

ABSTRACT

Telkom University Surabaya actively utilizes the YouTube platform to increase brand awareness through an integrated strategic approach. This approach includes in-depth analysis, systematic evaluation, and application of the 4C New Media concept (Content, Context, Connectivity, and Continuity). Analysis is conducted by monitoring content performance using analytics data, such as number of views, watch duration, likes, comments, and audience interaction patterns. In addition, relevant content trends are identified to produce videos that match the needs and preferences of the audience. Evaluations are conducted periodically to review the quality, relevance and appeal of the content, and compare performance against initial goals, such as an increase in the number of channel subscribers and audience engagement levels. Feedback from the audience, both through comments and content requests, is utilized to improve the uploaded material. The 4Cs of New Media strategy is applied through a focus on Content, which involves producing informative, inspiring and high-quality videos; Context, by ensuring the content is relevant, easy to understand and engaging for the audience; Connectivity, through active interactions such as responding to comments, live Q&A sessions and on-demand content; and Continuity, by maintaining the consistency of video uploads on schedule and updating content to be relevant to evolving trends. The results showed that by implementing this approach, Telkom University Surabaya succeeded in increasing brand awareness and strengthening its position as a modern and superior educational institution. Suggestions for further development are to expand the variety of content types, including material based on collaboration with external parties, and increase the frequency of interaction with audiences through new features offered by the platform.

Keywords: *Content Analysis, Brand Awareness, New Media, 4C Strategy, YouTube*