

ABSTRACT

This study was conducted to determine the effect of Digital Marketing on Brand Awareness, underlain by the decline in Brand Value that occurred in one of the leading cigarette manufacturers in Indonesia, Gudang Garam. The purpose of this study was to determine and analyze the implementation of Digital Marketing, the level of Brand Awareness, and how Digital Marketing influences Brand Awareness in the aforementioned company.

This study employed a quantitative descriptive-causality approach. The sampling technique used was purposive sampling under non-probability sampling, involving a total of 100 respondents. The data were analyzed descriptively, and hypothesis testing was conducted using simple linear regression analysis.

The results indicate that Digital Marketing has a significant influence on Brand Awareness. The coefficient of determination shows that Digital Marketing accounts for 16.4% of the variation in Brand Awareness, while the remaining 83.6% is influenced by other variables not examined in this research, such as promotion, packaging, product innovation, or consumer experience.

This study also found that the implementation of Digital Marketing by Gudang Garam is categorized as “not good,” while Brand Awareness is assessed as “good enough.” However, several aspects still require improvement. One notable finding is that respondents were not sufficiently motivated to try Gudang Garam products after viewing its digital advertisements on YouTube, which indicates a need for better message relevance, emotional engagement, and brand positioning in future digital campaigns.

Keywords: *digital marketing, brand awareness, brand value, cigarettes and digital advertising.*