

ABSTRACT

Medio Podcast Network by KG Media is a podcast production house that was founded in 2021. As a newcomer to the Indonesian podcast industry, and given the fierce industrial competition, companies are required to increase brand awareness to be remembered by the public. Medio Podcast Network by KG Media currently has a digital campaign activity called #SiniObrolin. In this study, researchers want to reveal the strategies used in the digital campaign #SiniObrolin carried out by Medio Podcast Network by KG Media in building brand awareness. In this study using the theory of campaign strategy by Gregory (1996) and the theory of brand awareness by Herdana (2015) this research uses qualitative methods, types of descriptive research with data collection techniques in the form of observations, interviews, and document studies. The findings and conclusions in this study show that the strategies used in the digital campaign #SiniObrolin are optimizing communication through social media both with photos, interactive Instagram stories, campaign introductions through illustrated videos, and holding twibbon challenges for Instagram social media audiences. From this research, the view is found that, the strategies that have been running must be reviewed by conducting evaluations, an example of strategy development that must be done is to communicate directly with a humanist audience, so that the audience is more concerned about and participating in digital campaign activities #SiniObrolin.

Keywords: brand awareness, digital campaign, Medio Podacst Network, strategy