. These efforts can be in the form of training in creative content creation, education on social media algorithms, assistance in planning digital marketing strategies, and the use of automation tools for time efficiency. In addition, support from the government, academics, and the community is also important in creating a digital ecosystem that supports the development of MSMEs. With this increase in competence, MSME actors are expected not only to be able to utilize digital technology as a means of promotion but also to optimize it as a strategic tool to build a strong brand, increase competitiveness, and expand market reach in an increasingly competitive digital era.

Conclusion and Suggestion

Based on the research results and discussion described above, it can be concluded that digital marketing strategies play a significant role in increasing the brand awareness of local MSME products in the digital era. Digital transformation has encouraged MSME actors to adapt by utilizing various digital platforms, especially social media, as the main means of marketing activities. Success in building brand awareness is not determined solely by the presence on digital platforms but by how business actors manage marketing strategies effectively, creatively, and sustainably. Important elements, such as the use of attractive visual content, consistency in publications, active interaction with consumers, the use of digital features, and the presentation of customer testimonials, are proven to be the main factors that support each other in strengthening brand position in the minds of consumers. In addition, this study shows that interactive and value-based marketing approaches, such as storytelling and product education, can increase audience engagement more optimally than conventional one-way promotional approaches. This indicates a change in consumer behavior that is increasingly selective, critical, and prioritizes experience and emotional closeness to brands. Thus, MSMEs that can build relevant and meaningful communication with their audience have a greater opportunity to create customer loyalty and expand market reach. However, the implementation of digital marketing still faces various obstacles, such as limited skills in content creation, low understanding of social media algorithms, and limited time in managing digital accounts consistently. Therefore, improving digital competence is a crucial aspect that requires attention through training, mentoring, and support from various parties. Overall, it can be emphasized that an integrated, consistent, and audience-oriented digital marketing strategy is the main key to increasing brand awareness while strengthening the competitiveness of MSMEs in an increasingly competitive market.

Reference

- Alamsyah, A. P., Jamil, M., & Aris, V. (2025). Optimalisasi Digital Marketing untuk Meningkatkan Brand Awareness pada UMKM IdRink. *Jurnal Riset Rumpun Ilmu Ekonomi*, 4(2), 782-799.
- Alamsyah, D. P., Syarifuddin, D., & Pratama, A. (2025). Integrasi Media Sosial dan Website dalam Meningkatkan Performa Digital UMKM. *Jurnal Manajemen Digital*, 6(1), 45-58.
- Baihaqi, A., & Widodo, S. (2025). Strategi Meta Ads dalam Meningkatkan Jangkauan Pemasaran UMKM. *Jurnal Ekonomi Digital*. 10(2), 112-125.

- Baihaqi, S. A., & Widodo, S. (2025). Pengaruh Digital Marketing Melalui Meta Ads terhadap Brand Awareness UMKM Kopi. *Jurnal Pendidikan dan Teknologi Indonesia*, 5(4), 1043–1051.
- Cindy, & Zai, I. (2025). Penerapan Strategi Digital Marketing Untuk Meningkatkan Brand Awareness Pada UMKM Asing Da Xiong Shao Kao di Kota Batam. *Jurnal Pengabdian kepada Masyarakat Nusantara (JPkMN)*, 6(2), 1927-1933.
- Cindy, C., & Zai, S. (2025). Peran Influencer dan Program Loyalitas Pelanggan Dalam Meningkatkan Brand Awareness UMKM. *Jurnal Komunikasi Bisnis*, 8(1), 67–79.
- Creswell, J. W. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Efendioğlu, İ. H., & Durmaz, Y. (2022). The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations: Research on Generation Y Instagram Users. *Transnational Marketing Journal*, 10(2), 251-275.
- Efendioğlu, İ. H., & Durmaz, Y. (2022). The Impact of Social Media Advertising Value On Brand Awareness and Consumer Behavior. *Journal of Marketing Communications*, 28(5), 543–560.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2021). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4.
- Hidayat, R. (2021). Pemanfaatan Media Sosial sebagai Strategi Pemasaran UMKM di Era Digital. *Jurnal Manajemen dan Kewirausahaan*, 6(2), 123–134.
- Hidayat, R. (2021). Strategi Digital Marketing untuk UMKM di Era Industri 4.0. *Jurnal Manajemen dan Bisnis Indonesia*. 6(2), 123–135.
- Hidayatullah, S., Waris, A., & Devianti, R. C. (2021). Perilaku generasi milenial dalam menggunakan aplikasi Go-Food. *Jurnal Manajemen dan Kewirausahaan*, 9(2). (1).
- Juliansyah, J., Junaidi, H., & Azarkasyi, B. (2026). Analisis Strategi Digital Marketing Dalam Meningkatkan Brand Awareness UMKM: Studi Pada Digital Payo Creative di Palembang. *Jurnal Komunikasi*, 17(1), 82–92.
- Juliansyah, R., Nugroho, A., & Kurniawan, D. (2026). Strategi Digital Marketing Terintegrasi Dalam Meningkatkan Brand Awareness UMKM. *Jurnal Pemasaran Indonesia*, 12(1), 1–15.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.
- Nohekhan, A., & Barzegar, G. (2026). Green Marketing Strategy and Its Impact on Brand Awareness. *International Journal of Sustainable Marketing*, 4(2), 89–101.
- Putri, A., Howara, D., & Chansa, S. Y. (2025). Model Penerapan Digital Marketing dalam Membangun Brand Awareness UMKM Linda di Kota Palu. *Jurnal Agribisnis*, 4(2), 170–182.
- Putri, A., et al. (2025). Peran Media Sosial dalam Komunikasi Pemasaran UMKM. *Jurnal Komunikasi Pemasaran*, 5(2), 123–135.
- Putri, N. A., Rahmawati, F., & Sari, D. (2025). Pemanfaatan Media Sosial sebagai Strategi Pemasaran Digital UMKM. *Jurnal Ekonomi Kreatif*, 9(2), 134–146.
- Risqiani, D., Hidayat, R., & Lestari, S. (2024). Literasi Digital dan Adopsi Digital Marketing Pada UMKM di Indonesia. *Jurnal Ekonomi Digital*, 5(1), 23–35.

- Risqiani, R., Murtiningsih, R. S., Riorini, S. V., & Walidaeni, I. (2024). Membangun Brand Awareness Melalui Digital Marketing pada Kelompok UMKM RUFATA. *PengabdianMu: Jurnal Ilmiah Pengabdian kepada Masyarakat*, 9(8), 1530–1535.
- Sugiyono. (2021). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Bandung: Alfabeta.
- Wardani, D. K., Prasetyo, B., & Utami, R. (2023). Rebranding Produk Melalui Repackaging dalam Meningkatkan Daya Saing UMKM. *Jurnal Manajemen Bisnis*, 7(3), 210–222.
- Wardani, N. I. K., Rahmadhani, N. R., Setiawan, Y. P., & Dwivina, T. M. (2023). Pembentukan Brand Awareness Melalui Digital Marketing Pada UMKM Asmantoga Bunga Telang Kelurahan Medokan Ayu. *JKB: Jurnal Kabar Masyarakat*, 1(2), 91-96.
- Yanto, Y., & Aprilian, R. I. (2023). Dampak digital marketing terhadap brand awareness pada UMKM di Kota Pangkalpinang. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 7(3), 477–490.