# Digital Marketing Communication Strategy of Internet Service Provider Companies in Strengthening Brand Awareness

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| KEYWORDS | ABSTRACT |
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| Digital Communication, Digital Marketing, Brand Awareness, Internet | In the competitive ISP industry, brand awareness is crucial for customer retention and market growth. Digital marketing communication strategies offer a powerful tool to enhance brand visibility, yet their effectiveness for ISPs remains underexplored. This study examines how ISPs in Indonesia utilize digital communication channels to strengthen brand awareness, identifying key strategies and their impact. A quantitative approach was employed, with data collected from 500 internet users via stratified random sampling. A validated questionnaire measured variables like social media engagement, email marketing, and brand recall. SPSS software facilitated descriptive and regression analyses. Results indicated that social media (69.04% adoption) and banners (47.37%) were the most effective channels, with content relevance and interactivity significantly boosting brand recognition ($p < 0.05$). Challenges included misinformation risks and low engagement in email campaigns. The study underscores the need for ISPs to prioritize interactive, platform-specific content and integrate metrics-driven campaigns. Policymakers and marketers can leverage these insights to design targeted digital strategies, fostering trust and loyalty in a dynamic market. |
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## Introduction

The Internet Service Provider (ISP) industry plays a pivotal role in connecting individuals, businesses, and institutions to the digital world. ISPs provide essential services such as internet access and data storage, acting as intermediaries between data centers and end-users (Amaluddin & Ramdani, 2019; Hanafizadeh et al., 2019, 2021; Okesola et al., 2020; Tirana & Sfenrianto, 2023). In today's digital era, the demand for reliable and high-speed internet has surged, making ISPs critical to global connectivity. However, with increasing competition, these companies must adopt effective digital marketing communication strategies to strengthen their brand awareness and maintain a competitive edge.

Communication is a fundamental aspect of human interaction and organizational success. In the context of marketing, communication bridges the gap between businesses and consumers, fostering relationships and driving engagement (Didenko et al., 2023; Heinrich et al., 2016; Pocovnicu, 2014; Stamatis & Gkoutziamanis, 2020). The advent of digital technology has revolutionized communication, enabling instantaneous and widespread dissemination of information. For ISPs, leveraging digital communication channels—such as social media, email, and websites—is essential to reach and resonate with their target audience effectively.

A digital communication strategy is a structured approach to delivering messages through digital platforms to achieve specific marketing goals. For ISPs, this strategy aims to enhance brand visibility, build trust, and encourage customer loyalty (Bozzola et al., 2020; de Percy et al., 2022; Lacarcel & Huete, 2023; Weber et al., 2020). By utilizing tools like social media marketing, content creation, and email campaigns, ISPs can engage consumers and differentiate themselves in a saturated market. The integration of these strategies ensures consistent messaging and maximizes outreach.

Brand awareness is a critical component of marketing, particularly for service-based industries like ISPs. It reflects the extent to which consumers recognize and recall a brand, influencing their purchasing decisions. High brand awareness correlates with increased customer trust and market share (Freundt & Foschiera, 2024; Liu & Yu, 2022; Williams & Pedersen, 2023; Zhang, 2020). Digital marketing, through its diverse channels, offers ISPs the opportunity to amplify their brand presence, create memorable interactions, and foster long-term customer relationships.

This research explores the digital marketing communication strategies employed by ISPs to strengthen brand awareness. By examining the interplay between digital communication, marketing techniques, and consumer behavior, the study aims to identify best practices for ISPs to enhance their market position. The findings will provide actionable insights for companies seeking to optimize their digital strategies in an increasingly competitive landscape.

## Materials and Methods

This study adopts a quantitative research approach to analyze the effectiveness of digital marketing communication strategies in enhancing brand awareness among ISPs. The population consists of internet users in Indonesia who are customers of various ISP companies. A stratified random sampling technique is employed to ensure representation across demographics, including age, location, and internet usage patterns. The sample size is determined using statistical formulas to achieve a 95% confidence level, targeting approximately 500 respondents.

The primary research instrument is a structured questionnaire distributed online, focusing on variables such as digital communication channels (social media, email, etc.), brand recognition, and consumer engagement. To ensure validity, the questionnaire undergoes expert review and a pilot test with 30 respondents. Reliability is assessed using Cronbach's alpha, with a threshold of ≥0.7. Data is collected through Google Forms and analyzed using SPSS software, employing

techniques like descriptive statistics, correlation analysis, and regression to examine relationships between variables.

The procedure involves three phases: (1) literature review and tool development, (2) data collection and cleaning, and (3) statistical analysis and interpretation. Ethical considerations, such as respondent anonymity and informed consent, are strictly followed. The data analysis includes frequency distribution for demographic profiles, Pearson's correlation to assess relationships, and multiple regression to identify key predictors of brand awareness. This methodological rigor ensures robust findings applicable to ISP marketing strategies.

## Results and Discussions

### Barriers in Communication

Some of the things that can hinder effective communication include:
1) Physical barriers: Distance, noise, or other distractions.
2) Psychological barriers: Emotions, prejudices, or differences in perception.
3) Semantic barrier: Misunderstanding in the meaning of a word or term.
4) Cultural barriers: Cultural differences can lead to miscommunication.

Communication is a very important skill in daily life. By understanding the process and elements of communication, companies can improve their ability to interact with others and achieve desired goals.

### Digital Communication

Digital communication is the process of exchanging information, ideas, or messages through electronic devices and digital networks. Simply put, it is a way of communicating a company by utilizing technology.

In this digital era, digital communication has become an indispensable part of our daily lives. Here are some of the reasons why digital communication is so important:
1) Connectivity: Allows us to connect with anyone anywhere and anytime.
2) Efficiency: Speed up the process of communication and information dissemination.
3) Accessibility: Provides access to unlimited information.
4) Innovation: Encouraging the birth of various new innovations.

Some examples of digital communication that are commonly used by companies include:
1) Email: One of the oldest yet still popular forms of digital communication.
2) Instant messaging: Apps like WhatsApp, Telegram, and Line allow for real-time communication.
3) Social media: Platforms like Facebook, Instagram, and Twitter to share information and interact with others.
4) Video conferencing: Virtual meetings using platforms such as Zoom or Google Meet.
5) Blog: A platform for sharing writing, opinions, or information.

Characteristics of digital communication:
1) Interactive: Digital communication is two-way, allowing for interaction between the sender and receiver of the message.
2) Non-linear: Information can be accessed in a non-sequential manner.
3) Multimodal: Combines different forms of media such as text, images, audio, and video.
4) Global: Reach a very wide audience, even across the world.

Advantages and disadvantages of digital communication:
1) Excess:
   a) Fast and efficient: Information can be delivered very quickly.
   b) Wide reach: Can reach a very large audience.
   c) Interactive: Allows for direct interaction with the audience.
   d) Accessibility: Information can be accessed anytime and anywhere.
2) Deficiency:
   a) Lack of personal touch: Digital communication is less personal than face-to-face communication.
   b) Potential miscommunication: Possible misunderstandings due to the absence of body language and voice intonation.
   c) Privacy: Data privacy is an issue that needs to be considered.
   d) Addiction: Excessive use can lead to addiction.

## The Impact of Digital Communication

Digital communication has brought about major changes in various aspects of life, including:
1) Social: Shapes the way a company interacts with others.
2) Economy: Driving online business growth and e-commerce
3) Politics: Influencing the political process and community participation.
4) Culture: Shaping popular culture and the way people consume information.

## The Internet as a Means of Digital Communication

The development of the internet today also affects efforts to meet human needs. Human needs for information and communication are currently facilitated by the presence of the internet. In line with the opinion of Fauzi, et al. (2023) who explain that the function of the internet is more effective and efficient, easy to access, easy to use, practical and provides unlimited information. This is what makes the internet used in almost every dimension of human life, which makes the internet a new "necessity" in human life today.

The development of electronic technology and the existence of the internet undeniably make the production and dissemination of content in cyberspace increase sharply. This condition is certainly very good when viewed from the perspective of productivity, creativity, and freedom of expression. However, in other conditions, the increased production and distribution of content through the internet and other media can lead to increased misinformation and disinformation (Saifuddin, 2020; Yasa et al., 2021). Without literacy and high responsibility, the internet has the

potential to become a hotbed of false, misleading, or provocative digital information. At the same time, the public can fall into it if they consume content without adequate information literacy (Mardjianto, dkk, 2022).

The need for the internet is inseparable from the need for digital information provided unlimited by the internet. According to a 2023 survey conducted by the Association of Internet Service Providers (APJII) on Promotion Methods Often Used by ISPs, it shows that as many as 79.7 percent promote through social media, 49.4 percent through banners/pamphlets, and several other methods through telemarketing, print media, email, google ads and radio. Then the 2024 survey there will be changes in the media structure for media used for Internet Service Promotion: 69.04% social media, 47.37% Banners/pamphlets, 24.77% Telemarketing, 19.20% Print media, 9.60% E-mail, 4.64% Google ads, 1.86% Electronic audio media and 0.62% Visual electronic media.

## Marketing Communication

Marketing communication is a strategic process to convey a clear, engaging, and persuasive message to the target audience with the goal of building brand awareness, influencing consumer behavior, and ultimately increasing sales.

In a competitive business world, marketing communication plays a crucial role in:
1) Differentiating Brands: Helping a company's product or service to stand out among competitors.
2) Building Relationships: Fostering strong relationships with customers.
3) Increase Sales: Encourage consumers to buy the company's products or services.
4) Increase Loyalty: Make customers loyal to the company's brand.

Marketing communication consists of several key elements, namely:
1) Message: At the core of communication, messages should be clear, relevant, and emotional.
2) Channels: Mediums used to convey messages, such as television commercials, social media, email marketing, and others.
3) Recipient: The target audience that the company wants to reach.
4) Response: The expected reaction from the recipient of the message, such as purchase, brand awareness, or behavior change.

## Marketing Communication Strategy

There are various marketing communication strategies that companies can use, including:
1) Integrated Marketing Communication (IMC): Integrates all elements of marketing communication to create a consistent and powerful message.
2) Content Marketing: Create and distribute content that is valuable to attract and retain audiences.
3) Social Media Marketing: Utilizing social media platforms to interact with customers.
4) Email Marketing: Sending emails to a list of customers to promote a product or service.

5) Public Relations: Build positive relationships with the media and the public.

Marketing communication is a very powerful tool for achieving business goals. With the right strategy, companies can build a strong brand and increase sales.

**Digital Marketing**

Digital marketing is a marketing technique that uses digital media such as the internet, social media, mobile devices, and other digital technologies to promote a product or service and reach customers (Amalia & Mardian, 2022). According to Nurcahyo (2018) there are several digital marketing indicators reviewed from promotions in the marketing mix (4P), namely Website, SEO (Search Engine Optimization), PPC (Pay per click), affiliate marketing, online public relations, social networking, email marketing, and Customer Relationship Management (CRM).

**Brand Awareness**

Brand awareness is the level of consumer recognition and recognition of a brand. Simply put, it is about how familiar consumers are with the company's brand. According to (Andriani, 2021), the definition of Brand Awareness is the extent to which consumers can remember and recognize the brand easily. According to (Firmansyah & Se, 2019) there are several indicators that can be used to find out how much consumers are aware of a brand, including Recall, Recognition, Purchase, and Consumption.

According to Kotler, "a purchase decision is a consumer's action to buy or not to buy a product" (Awareness & Nugroho, 2022). According to Kotler and Keller cited by (Sari, Syamsuddin, & Syahrul, 2021) there are six indicators of purchasing decisions, namely product choice, brand choice, dealer choice, determining purchase timing, purchase amount, and payment method.

Brand Awareness levels:
1) Unaware: Consumers are completely unaware of the existence of a brand.
2) Unaided Recall: Consumers can remember the brand without any assistance.
3) Aided Recall: Consumers can recognize the brand when presented with a list of options.
4) Top-of-Mind Awareness: Brands are the first ones that come to the consumer's mind when thinking about a particular product category.

The importance of Brand Awareness:
1) Builds Trust: Widely known brands tend to be more trusted by consumers.
2) Increase Sales: Consumers are more likely to choose brands they are familiar with.
3) Strengthens Market Position: High brand awareness helps brands gain a larger market share.
4) Differentiates from Competitors: Helps brands stand out from competitors.
5) Increases Customer Loyalty: Customers who know and like the brand tend to be more loyal.

How to increase Brand Awareness:
1) Advertising: Through television, radio, social media, online, and more.

2) Public Relations: Getting positive news in the media.
3) Content Marketing: Create engaging and informative content that is relevant to the target audience.
4) Social media: Interact with the audience on social media platforms.
5) Events and Sponsorship: Participate in public events and become a sponsor.
6) Customer Loyalty Program: Provides incentives to loyal customers.
7) Bottom line: Brand awareness is an essential foundation for business success. By increasing brand awareness, companies can build strong relationships with customers and achieve the company's business goals. To increase the brand awareness of internet service providers in Indonesia, an effective communication strategy needs to be designed. Digital communication is a very powerful tool to build brand awareness. By leveraging a variety of digital channels and marketing techniques, businesses can increase visibility, build reputation, and achieve greater business goals.

## Conclusion

Digital communication is essential for fostering effective relationships between companies and customers, enabling businesses to enhance engagement, build brand awareness, and achieve marketing goals through strategic implementation. For internet service providers in Indonesia, key strategies include understanding the target audience, creating relevant and engaging content, measuring campaign performance with metrics, and adapting to evolving digital trends. Consistently applying these approaches can significantly boost brand awareness and attract more users. Future research could delve deeper using qualitative methods, such as interviews with marketing executives, or explore comparative studies across regions to assess cultural influences, while longitudinal studies could track the long-term impact of digital marketing campaigns on brand awareness.

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