INCREASING BRAND AWARENESS AND IMPLEMENTING MARKETING MANAGEMENT STRATEGIES FOR DEPOK CITY MSMEs

Oleh
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Abstract: *In the era of globalization and digitalization, Micro, Small, and Medium Enterprises (MSMEs) face significant challenges in brand awareness and marketing management strategies, especially at the local level. This research focuses on MSMEs in Depok, aiming to analyze and identify effective strategies to enhance brand awareness and implement marketing management practices. The study employed both qualitative and quantitative approaches to collect and analyze data. The findings revealed that most MSMEs in Depok face difficulties in gaining brand recognition due to limited capital and knowledge of digital marketing. The training program on "Enhancing Brand Awareness and Implementing Marketing Management Strategies" led to a 78.72% improvement in participants' understanding, indicating the effectiveness of the training materials. Participants also reported high satisfaction levels, with an average score of 4.6 out of 5, reflecting the training's relevance to their needs. This study suggests that MSMEs should invest in market research, optimize the use of social media, and develop creative content to enhance brand visibility. Collaborations with local influencers and organizing community activities are recommended to strengthen brand positioning. The research concludes that a comprehensive approach, including digital marketing training and strategic planning, is essential for MSMEs in Depok to achieve sustainable growth*

PENDAHULUAN

In the current era of globalization and digitalization, market competition is becoming increasingly fierce, especially for Micro, Small, and Medium Enterprises (MSMEs) operating at the local level. MSMEs play a crucial role in the economy, particularly in cities like Depok, which are known for their rapidly growing local economic dynamics. However, despite their significant potential, many MSMEs face substantial challenges in terms of brand awareness and marketing management strategies.

Brand awareness is a critical aspect that determines how well-known and accepted a brand is in the market. Without sufficient brand awareness, even high-quality products or services often struggle to attract customer attention and increase sales. Therefore, enhancing brand awareness has become one of the primary goals in MSME marketing strategies.

The implementation of effective marketing management strategies is key to achieving this goal. The right strategy not only helps in building and maintaining brand awareness but also enhances competitive positioning and ensures long-term business sustainability. This is where the importance of this research lies, which aims to analyze and identify effective marketing strategies for MSMEs in the city of Depok.

This study will explore various aspects of brand awareness and marketing management strategies, including methods that can be adopted by MSMEs to increase their visibility in the local market. By understanding and implementing the right strategies, MSMEs can better compete in the competitive market and capitalize on opportunities for sustainable growth.

Focusing on MSMEs in Depok, this journal is expected to provide valuable insights and recommendations for business owners and other stakeholders in designing and executing effective marketing strategies. The analysis and findings of this study will help develop more targeted approaches to strengthen brand positioning and enhance the marketing success of MSMEs at the local level.

LITERATURE REVIEW

MSMEs (Micro, Small, and Medium Enterprises) play a vital role in both local and national economies. According to Susanto (2021), MSMEs are business entities with limited assets and income, operating with relatively smaller resources compared to large companies. Sari (2021) adds that MSMEs have a simple and flexible organizational structure, capable of quickly adapting to market and technological changes.

Brand awareness is an important aspect of marketing that contributes to building brand equity and influencing consumer purchasing decisions. Keller (2021) explains that brand awareness is the extent to which consumers recognize or recall a brand through its identity elements, such as name, logo, and symbols. Kotler and Keller (2021) also emphasize the importance of brand awareness in building consumer trust and loyalty, as well as in the purchasing decision process. Cai and Aaker (2021) further explain that brand awareness affects brand perception and consumer loyalty in a competitive market.

The role of brand awareness in marketing is crucial. According to Kotler and Keller (2021), high brand awareness can increase consumer preference and loyalty, making it easier for consumers to choose brands they recognize. Aaker (2021) adds that brand awareness is a critical foundation in marketing efforts, influencing the effectiveness of brand communication. Additionally, Harris and Goode (2021) indicate that brand awareness aids in differentiation and the formation of positive associations in the consumer's mind.

To develop an effective brand awareness strategy, a strategic approach that includes several key steps is required. Kotler and Keller (2021) suggest starting with in-depth market research to understand the target audience, followed by setting clear and measurable objectives. Aaker (2021) highlights the importance of developing a strong and consistent brand identity. Furthermore, Harris and Goode (2021) recommend selecting appropriate communication channels to reach the target audience and implementing engaging and relevant content strategies. Keller (2021) stresses that well-planned marketing campaigns,

coupled with regular monitoring and evaluation, are crucial for measuring the effectiveness of brand awareness strategies.

METHOD
Research Design
This research employs a mixed-method approach, integrating both qualitative and quantitative techniques to explore and enhance the effectiveness of content marketing strategies for SMEs in Depok City. The design of the study involves conducting a practical training program and evaluating its impact through various data collection methods.

Population
The study focuses on SMEs located in Depok City, Indonesia. These enterprises are selected due to their significant role in the local economy and their potential to benefit from enhanced content marketing strategies. The population includes a diverse range of SMEs across different sectors.

Sample
The sample consists of SME owners and managers from Depok City who participated in the training program titled "UMKM Naik Kelas: Meningkatkan Pemasaran dengan Content Marketing Bagi UMKM Kota Depok Tahun 2024". The sample is chosen to represent a cross-section of local businesses, ensuring a broad perspective on the challenges and effectiveness of content marketing.

Techniques of Data Collection
Data collection is conducted through several methods:
1. Pre-Test and Post-Test: To measure the participants' knowledge and understanding of content marketing before and after the training. This involves a structured questionnaire assessing various aspects of content marketing strategies.
2. Surveys: Administered to gather detailed feedback from participants regarding their experiences and challenges with content marketing. The survey includes questions about content creation practices, resource allocation, and perceived effectiveness.
3. Interviews and Focus Group Discussions (FGD): Conducted with SME owners and managers to gain in-depth insights into their experiences with content marketing, including their challenges, needs, and the impact of the training program.

Techniques of Data Analysis
The collected data is analyzed using the following techniques:
1. Quantitative Analysis: Statistical methods are applied to pre-test and post-test results to determine the improvement in knowledge about content marketing. Descriptive and inferential statistics are used to evaluate the impact of the training and the effectiveness of content marketing strategies.
2. Qualitative Analysis: Data from interviews and FGDs are analyzed thematically to identify common patterns and insights related to the implementation of content marketing. This involves coding responses and extracting key themes that highlight challenges and recommendations.

RESULT AND DISCUSSION
Training Outcomes
The training on "Enhancing Brand Awareness and Implementing Marketing Management

Strategies for MSMEs in Depok" was successfully conducted, yielding satisfactory results. According to evaluations using pre-tests and post-tests, there was a significant increase in participants' understanding of brand awareness and marketing strategies for the products they sell.

Figure 1. The opening of the PKM activity was attended by the Lecturers

Figure 2. Head of study program, head of balatkop and Depok MSME coordinator gave remarks at the PKM event

Figure 3. The PKM Team provides outreach regarding activity material, namely Increasing Marketing with Brand Awareness for MSMEs in Depok City in 2024

Figure 4. Team 2 of the PKM group and The Lecturer

Participant Knowledge Improvement

Based on the pre-test and post-test results, participants showed a 78.72% improvement in knowledge. This increase reflects the effectiveness of the materials delivered during the training in enhancing participants' understanding of the importance of brand awareness in digital marketing strategies.

Table 1 Pre-test and post-test scores regarding Knowledge of the Importance of Brand Awareness and Product Marketing Strategy

Evaluation Aspect	Average Pre-test Score	Average Post-test Score	Improvement (%)
Knowledge of the Importance of Brand Awareness and Product Marketing Strategies	40.28	71.98	78.72%

Participant Satisfaction

The high level of participant satisfaction indicates that the training successfully met their expectations :
1. Participants reported gaining new knowledge about effective brand awareness and how to implement it to improve their businesses.
2. Several factors contributed to the high satisfaction level, including the relevance of the material to the needs and challenges faced by MSMEs in the digital age. This was also supported by clear and systematic delivery from the trainers.
3. The training was delivered in an engaging and interactive manner, including quizzes and Q&A sessions, making it easier for participants to understand and retain the material.
4. The facilities available during the training supported participants' learning by creating comfort and enhancing their focus.
5. The knowledge increase of 78.72% indicates the success of the training in conveying a comprehensive understanding of brand awareness. This significant improvement also reflects the relevance of the materials to the needs and context of MSMEs in Depok.

6. There was active discussion between the speakers and seminar participants regarding the specific challenges faced by MSMEs in applying good brand awareness principles. The speakers provided practical advice and solutions that participants could implement directly.
7. Most participants developed concrete plans to enhance their branding efforts. They noted new ideas for content, planned publication schedules, and set metrics to measure the success of their campaigns.

Solutions to Enhance Brand Awareness

To increase brand awareness and optimize marketing management strategies for MSMEs in Depok, effective solutions can be formulated with a comprehensive and structured approach. First, it is essential to conduct in-depth market research to understand the needs and preferences of target consumers. Through this understanding, MSMEs can develop relevant and attractive marketing messages. Second, the optimal use of social media and digital platforms can be a powerful tool for enhancing brand awareness. Creative and high-quality content, along with active interaction with customers on social media, can help build a loyal community and increase brand visibility.

Furthermore, collaboration with local influencers or communities can expand marketing reach and strengthen brand image. Organizing events or community activities can also increase direct engagement with customers and create positive experiences. Sustainable and consistent marketing strategies, utilizing data analytics to measure campaign effectiveness and making necessary adjustments, are crucial for achieving these goals.

Finally, training and capacity building for MSME owners in digital marketing and brand management will provide a strong foundation for successful strategy implementation. With this holistic approach, MSMEs in Depok can significantly enhance their brand awareness and optimize marketing management strategies to achieve sustainable growth.

CONCLUSION

The training on "Enhancing Brand Awareness and Implementing Marketing Management Strategies for MSMEs in Depok" successfully achieved its goals of improving participants' understanding and skills related to marketing strategies and brand awareness. Based on the pre-test and post-test evaluations, participants' knowledge increased by 78.72%, demonstrating the effectiveness of the materials delivered during the training. The average participant satisfaction score of 4.6 out of 5 also reflects the success of this training in meeting participants' expectations in terms of content, delivery, and available facilities.

MSMEs in Depok still face various challenges in enhancing brand awareness and implementing effective marketing management strategies. Data from the Depok Cooperative and MSMEs Office in 2023 shows that only 30% of MSMEs are recognized by local consumers, primarily due to limited capital and a lack of knowledge about digital marketing.

There is still significant potential for MSMEs in Depok to enhance their brand awareness by optimizing the use of social media and digital platforms. Creative content and active interaction with customers can increase brand visibility and build a loyal community. Collaboration with local influencers and communities, along with organizing events, can also be effective strategies for strengthening brand image.

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