

ABSTRACT

The development of technology has provided changes in all aspects of life. Moreover, this has increased the intensity of competition in the competitive business sector because technology has made it easier for people to get what they want and need. Therefore, companies need to take advantage of technology by using digital marketing to increase brand awareness among consumers and potential customers. Sometinc is a local cosmetics company that uses social media as their promotional strategy to compete globally. Based on that, the aim of this study is to determine the digital marketing strategy of Sometinc for increasing brand awareness. This study used a quantitative approach by surveying 100 sample followers of the Sometinc Instagram social media account and analyzing it using validity tests, classical assumptions, and hypotheses. This study result indicates that digital marketing at Sometinc has an effect on brand awareness, based on the high popularity and awareness of the product among followers of their social media accounts. Therefore, Sometinc already has the right digital marketing strategy for their achievements and goals regarding brand awareness.

Keywords: Marketing, Brand Awareness, Digital Marketing.