

Marketing Strategy of HITS UNIKOM Radio to Improve Brand Awareness in The Digital ERA

N A Katresna¹, D A Wahab²

¹Department of Magister Management, Universitas Komputer Indonesia, Indonesia

²Department of Magister Management, Universitas Komputer Indonesia, Indonesia

niddy.75222019@mahasiswa.unikom.ac.id

Abstract. The purpose of this research is to describe the marketing strategy of Hits Unikom Radio in increasing Brand Awareness in this digitalization era. The method used in this research is to use a qualitative approach which is described descriptively to determine the marketing strategy in increasing Brand Awareness of Hits Unikom Radio in the digital era. The results of this study indicate that Hits Unikom Radio's marketing strategy in increasing Brand Awareness by utilizing Instagram social media is successful because there is a significant increase in the number of new followers. And this Instagram social media is a strategic target for radio with a youth segmentation. To overcome competition with other radios today, especially in Bandung, Hits Unikom Radio is very consistent with playing the latest songs that are up to date. In addition, Hits Unikom Radio also utilizes the use of other social media, such as YouTube, Facebook and Tik-Tok. However, this research will emphasize Instagram social media because in this digital era, especially radio, Instagram is a strong social media to provide information about activities that can later increase brand awareness of the listeners. So it can be concluded from this research that Hits Unikom Radio provides interesting upload content and succeeds in increasing Brand Awareness. It is proven that special events on the radio such as interviews with artists and other exciting activities can be enjoyed by old followers and even new followers. And because it has other social media so that the activity can also be watched on the youtube channel. Hits Unikom Radio can be said to be an all in one radio because it broadcasts on air, off air, and live streaming.

Keywords : Marketing, Marketing Strategy, Brand Awareness, Social media, Hits Unikom Radio

1. Introduction

Nowadays it is easy to get information or entertainment. This is due to the development of the era including digitalization. One of them is the development of media which is characterized by the presence of new media such as the internet which can beat mainstream media such as print media and electronic media. In the past, people chose print media such as newspapers and magazines to get information as well as entertainment. Likewise, electronic media such as radio and television. The ease of accessing information through new media is not fully able to shift the existence of electronic media such as television and radio. This is because these media are easily accessible to all levels of society [1].

Radio is a type of electronic media that until now still survives and can even be said not to be extinct because radio has its own character and diverse audience segmentation. The development of technology, especially communication and information, is not an obstacle but an opportunity. Because it can support radio to develop its broadcasting in digital or online form to meet the needs of listeners who are already mostly looking for information online. Currently, radio is so famous in society, with its specific audience because of its extraordinary ability to create a "theater of the mind" in the minds of its listeners (Bungin, 2006: 131) [2]. The development and competition of radio, especially in the city of Bandung, is very tight, so it requires expertise and ability to maintain listeners, especially old listeners, and attract new radio listeners. Broadcasting regulations that bring various changes can provide new challenges, especially for broadcast media managers. Radio as a broadcasting industry requires creativity and expertise to win the competition (Nasution, 2016) [3].

Many previous researchers have conducted research on marketing strategies or research on brand awareness of a company, including: Kiss Fm Private Radio Broadcasting Management Strategy in Facing Digital Information Competition (Nurhasanah, 2018), Business Management Model and Marketing Communication of Radio Stations in the Digital Era and Industrial Revolution 4.0 (Sadeli and Edwi, 2019), Marketing Strategy for Homedecor Products at Milandbay Restaurant Galery (D Fatimah, 2022), Marketing Communication Strategy of DJ Arie Public speaking and Broadcasting School in Increasing Brand awareness (Citra and Yuliani, 2021). So that by reviewing previous research, hopefully it can make a reference for current research. The method used in this research is to use a qualitative approach which is described descriptively to find out the marketing strategy of Hits Unikom Radio in facing information competition in the digital era.

2. Method

This research uses a qualitative approach that is described descriptively to find out the description of "how the marketing strategy of Hits Unikom Radio in increasing Brand Awareness in the digital era". This approach was chosen in order to clarify in depth about "how the marketing strategy of Hits Unikom Radio in increasing Brand Awareness in the digital era". The qualitative research method used in this study produced descriptive data in the form of pre-interview results with the social media team at Hits Unikom radio. Obtained data that can relate to the desired variable in the form Brand Awareness of Hits Unikom radio. After getting the data, an analysis is carried out to find out the results. This is in accordance with what Bogdan and Taylor said (Kaelan: 2012) that qualitative research methods are research procedures that produce descriptive data in the form of words, notes that can relate to meaning, value and understanding. And in addition, qualitative methods also have a holistic nature, namely the interpretation of data in relation to various aspects that may exist [8].

3. Results and Discussion

Marketing Strategy Hits Unikom Radio in increasing Brand Awareness in this digital era uses several social media. However, this research will focus on Instagram social media because as can be seen in this digital era, especially radio, Instagram is a strong and superior social media to provide information about activities at Hits Unikom Radio and later can increase brand awareness from listeners. In this study, some data that has been obtained will be presented, the following is a table of data on Instagram social media uploads for Hits Unikom Radio from June to August 2022:

Table 1. Instagram post content in June 2022




Type of Content	Image	Plays	Likes	Comments	Reach	Content Interactions
Parody Video		6.599	184	14	6.246	217
Announcer Facts		4.596	218	12	4.203	239
Exclusive Interview		15.766	123	18	14.414	157

Table 2. Instagram post content in July 2022







Type of Content	Image	Plays	Likes	Comments	Reach	Content Interactions
Eid Al-Adha		4.043	140	157	3.702	149
Mixed Event		4.664	149	1	4.061	168
"Pagi Bener"		4.505	87	1	4.569	94

Table 3. Instagram post content in August 2022

Type of Content	Image	Plays	Likes	Comments	Reach	Content Interactions
Exclusive Interview		24.077	82	2	22.679	96
HITS 4 PLAY - Game		5.019	104	0	5.632	117

HITS 4 PLAY - Music		8.567	342	9	8.827	432
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From table 1,2,3 we can see that from some of the content that has been uploaded on social media Hits Unikom Radio there is such a thing as strong consistency. So that from all interesting uploads it can make listeners always curious about the next content. And also this makes each content experience an increase starting from the audience, to those who like the content. Next in this study will also be presented some social media report data Hits Unikom Radio regarding Account Reach which will make the answer that the marketing strategy with Instagram carried out for 3 months by Hits Unikom Radio is successful. Here is the data:

Instagram Social Media Data Hits Unikom Radio June 2022



Figure 1. Reach Account June 2022



Figure 2. Visitors Account June 2022



Figure 3. Followers June 2022

Instagram Social Media Data Hits Unikom Radio July 2022



Figure 4. Reach Account July 2022



Figure 5. Visitors July 2022



Figure 6. Followers July 2022

Instagram Social Media Data Hits Unikom Radio August 2022



Figure 7. Reach Account August 2022



Figure 8. Visitors August 2022



Figure 9. Followers August 2022

From the data in the figure 1-9, it can be seen that in Reach Account in June to July there was a decrease from 1,137,879 reach to 466,192 reach, but after entering August there was another increase to 606,803 reach. And that indicates that during these 3 months the account reach had fluctuated but ended with an increase again which indicates that Instagram's reach is relatively wide. On the graph Account reach also shows that the most stable account reach occurs in July every day. Furthermore, it can be seen that the accounts that visited Instagram Hits Unikom Radio in June were 12,422 accounts. Then in July there were 7,161 accounts that visited but the same as the previous account reach in July experienced a decrease in accounts for those who visited. When entering August there was a very rapid increase because there were 42,330 accounts visiting Instagram Hits Unikom Radio. The graph also shows that this increase occurred in the middle towards the end of the month. This has a positive effect on Hits Unikom Radio, especially the social media team because the strategy built through several Instagram uploads has succeeded in increasing visits to Instagram Hits Unikom Radio. And then it can be further confirmed by new follower data in these three months such as in June Instagram Hits Unikom Radio got 465 new followers. And in July there was another increase with 600 new followers. And when entering August there was another very rapid increase because it managed to add 1,515 new followers in one month. This indicates that there continues to be an increase in new followers within 3 months. And also makes the social media team successful with uploading content which is a marketing strategy for Hits Unikom Radio in increasing Brand Awareness in this digital era by utilizing social media, especially Instagram. This is in accordance with the statement of previous research on Brand Awareness, namely since the early 1950s, research on consumer behavior has placed significant emphasis on the concept of brand awareness [9]. In an idea of brand awareness also states that goods have sociological and emotional aspects, so that consumers can build emotional relationships with brands. Because everything includes associations in the minds of consumers associated with the brand, and this brand awareness is the most important component of brand equity [10]. The consequence is that if there is something that affects the company from the consumer's point of view, it is brand awareness[11].

4. Conclusion

This all-digital era will certainly make radio as much as possible to further develop its creativity, because if it does not have something interesting it will be certain that Brand Awareness for radio will decrease. Therefore, utilize all existing social media to further increase Brand Awareness, especially on Hits Unikom Radio. And in this article it can be seen for 3 months with more content uploads uploading exciting content about broadcasters, guest star interview activities and tournament activities carried out by Hits Unikom Radio making new followers want to continue to follow Instagram Hits Unikom Radio. So that it can be further improved for content about Exclusive Interview with artist and holding other exciting activities.

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