
BOOSTING BRAND AWARENESS: LEVERAGING CONTENT MARKETING AND SOCIAL MEDIA FOR GREATER VISIBILITY AND ENGAGEMENT IN PROPERTY BUSINESS**Raya Panjaitan^{1*}, Cindy Braveta Purba²**¹Universitas HKBP Nommensen Indonesia Medan, Indonesia²Program Magister Manajemen, Pascasarjana, Universitas HKBP NommensenEmail : raya.panjaitan@uhn.ac.id¹, bravetacindy@gmail.com²**ABSTRACT.**

This study examines the effects of content marketing and social media on brand awareness for PT. Peta Property Indonesia in Medan, employing a quantitative approach with descriptive statistics. It analyzes how these digital strategies enhance the company's visibility and consumer engagement. The research finds that content marketing and social media significantly increase brand awareness, attributed to the unique, engaging, and informative nature of the company's content. This includes well-presented property information, which is easily accessible and understandable to consumers. By strategically showcasing a range of properties, including new developments and secondary market listings, the content effectively informs consumers about available options. Additionally, incorporating interactive elements like quizzes and games into the content boosts engagement and fosters a two-way communication channel. The study concludes that effective content marketing and social media use are crucial for enhancing brand visibility and establishing a stronger connection with the target audience for PT. Peta Property Indonesia.

Keywords: Brand Awareness; Content Marketing; Social Media Marketing**INTRODUCTION**

The relentless march of globalization and modernization has profoundly influenced technological advancements, particularly in the realm of social media, which has seen exponential adoption among Millennials and Generation Z. Companies are increasingly harnessing the power of social media to make their brands known and recognized in the marketplace. Brand awareness plays a crucial role in marketing, serving to introduce and familiarize the public with a brand or product with the ultimate goal of fostering recognition and encouraging purchase.

The utilization of social media as a platform to communicate product-related messages has become increasingly popular, considering the extensive scale of internet use. If this medium is coupled with the selection of an appropriate content strategy, it can positively affect brand awareness, measurable through product engagement and sales outcomes. In today's globalized market, opportunities are vast, and marketers must be astute and sensitive to nuances within the consumer landscape. A company can only gain a competitive edge if it transforms consumer expectations into reality, turning evolving tastes and demands into feedback that increases its market share.

According to Pranata and Pramudana (2018), brand awareness represents the knowledge and understanding consumers have about a company's products. Content marketing, as defined by Kotler & Keller (2017), is a marketing strategy where marketers plan, create, and distribute content aimed at attracting a targeted audience, ultimately converting them into customers. Kotler and Keller (2012) describe social media as a means for consumers to share textual, pictorial, audio, and video information with each other and

with companies, and vice versa. Social media marketing, as Setiawan & Aida (2015) notes, is a form of marketing that creates awareness, recognition, recall, and action towards a brand, product, business, individual, or group, either directly or indirectly, using web social tools like blogs, microblogging, and social networks. Examples of burgeoning social media platforms include Facebook, Twitter, Instagram, TikTok, and YouTube.

The use of social media in Indonesia has surged dramatically. A report by We Are Social highlighted that as of January 2022, active social media users in Indonesia reached 191 million, marking a 12.35% increase from the previous year's 170 million. Globally, as of October 2022, there were 4.74 billion social media users, accounting for 59.3% of the global population. Given these statistics, companies must recognize the critical role of social media as a promotional tool. A significant portion of the Indonesian population has integrated social media into their lifestyles. Properly implemented content marketing and social media strategies can result in increased sales, market share, and profits that meet or exceed corporate targets. Conversely, inadequate marketing strategies can lead to declining sales and profits far from the set goals.

In the realm of real estate, a home is not just a fundamental human need for shelter and leading a dignified, secure life; it also serves as an investment for the future. A home is central to forming character and personality, serving as a symbol of status and wealth. PT. Peta Property Indonesia, also known as Zona Property, is a real estate company based in Medan, established in 2017. Positioning itself as a modern agency, it leverages technology, design, and transparent information to facilitate and benefit its users, targeting those looking to sell, rent, or buy properties. Since its inception in April 2017, the company has accumulated over 800 property listings and successfully completed numerous transactions.

However, content marketing for real estate is still relatively underdeveloped compared to other sectors, with conventional marketing such as banners, flyers, and catalogs still prevalent. In Medan, Petarumah has been a pioneer in content creation over the past two years, setting a standard in the property sector. This study seeks to investigate the influence of content marketing and social media on enhancing brand awareness and increasing sales in the real estate domain.

LITERATURE REVIEW

A. Brand Awareness

Leveraging social media is a key method to enhance brand awareness. Its role as a medium to disseminate product-related messages is growing in popularity due to widespread internet usage. When social media use is consistently paired with the right content strategy, it positively influences brand awareness, which can be measured through product engagement and sales outcomes.

Brand awareness is defined by Pranata and Pramudana (2018) as the knowledge and understanding consumers gain about a company's products. Kotler and Keller (2009) further describe it as the ability to recognize or recall a brand within a category sufficiently to make a purchase. Brand awareness enables consumers to identify a brand under different conditions, achieved through brand recognition and recall. Duriyanto et al. (2017) suggest that consumers tend to prefer or purchase well-known brands due to the perceived safety of familiarity. A known brand is often associated with reliability, business stability, and accountable quality.

Aaker (2018) outlines several levels of brand awareness, from the lowest level of unawareness to the highest level of 'Top of Mind'. The hierarchy of brand awareness impacts consumer perceptions and behaviors, thus increasing consumer brand awareness is a priority for companies to build strong brand equity. According to Aaker (2018), brand awareness can

be achieved and enhanced in several ways: by conveying memorable messages distinct from competitors, using catchy jingles and slogans for easier recall, employing symbols associated with the brand, creating advertisements to increase visibility, and extending the brand to new products to reinforce consumer memory.

B. Content Marketing

Kotler & Keller (2017) defines Content Marketing as a marketing strategy in which marketers plan, create, and distribute content that captivates the target audience and ultimately persuades them to become customers. Fauzan et al. (2020), elaborate that content marketing is a strategy involving the creation and publication of content on websites and social media. This encompasses all online content ranging from websites, social network pages, blog posts, videos, white papers, to e-books. Content Marketing is thus a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action. The content can take various forms, including images, photos, videos, audio, articles, and more. This strategy is widely used by marketers as a tactic to introduce their products to consumers (Chairina et al., 2020).

Holliman and Rowley (2014) trace the term 'content' back to publishing, where words, images, and motion graphics must be compelling enough for the target audience to seek out the publishing platform, whether it be a newspaper, magazine, TV, or radio channel. Hence, content marketing can be summarized as a digital marketing strategy aimed at drawing consumer interest through engaging videos, photos, and articles. Aušra et al. (2016) identify seven elements that constitute quality content marketing:

1. Relevance: The content's usefulness to consumers.
2. Informative: Providing potential customers with information about the company's knowledge, skills, and processes used in creating products and services. The content and linguistics used influence consumer decision-making processes.
3. Reliability: Consistency is a key element in creating high-quality content. To ensure reliability, companies must carefully evaluate data processing procedures and the use of proper techniques, as the information provided must be dependable and sufficient.
4. Value: Content creation should implement functional and emotional value.
5. Uniqueness: Unique content can serve as a tool for company positioning, making products stand out in consumers' minds to meet their needs.
6. Emotions: Understanding the broader context of content, companies should include emotional and entertaining elements that engage customers. Emotional (positive or negative) content is more appealing than neutral content.
7. Intelligence: Content should be readable and engaging for humans and processable by machines or technology.

C. Social Media Marketing

Social media merges the concepts of media as a communicative intermediary and social aspects of community engagement. Van Dijk, as mentioned by Nasrullah (2015), describes social media platforms as focusing on user existence, facilitating activities and collaboration, thus strengthening online relationships and social ties. These platforms are utilized by consumers to share various forms of information, including text, images, sound, and video, both with one another and with companies, as outlined by Kotler and Keller (2016). Essentially, social media promotes diverse two-way interactions through written, visual, and audiovisual content, rooted in the foundational principles of sharing, collaborating, and connecting (Puntoadi, 2011).

Nasrullah et al. (2023), views social media and its accompanying software as tools that enhance the capacity for sharing, cooperation among users, and collective actions that extend beyond the boundaries of traditional institutions and organizations. This interpretation positions social media as both an information resource and a platform that necessitates media literacy skills for its users. As internet and mobile technologies advance, access to social media platforms like Instagram and TikTok has become ubiquitous, profoundly affecting the flow of information and even beginning to supplant traditional mass media's role in broadcasting news.

Weber underscores social media's effect on branding, positing that deeper conversations with consumers solidify a brand's strength, mirroring traditional marketing's foundational premise of engagement and branding. In social networks, the interplay between consumer conversations and brand participation is paramount. Social media thus represents a communication medium, a connector for the exchange of information, ideas, interests, and other expressions, significantly impacting marketing, branding, and product recognition in the digital age. These activities involve marketing communications that utilize online media to attract consumers or businesses in various formats, enhancing company awareness and boosting sales.

The functions of social media, as defined by Puntoadi (2011), span several domains: establishing personal branding authentically, as user determination supersedes artificial popularity; offering platforms for direct interaction with consumers; facilitating individualized communication content to understand consumer habits; and fostering personal interactions to develop deeper engagement. Nasrullah (2016) identifies the unique characteristics of social media that set it apart from other media forms. These include the network infrastructure connecting users, the importance of information in user interactions, the archival nature allowing persistent access to information, and the interactivity that goes beyond superficial connections to require meaningful engagement among users.

In a globalized world, social media has become an essential part of daily life, with platforms such as Instagram and TikTok evolving into dynamic marketing tools capable of rapidly selling products through innovative features like live streaming. Websites also offer considerable advantages, providing round-the-clock service availability, customization options, and widespread accessibility. Kotler categorizes websites into corporate sites that offer basic company information and marketing sites designed to engage and attract potential customers with shopping tips and promotional events.

YouTube, established in May 2005, has significantly facilitated people's ability to find, watch, and share an array of videos. It has become a platform where individuals can connect, share information, inspire, and entertain audiences globally. It also functions as a distribution platform for content creators and advertisers, both large and small. According to Nur Rohim & Budhiasa (2019), YouTube is an internet-based social media with a focus on video content, where users can create channels and upload various video categories, resembling the concept of television channels adapted for social media. YouTube has various functions such as being an information source, a promotional medium, supporting the entertainment industry, offering free services, simplifying video uploads, strengthening institutional or company branding, and understanding public response and commentary.

D. Conceptual Framework and Hypothesis

Prior research provides a foundation for understanding the influence of digital marketing strategies on consumer behavior and brand perception. Studies such as that by Ramayani et al. (2020) on Shopee's marketing content have demonstrated a clear link between various content attributes and customer purchase decisions. Similarly, Pertiwi and Gusfa

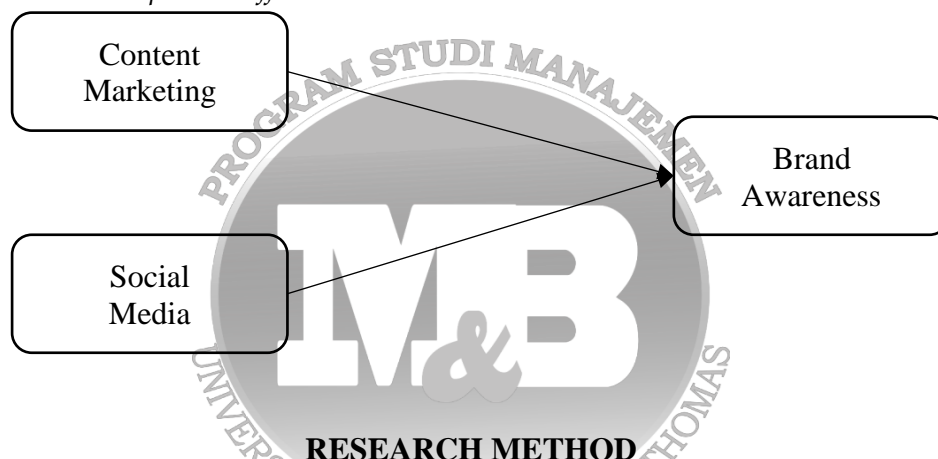
(2018) found a significant relationship between content marketing and brand awareness, underscoring the strategy's importance in consumer brand recognition.

The work of Limandono and Dharmayanti focused on the interactions between content and event marketing in fostering customer engagement, noting the pivotal moderating role of social media marketing. In contrast, **Febriyan's research (2018)** highlighted the impact of social media marketing techniques, like buzz marketing and online communities, on the brand awareness of Xiaomi products.

These studies collectively indicate that content marketing and social media are potent tools for enhancing brand awareness and engagement. This body of evidence informs the current research's hypothesis that content marketing and social media have a positive effect on brand awareness within PT. Peta Property, suggesting a potential for these strategies to be effectively leveraged in the property sector. The analysis seeks to distill past findings into actionable insights for contemporary marketing practices.

H1. Content Marketing has a positive effect on brand awareness.

H2. Social media has a positive effect on brand awareness.



RESEARCH METHOD

The research adopts a quantitative descriptive design, aimed at elucidating current phenomena through the analysis of existing data to reach conclusions. Quantitative research, as defined by Sugiyono (2016), is characterized by numerical representation and the use of statistical analysis. This approach is grounded in positivism, applied to a specific population or sample, usually selected through random sampling methods. The quantitative method seeks to establish causal relationships between variables, assessing the extent to which independent variables (Content Marketing and social media) influence the dependent variable (Brand Awareness).

The setting for this study is PT. Peta Property, where the population includes customers who have engaged with the company's content marketing efforts in 2023, totaling 532 individuals. Sampling is guided by Slovin's formula, ensuring that the sample size is representative of the population, thereby allowing for generalizable findings. According to Sugiyono (2016), the sample should truly represent the population's characteristics. By applying Slovin's formula to the known customer base, a sample size of 84 is determined, providing a suitable scope for analysis.

For data collection, the research utilizes primary data obtained directly from the subjects through the distribution of research instruments, specifically a questionnaire. This questionnaire comprises closed-ended items rated on a Likert scale, enabling respondents to select answers that best reflect their agreement or disagreement with the statements provided. The scoring system for responses, based on Sugiyono (2015), ranges from 'Strongly

Agree' to 'Strongly Disagree,' facilitating an understanding of respondents' levels of agreement.

Data analysis employs various statistical tests to validate the research instruments and to evaluate the hypothesized relationships. These tests include checks for validity, reliability, and the assumption of normality in the data set. Multicollinearity and heteroskedasticity are assessed to ensure the robustness of the regression model. The multiple linear regression analysis is conducted to elucidate the influence of Content Marketing (X1) and Social Media (X2) on Brand Awareness (Y), with hypothesis testing determining the significance and strength of these relationships. The determination coefficient (R^2) is used to measure how well the independent variables explain the variance in the dependent variable.

RESULTS

A. Sample Profile

The respondent profile for this research is based on a sample of 84 individuals residing in Semarang. The demographic information detailed in the study includes gender, domicile, age, education, and customer classification. The majority of the respondents are female (67.9%), with a significant number from Medan (86.9%). The age distribution shows a concentration in the 20–30-year range (40.5%) and the 40–50 year range (45.2%), indicating that younger and middle-aged adults are the primary focus of the study. In terms of occupation, the majority are entrepreneurs (51.2%), which could influence the buying patterns observed in the study.

B. Validity and Reliability Assessment

In the study, the validation of the research instrument was confirmed through a validity test using IBM SPSS 21 with a sample size of 84 respondents. The test assessed the degree to which the questionnaire items accurately measure the constructs of interest. Using Pearson's product-moment correlation, each item's correlation coefficient was compared against a critical value (r table) of 0.214, given the alpha level of 0.05 and degrees of freedom (df) set at 82 ($df = N - 2$ for $N = 84$). The results indicated that all items across the variables of Content Marketing (X1), Social Media (X2), and Brand Awareness (Y) had r -values exceeding the threshold, establishing their validity for this study.

Reliability testing was conducted to ensure the consistency of the questionnaire as a measurement tool. Cronbach's Alpha was the statistic of choice, with a standard threshold of greater than 0.60 to confirm the reliability of the instrument. The outcomes for Content Marketing (X1) yielded an alpha of 0.889, Social Media (X2) with 0.727, and Brand Awareness (Y) at 0.781. These values, which are well above the 0.60 benchmark, indicate a high level of internal consistency for the questionnaire items, suggesting that responses are stable and reliable. Consequently, the scales used to measure the key constructs in this study are both valid and reliable, ensuring the credibility of the subsequent data analysis.

C. Classical Assumption Test

The normality test, using the One-Sample Kolmogorov-Smirnov method, is crucial as both the partial and simultaneous tests require normally distributed data to yield valid statistical inferences. Results indicate that the variables X1 and Y passed the normality test with Asymp. Sig. values of 0.219 and 0.057, respectively, which are above the 0.05 threshold, thus conforming to a normal distribution. However, variable X2, with an Asymp. Sig. value of 0.018, falls below the threshold, suggesting a deviation from normality for this variable.

Multicollinearity was assessed to identify any high correlations between independent variables that could undermine the regression model's integrity. The Tolerance and Variance

Inflation Factor (VIF) values for the independent variables Content Marketing (X1) and Social Media (X2) were within acceptable ranges, with a VIF of 2.350 and a Tolerance of 0.426, far from the VIF threshold of 10 and the Tolerance minimum of 0.10. These results confirm that multicollinearity is not present in the model, allowing for clear interpretations of the regression coefficients.

Heteroskedasticity tests were conducted to ensure consistent variance across observations in the regression residuals. Utilizing the Glejser test, the findings revealed no signs of heteroskedasticity, as the significance levels for both Content Marketing (X1) and Social Media (X2) were above the 0.05 threshold, with values of 0.883 and 0.317, respectively. This consistency of variance across observations confirms the model's reliability and the validity of the regression results.

D. Regression Analysis

The regression analysis section of a study typically encompasses the examination of relationships between independent and dependent variables, the assessment of the model's predictive capabilities, and hypothesis testing. In this particular study, multiple regression analysis was used to determine the influence of Content Marketing (X1) and Social Media (X2) on Brand Awareness (Y). From the regression coefficients table, the constant term is 0.529, suggesting that when both independent variables are zero, the Brand Awareness score would be 0.529. The coefficient for Content Marketing (X1) is 0.131, indicating a positive relationship with Brand Awareness—every one-unit increase in Content Marketing is associated with a 0.131 increase in Brand Awareness. Similarly, the coefficient for Social Media (X2) is significant and positive ($B = 0.718$), implying a substantial influence on Brand Awareness, considerably stronger than that of Content Marketing.

The t-values for both independent variables are significant (X1: $t = 2.825$, $p = 0.006$; X2: $t = 7.357$, $p = 0.000$), indicating that both Content Marketing and Social Media are statistically significant predictors of Brand Awareness. The significance values are well below the 0.05 threshold, confirming the rejection of the null hypotheses and supporting the alternative hypotheses that both Content Marketing and Social Media have a positive impact on Brand Awareness. The model's R-square value is 0.731, with an adjusted R-square of 0.724, which reveals that approximately 72.4% of the variability in Brand Awareness can be explained by the independent variables Content Marketing and Social Media. This high percentage suggests a strong model fit, where most of the changes in Brand Awareness can be accounted for by changes in the two marketing strategies.

In conclusion, the regression analysis indicates that both Content Marketing and Social Media are significant contributors to Brand Awareness. The implications of these findings are crucial for marketers, as they highlight the effectiveness of these strategies in enhancing a brand's visibility and recognition. The positive and significant coefficients reinforce the need for businesses to invest in these areas strategically to maximize Brand Awareness.

E. Discussion

The discussion of the research findings explores the impact of Content Marketing and Social Media on Brand Awareness, dissected through various dimensions and previous studies. The partial effects of Content Marketing (X1) on Brand Awareness (Y) were substantiated by a t-value which surpasses the critical value in the study, suggesting a statistically significant influence. This relationship posits that as the quality of content marketing efforts increases, so does the recognition and recall associated with the brand. Content Marketing's efficacy is measured through six indicators: relevance, accuracy, value, ease of understanding, findability, and consistency. The study implies that consumers are

more likely to engage with and purchase from a brand when its content is not only captivating and frequently updated but also when it provides needed information without deceptive elements.

The considerable impact of Social Media (X2) on Brand Awareness, as shown by its high t-value, indicates a strong and positive relationship. This finding underscores the power of social media platforms in raising brand visibility and enhancing the connection with the target audience. The more effective the social media presence, the higher the Brand Awareness. This result is consistent with previous studies, like that by Fauziah and Trenggana (2016), which highlighted the significant role of social media usage in elevating Brand Awareness among consumers. Furthermore, the research aligns with the study by Dewanti Pertiwi and Henni Gusfa (2018) which found that engaging and solution-oriented content could significantly affect Brand Awareness. It reinforces the concept that effective Content Marketing not only promotes awareness but can also serve as a problem-solving tool for consumers, thereby fostering trust and credibility for the brand.

The linkage between social media and Brand Awareness is further corroborated by Fauziah and Trenggana's research, which illustrates that while the consumer base of HijUp.com in Bandung had a good level of engagement with the brand's social media, there was still room to improve Brand Awareness. It highlights the necessity of a strategic approach to social media usage to convert awareness into active brand recognition. This study contributes to the understanding of digital marketing by providing empirical evidence of the significant roles of Content Marketing and Social Media in shaping consumer perceptions of a brand. It suggests that businesses must create content that resonates with their audience and harness the wide-reaching impact of social media to bolster their Brand Awareness. In conclusion, the intricate relationship between marketing strategies and consumer brand perception is evident. As the digital landscape continues to evolve, the findings of this study offer valuable insights for marketers aiming to optimize their strategies for maximum impact on Brand Awareness. The positive associations found between Content Marketing, Social Media, and Brand Awareness emphasize the need for a cohesive and well-executed plan that leverages the strengths of both approaches to create a compelling brand narrative.

CONCLUSIONS

The implications and limitations of this research on the influence of Content Marketing and Social Media on Brand Awareness offer significant insights for both business strategy and future academic inquiry.

The findings that both Content Marketing and Social Media have a simultaneous impact on Brand Awareness suggest that businesses, particularly in the property sector, should invest in creating content that is unique, engaging, and informative. The Petarumah case study illustrates the value of a distinctive brand presence, embodied in a memorable logo and accessible content across multiple platforms. For companies, the implication is clear: maintaining a robust digital presence with quality content can lead to heightened brand recognition and favorability. The content should not only be easily discoverable but also provide real information that resonates with the age demographic most active on social media, thereby enhancing the brand's perception.

Based on these conclusions, companies like Petarumah are recommended to continually innovate their content marketing strategies, ensuring that their content stands out in uniqueness and appeal. They should offer comprehensive information and solutions to consumer problems through their content. It is advised that Petarumah should carefully curate the properties showcased in their content, balancing between new housing projects

and secondary markets like used houses, shops, warehouses, and land to inform consumers accurately about the available offerings. Moreover, it's crucial to establish trustworthiness in content and incorporate interactive elements like quizzes and games to engage consumers actively and create reciprocal value.

The study, while insightful, acknowledges limitations, such as the scope of independent variables affecting Brand Awareness and the scale of the research sample. Future researchers are encouraged to include a broader range of variables that could influence Brand Awareness, like brand image, endorsement, or viral marketing. Expanding the sample size would also provide a more comprehensive understanding of consumer behavior and brand perception across different demographics and regions. This could further validate the findings and offer a more nuanced understanding of the strategic implications for content marketing and social media use in enhancing brand awareness.

This research underscores the critical role of strategic content marketing and a strong social media presence in building Brand Awareness. The strategic recommendations provided aim to guide businesses in refining their marketing efforts to achieve better consumer engagement and brand recognition. Simultaneously, the limitations and suggestions for future research reflect the study's commitment to advancing academic discourse in the field of marketing.

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