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Exploring the Impact of Digital Marketing in Increasing Brand Awareness of Gudang Garam Cigarettes (A Case Study of Cigarette Consumers in Dayeuhkolot)

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ABSTRACT

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This study was conducted to determine the effect of Digital Marketing on Brand Awareness, based on the decline in Brand Value experienced by one of Indonesia's leading cigarette manufacturers, Gudang Garam. The purpose of this research was to examine and analyze the implementation of Digital Marketing, level of Brand Awareness, and the influence of Digital Marketing on brand awareness within the company. This study employed a quantitative, descriptive, and causal approach. The sampling technique employed was purposive sampling, a nonprobability sampling method, with a total of 100 respondents. Data were analyzed descriptively, and hypotheses were tested using simple linear regression analysis. The findings show that Digital Marketing has a significant effect on Brand Awareness. The coefficient of determination indicates that Digital Marketing explains 16.4% of the variance in Brand Awareness. In comparison, the remaining 83.6% is influenced by other factors not examined in this study, such as promotion or product experience. Results also show that Gudang Garam's Digital Marketing is categorized as "not good," while Brand Awareness is considered "good enough." However, some aspects require improvement, particularly the low consumer motivation to try the product after watching its YouTube ads, which highlights the need for clearer messaging, stronger emotional appeal, and more strategic positioning in future digital efforts.

INTRODUCTION

The cigarette industry in Indonesia has grown since colonial times, starting with the sugar industry and expanding into the kretek (clove cigarette) industry, a signature national tobacco product. Kretek is not only part of cultural identity but also a major

driver of the regional economy, as it can absorb labor and support the growth of downstream industries (Jusrianto in Miftahudin, 2025).

Despite global trends showing a decline in cigarette consumption, Indonesia remains one of the world's largest cigarette markets. According to Smoking Rates by Country (2024), more than 73% of adult Indonesian men are active smokers. This fact makes Indonesia a strategic market for cigarette manufacturers, including PT Gudang Garam Tbk, a long-standing major player in the industry.

Gudang Garam continues to rank among the most valuable brands in Indonesia. Brand Finance (2024) consistently ranks it among the top 100 most valuable Indonesian brands. However, the brand's value has been declining since 2022, with a 29.07% depreciation, from seventh place in 2023 to eighth place in 2024. This decline indicates that, although its commercial value remains high, challenges to the brand's competitiveness are becoming increasingly apparent.

Several factors contributed to this decline. Among them are shifts in global consumer preferences toward alternative products such as vapes and smoke-free cigarettes (IQOS), as well as increasingly stringent regulatory policies in Indonesia, particularly regarding advertising restrictions and excise tax increases. These policies not only restrict public access to cigarettes but also create negative perceptions of the brand due to restricted promotional activities.

The decline in brand value has direct implications for brand awareness. Brand Finance measures brand value based on several indicators, including brand awareness. This decline in awareness was evident in a pre-survey conducted by researchers among cigarette consumers in the Dayeuhkolot area. The majority of respondents (83.3%) still recognized Gudang Garam's packaging. However, only 36.7% could recall the brand without seeing the packaging (recall), and only 46.7% made it their primary choice (top of mind) after watching its YouTube digital advertisement.

The lack of product details in Gudang Garam's digital content was one of the reasons for the low recall and top-of-mind awareness. This indicates that the digital marketing efforts have not been optimal in building strong brand associations.

According to Kotler et al. (2022), brand awareness is key in driving purchasing decisions.

As a modern marketing method, digital marketing has great potential to expand reach and deepen brand relationships with consumers. Unfortunately, according to a pre-survey, although 93.3% of respondents reported seeing Gudang Garam's YouTube advertisement, only 40% viewed it frequently, and only 16.7% were interested in seeking further information after viewing the advertisement. This indicates the low effectiveness of Gudang Garam's digital campaign.

The low frequency and impact of digital advertising are inextricably linked to policy restrictions imposed by platforms like MetaTrader and Google, which prohibit tobacco product advertising. Gudang Garam does not even have official social media accounts, unlike competitors such as Djarum, which has an Instagram account under the username @ptdjarumofficial. Gudang Garam's current digital strategy relies solely on its YouTube channel, without support from social media or influencers, thereby limiting reach and engagement.

Additionally, the research area has significant potential in digital marketing. Bandung Regency, where Dayeuhkolot is located, has over 2.8 million internet users (Bandung Regency Statistics Agency, 2024). This presents a significant opportunity for Gudang Garam to pursue a more targeted approach through digital media, especially if the strategy employed can creatively and informatively circumvent tobacco promotion policy restrictions.

Referring to previous research (Khasgiwala et al., 2024), although there is a negative correlation between digital marketing and brand awareness, the relationship remains significant. This opens the door to evaluating and optimizing Gudang Garam's digital marketing strategy to increase brand awareness further and drive purchase decisions.

Based on the description above, this study aims to analyze in more depth how digital marketing influences Gudang Garam's brand awareness among cigarette consumers in the Dayeuhkolot area. These findings are expected to provide strategic

contributions to the development of digital marketing in the cigarette industry, which faces regulatory challenges and changing consumer preferences.

LITERATURE REVIEW

Table 1. Previous Research

No.	Author/Peneliti	Nama Jurnal, Volume, ISSN, Tahun	Judul Penelitian	Hasil Penelitian
1.	¹⁰ Dhiyah Eloise Rose, John van der Merwe & Jack Jones	APTISI Transactions on Management ⁶ (TM), 8 (2), 163 (2024) ⁹	<i>Digital Marketing Strategy in Enhancing Brand Awareness and Profitability of E-Commerce Companies.</i>	⁷ Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness
2.	Dian Ikha Pramayanti	JIBAKU: Jurnal Ilmiah Bisnis, Manajemen dan Akuntansi, 4 (1), 32 (2024) ²⁰	<i>The Impact of Digital Marketing on Brand Awareness in e-Commerce Utilization.</i>	Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness
3.	²⁰ Hafizh Fitrianna & Derista Aurinawati	INOBI: Jurnal Inovasi Bisnis dan Manajemen Indonesia, 3 (3), 416 (2020)	Pengaruh Digital Marketing pada Peningkatan Brand Awareness dan Brand Image terhadap Keputusan Pembelian Produk Cokelat Monggo di ⁵ pgyakarta	Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness
4.	Ika Apia Septira, Lidiya & Sofie Setya	Syntax Admiration, 4 (2), 161 (2023)	Pengaruh Digital Marketing terhadap Brand Awareness Produk Skincare Scarlett pada Mahasiswa Ilmu Ekonomi Tuah Kota Dumai	¹¹ Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness
5.	Thomas Rochefort & Zinhle Ndlovu	Startupreneur Business Digital (SABDA J ¹⁴ nal), 3 (2), 112 (2024) ⁸	<i>Digital Marketing Strategies in Building Brand Awareness and Loyalty in the Online Era.</i>	¹¹ Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness
6.	Yuxuan Wan	Proceedings of the 2nd International Conference on Financial Technology and	⁸ <i>Investigating the Impact and Effectiveness of Digital Marketing on Brand Awareness, Sales, and</i>	Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness

		Business Analysis, 51 (1), 150 (2023)	Customer Engagement.	
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Dasar Teori

A. Digital Marketing

Digital marketing is a marketing method that uses digital technology to reach consumers at scale and efficiently. Kotler et al. (2022:93) define digital marketing as a marketing strategy that allows for the identification and analysis of the effectiveness of social media and digital advertising in attracting potential consumers.

Rachmadi (2020) adds that digital marketing is the marketing of products or services through digital media interactively and measurably. According to Kotler et al. (2022:299), the dimensions of digital marketing include:

1. Reach

Measuring how many people are exposed to digital advertising during a campaign.

2. Frequency

Referring to how often digital advertising is displayed to the audience during the campaign.

3. Impact

Assessing the impact of digital advertising on consumer decisions regarding the product or service offered.

B. Brand Awareness

Brand awareness is the extent to which consumers recognize and remember a brand. Kotler et al. (2022:291) explain that brand awareness is created so that consumers purchase a product because they recognize or remember details of the brand, such as the name, logo, and packaging.

Aaker (2020) emphasizes the importance of consumer perception and brand knowledge, while Lee et al. (2022) highlight the cognitive and emotional involvement in building brand awareness. According to Kotler et al. (2022:291-292), the dimensions of brand awareness include:

1. Recognition

The consumer's ability to recognize the brand when viewing the product.

2. Recall

The consumer's ability to recall the brand without visual aids.

3. Top of Mind

The first brand that comes to mind when consumers need the product.

C. The Relationship between Digital Marketing and Brand Awareness

Several research findings in theses and journals indicate a significant relationship between digital marketing and brand awareness. One such study is by Tamba (2021), which yielded a significance value below the margin of error ($0.000 < 0.05$), demonstrating the influence of digital marketing on brand awareness with a 95% confidence level.

Similar findings were also reported in three national journals by Veronica & Oktafani (2021), Pramono & Pradana (2022), and Zakaria & Wardhana (2023), each of which showed significant results with p-values below 0.05. Similarly, two international journals by Wan (2023) and Rose (2024), which recorded a significance value of 0.001, also strengthen the evidence that digital marketing contributes to increased brand awareness with 95% confidence.

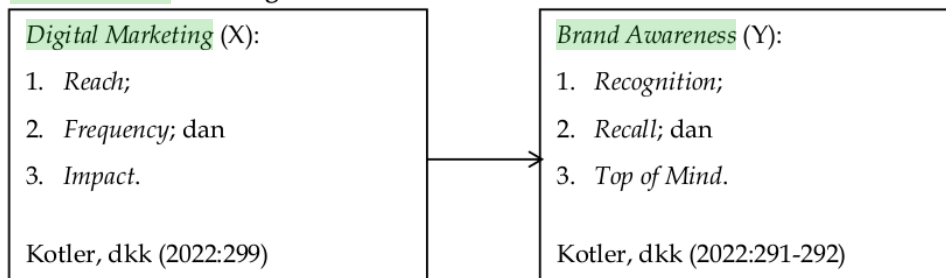
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Framework of thinking

Figure 1. Framework of thinking

Hypothesis

H1: Digital Marketing Influences Gudang Garam Cigarette Brand Awareness Among Cigarette Consumers in the Dayeuhkolot Area

METHODS

This study employed a quantitative approach, as the collected data are numerical on a 1-5 scale. This scale is the result of converting respondents' answer choices into questionnaire statements, ranging from "strongly disagree" to "strongly

agree." The data used included both primary and secondary sources. Primary data were obtained through a 12-item questionnaire that had previously undergone validity and reliability testing. Meanwhile, secondary data were collected from various sources, including books, scientific articles, journals, theses, and other online sources.

This research was conducted in the Dayeuhkolot District, Bandung City. The population included all residents of the District – specifically, male smokers aged 20 years and older – totaling 53,195. The sample size was 100 respondents, determined using the Slovin formula with a 10% margin of error. The sampling technique used was nonprobability purposive sampling.

In analyzing the data, the researchers used two analytical methods: Descriptive Analysis to describe the data distribution and Simple Linear Regression Analysis to test the relationship between variables. Data processing was performed using two applications, SPSS and SmartPLS, to validate results from one with those from the other. This approach was chosen because the analytical techniques used are relatively simple and require cross-validation to ensure reliable results, particularly for publication eligibility in SINTA 3-indexed journals.

RESULTS

Descriptive Analysis

The following are respondents' responses, reflecting digital marketing and brand awareness of Gudang Garam cigarettes among cigarette consumers in Dayeuhkolot, presented in the form of a continuous line:

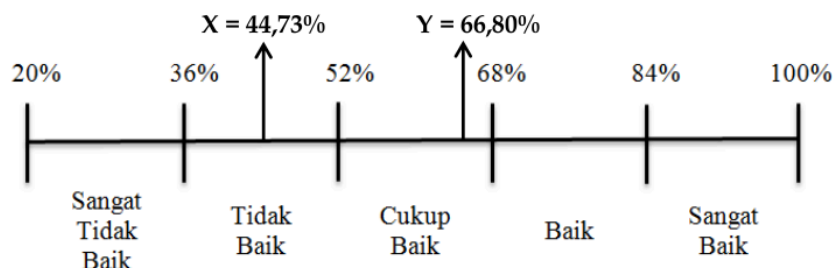


Figure 2. Descriptive Analysis Results

Based on respondents' responses, the Digital Marketing (X) variable was generally classified as Poor. This is evident from the variable's total score, which reached only 44.73%. Of the six statements related to Digital Marketing, the highest-

scoring statement was "I feel Gudang Garam's digital ads on YouTube reach a relevant audience for its products," with a score of 56.60%, placing it in the Fairly Good category. This finding indicates that the majority of respondents believe Gudang Garam's YouTube digital ads have successfully reached the intended target audience for its products. Conversely, the statement with the lowest score, and included in the Fairly Good category, was "I want to try Gudang Garam products after watching their digital ads on YouTube," with a score of 33.00%. This indicates that most respondents were not motivated to try Gudang Garam products despite having seen their digital ads on the platform.

Based on respondents' responses, the Brand Awareness (Y) variable overall fell into the Fairly Good category. This is reflected in the total score of 66.80%. Of the six statements related to the Brand Awareness variable, the highest score was for "I recognize Gudang Garam products when I see the packaging," which received 71.20% and is categorized as Good. This finding indicates that the majority of respondents can recognize Gudang Garam products by looking at their packaging. Meanwhile, although still in the Fairly Good category, the statement with the lowest score was "I can only recognize Gudang Garam products after seeing the brand name on the packaging," which received a score of 63.80%. This indicates that most respondents become aware of Gudang Garam products only after seeing the brand name on the packaging.

Validity and Reliability Tests

A. Validity Tests

Before testing the relationships among variables through hypothesis testing, a validity test was conducted to assess the extent to which each questionnaire item accurately measures the intended construct. Validity tests were conducted on data from 100 respondents and processed using SPSS and SmartPLS to ensure the accuracy of the results through cross-validation.

Table 2. SPSS Validation Results

Variabel	Dimensi	Item	Koefisien Korelasi	Keterangan
Digital Marketing (X)	Reach	DiMa01	0,786	Valid
		DiMa02	0,778	Valid
	Frequency	DiMa03	0,802	Valid
		DiMa04	0,870	Valid
	Impact	DiMa05	0,913	Valid
		DiMa06	0,907	Valid
Brand Awareness (Y)	Recognition	BrAw01	0,870	Valid
		BrAw02	0,862	Valid
	Recall	BrAw03	0,920	Valid
		BrAw04	0,803	Valid
	Top of Mind	BrAw05	0,871	Valid
		BrAw06	0,855	Valid

The results of SPSS processing show that all items have correlation coefficients greater than 0.197, indicating they meet the validity requirements based on the r table for the number of respondents.

Table 3. SmartPLS Discriminant Validation Results

Variabel	Dimensi	Item	Outer Loading	Keterangan
Digital Marketing (X)	Reach	DiMa01	0,879	Valid
		DiMa02	0,827	Valid
	Frequency	DiMa03	0,841	Valid
		DiMa04	0,907	Valid
	Impact	DiMa05	0,945	Valid
		DiMa06	0,940	Valid
Brand Awareness (Y)	Recognition	BrAw01	0,913	Valid
		BrAw02	0,910	Valid
	Recall	BrAw03	0,947	Valid
		BrAw04	0,859	Valid
	Top of Mind	BrAw05	0,914	Valid
		BrAw06	0,896	Valid

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Meanwhile, SmartPLS results indicate that all indicators have outer loadings above 0.7, indicating that they contribute strongly to their respective constructs. Therefore, it can be concluded that all statement items in this research instrument are valid.

In addition to validity testing using outer loadings, which assess the validity of individual indicators, SmartPLS also assessed construct validity using the Average Variance Extracted (AVE) in this study.

Table 4. SmartPLS Convergence Validation Results

Variabel	Average Variance Extracted (AVE)	Keterangan
Digital Marketing (X)	0,794	Valid
Brand Awareness (Y)	0,822	Valid

Based on SmartPLS data processing, all research variables demonstrated AVE values above 0.5. This indicates that each construct in this research model has good convergent validity.

Thus, in addition to the individual indicators, which were shown to be valid through outer loadings, the construct as a whole was also shown to be valid through AVE analysis.

These results strengthen the belief that the measurement instrument in this study can comprehensively and consistently represent the variables, making it suitable for further analysis.

B. Reliability Test

After ensuring validity, the instrument was tested for reliability to determine the consistency of items measuring the same variable. Reliability testing was also conducted on 100 respondents using SPSS and SmartPLS.

Table 5. SPSS and SmartPLS Reliability Results

SPSS Cronbach's Alpha	Variabel	SmartPLS		Keterangan
		Cronbach's Alpha	Composite Reliability	
0,948	Digital Marketing (X)	0,949	0,958	Reliabel
0,955	Brand Awareness (Y)	0,957	0,965	Reliabel

The SPSS results showed Cronbach's Alpha values above 0.7 for all variables, while the SmartPLS results showed that the Composite Reliability value also exceeded 0.7. Both results indicate that the research instrument has excellent internal consistency. Therefore, all constructs in this study were declared reliable and suitable for further analysis, including hypothesis testing.

Hypothesis Testing

After all data for each variable were declared valid and reliable, the next step was to test whether there was a relationship between the Digital Marketing and Brand Awareness variables and to determine the direction and strength of the influence. To do this, hypothesis tests were used, namely the t-test in SPSS and the T-statistic test in SmartPLS.

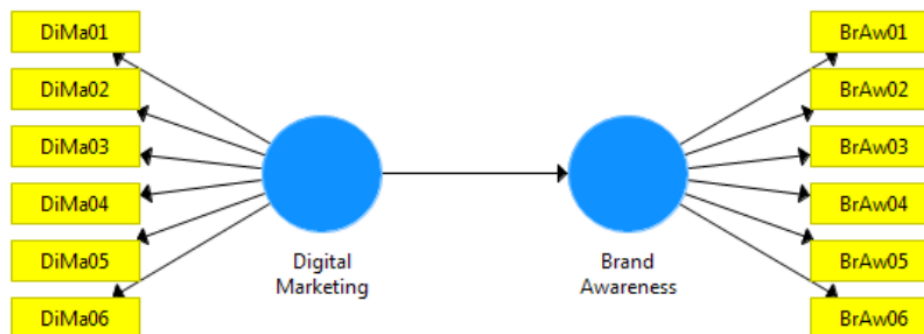


Figure 3. Simple Linear Regression Model in SmartPLS

This test was conducted to determine whether the relationship was statistically significant. Furthermore, this analysis considered the direction of the correlation—positive or negative—through the Unstandardized Coefficients B value in the SPSS output and the Original Sample (O) value in the SmartPLS output.

Although the results show a negative correlation, as reflected by the negative values of B and Original Sample, this is not enough to reject the influence without first testing its significance.

Table 6. Results of SPSS and SmartPLS Hypothesis Testing

SPSS			Hipotesis	SmartPLS		
B	t	Sig.		Original Sample	T Statistics	P Values
-0,450	-4,379	0,000	Digital Marketing ↓ Brand Awareness	-0,451	5,966	0,000

Based on the test results, the t-value in the SPSS output is less than -1.984, and the T-statistic value in the SmartPLS output is greater than 1.96. Furthermore, the significance values in both applications are below the 0.05 threshold. Thus, although the relationship between Digital Marketing and Brand Awareness is negative, the effect remains statistically significant.

Coefficient of Determination

After the hypothesis test showed that Digital Marketing has a significant effect on Brand Awareness, the next step was to calculate the extent of this effect. This effect can be assessed using the coefficient of determination (R^2), which reflects the proportion of the dependent variable (Brand Awareness) explained by the independent variable (Digital Marketing).

The analysis was conducted using two statistical software programs, SPSS and SmartPLS, to provide a comprehensive perspective on the strength of the relationship between variables. Although both measure the magnitude of the effect, the output results of the two show different coefficients of determination.

Table 7. Results of the Determination Coefficient

SPSS		Determination Coefficient	SmartPLS
R	R Square		R Square
0,404 ^a	0,164	Brand Awareness	0,204

The data processing results show that the coefficient of determination in SPSS is 16.4%, meaning that factors outside of digital marketing explain the remaining 83.6%. This remainder is generally considered part of the correlation coefficient or other variables not included in the model. Meanwhile, in SmartPLS, the coefficient of determination is 20.4%, leaving 79.6% of the variance unexplained by the model.

The 4% difference between the two results is due to differences in calculation methods. SPSS tends to use a classic regression model based on total variance, whereas SmartPLS uses a variance-based Structural Equation Modeling (SEM) approach that accounts for the construct's latent structure. Therefore, SmartPLS provides a more comprehensive estimate of the contribution of latent variables, leading to a slightly higher R^2 .

The negative effect suggests that other factors in the implementation of digital marketing need to be taken into account. For example, the digital marketing method or strategy used may not be effective in increasing brand awareness, or may even cause brand fatigue if used too frequently. Although the relationship found is negative, the results are still important and warrant attention. This suggests that digital marketing has a strong influence on brand awareness, albeit negatively. Although a negative relationship was found between digital marketing and brand awareness, the statistically significant result suggests this relationship warrants further investigation. Therefore, even if the impact is not as desired, the influence of digital marketing on brand awareness remains valid and has important implications that warrant further evaluation.

CONCLUSION AND SUGGESTION

Based on research conducted in the Dayeuhkolot area, respondents generally rated Gudang Garam's digital marketing strategy as suboptimal, particularly in terms of the incentive to try the product after watching YouTube ads. In contrast, brand awareness is quite strong, though brand recognition without visual aids remains weak. The results of the partial test (t-test) indicate that digital marketing has a significant influence on brand awareness. Based on these findings, it is recommended that Gudang Garam improve the quality of its digital marketing, especially by creating

more attractive and interactive promotional content, such as product exchange offers, for example, "Get one pack of any variant of cigarettes for free by exchanging 10 empty packs of Gudang Garam cigarettes," to encourage purchasing decisions.

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