


# **ANALISIS *BRAND AWARENESS* PADA MEDIA SOSIAL *MARKETING* DI PT NATURAL NUSANTARA YOGAKARTA**

**Elza Sintya Nasution**

## **Abstrak**

Penelitian ini dilakukan di PT Natural Nusantara Yogyakarta. Penelitian ini bertujuan untuk mengetahui hasil analisis *brand awareness* pada media sosial di PT Natural Nusantara. Indikator pada penelitian ini yaitu (*Unaware of Brand, Brand Recognition, Brand Recall, Top of Mind Awareness*). Sampel dalam penelitian ini berjumlah 50 responden. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner. Pengujian statistik yang digunakan adalah uji validitas, uji reliabilitas, dan *arithmetic mean*. Kesimpulan dari penelitian ini bahwa analisis *brand awareness* pada media sosial *marketing* di PT Natural Nusantara memperoleh nilai rata-rata 2,275 yang artinya nilai tersebut menunjukkan kategori tidak setuju. Terdapat indikator terendah yaitu *unaware of brand* dan *brand recall* sebesar 2,23 yang menunjukkan bahwa *brand awareness* PT Natural Nusantara belum meyakinkan konsumen terhadap produk-produknya.

**Kata Kunci:** *Brand Awareness*

08/08 '24  


**BRAND AWARENESS ANALYSIS ON SOCIAL MEDIA MARKETING AT  
PT NATURAL NUSANTARA YOGYAKARTA**

***Elza Sintya Nasution***

***Abstract***

*This research was conducted at PT Natural Nusantara Yogyakarta. This research aims to determine the results of brand awareness analysis on social media at PT Natural Nusantara. The indicators in this research are (Unaware of Brand, Brand Recognition, Brand Recall, Top of Mind Awareness). The sample in this study consisted of 50 respondents. This research used questionnaires to collect data. The statistical tests used were validity tests, reliability tests, and arithmetic mean. The conclusion from this research analysis is that brand awareness in social media marketing at PT Natural Nusantara obtained an average value of 2,275, which means that this value indicates the disagree category. There are the lowest indicators, namely unknown of brand and brand recall of 2,23, which shows that PT Natural Nusantara's brand awareness has not convinced consumers of its products.*

***Keywords:*** Brand Awareness.

