

PENGARUH VARIABEL *DIGITAL MARKETING COMMUNICATION TOOLS* TERHADAP *BRAND AWARENESS* PADA MEREK KOSMETIK LOKAL

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *digital marketing communication tools* yaitu *display advertising*, *email marketing*, *search marketing*, *mobile marketing* dan *social media marketing* terhadap *brand awareness* pada merek kosmetik lokal. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* yaitu teknik pengambilan data dimana sampel dipilih berdasarkan penilaian peneliti bahwa yang dipilih adalah pihak yang tepat untuk dijadikan sampel penelitiannya. Sampel yang digunakan sejumlah 122 responden. Pengumpulan data dilakukan melalui kuesioner. Pengujian statistik yang digunakan adalah analisis uji validitas, uji reliabilitas, uji regresi linier berganda, uji t, uji f dan koefisien determinasi. Hasil penelitian ini menunjukkan bahwa *display advertising* berpengaruh terhadap *brand awareness*. *Email marketing* tidak berpengaruh terhadap *brand awareness*. *Search marketing* berpengaruh terhadap *brand awareness*. *Mobile marketing* tidak berpengaruh terhadap *brand awareness*. *Social media marketing* berpengaruh terhadap *brand awareness*.

Kata Kunci: *Komunikasi Pemasaran Digital, Alat Komunikasi Pemasaran Digital, Kesadaran Merek*

**THE INFLUENCE OF DIGITAL MARKETING COMMUNICATION TOOLS
VARIABLE TOWARD BRAND AWARENESS ON LOCAL COSMETICS
BRAND**

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Abstrak

This study aims to determine the influence of digital marketing communication tools (display advertising, email marketing, search marketing, mobile marketing dan social media marketing) toward brand awareness on local cosmetic brand. Sampling method that used was purposive sampling. Purposive sampling is data collection technique that sample selected by the assessment of researcher if the selected one is suit for her study. The samples used were 122 respondent. Data collection is done through a questionnaire. The statistical tests used were validity test, reliability test, multiple linear regression test, t test, f test and determination coefficient. The result of this research found that display advertising has an effect on brand awareness. Email marketing does not affect brand awareness. Search marketing has an effect on brand awareness Mobile marketing does not affect brand awareness. Social media marketing has an effect on brand awareness.

Keywords: Digital Marketing Communication, Digital Marketing Communication Tools, Brand Awareness