

The Influence of Public Perception, Social Media, and Content Type on Bimba Baca Brand Awareness

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ABSTRACT

This research addresses the problem of low brand awareness of *Bimba Baca* Sukabumi, an early childhood education institution, despite the high demographic potential and national emphasis on quality education through Indonesia's *Golden 2045* vision. The study aims to analyze the influence of public perception, social media marketing, and digital content types on enhancing the institution's brand awareness. A quantitative approach was employed, utilizing a purposive sampling survey of 200 respondents in Sukabumi Regency. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that public perception has a significant positive effect on brand awareness. However, the type of digital content and social media marketing were found to have no significant impact. The study concludes that for *Bimba Baca* Sukabumi, building a positive public perception is a more critical driver of brand recognition than its current social media strategy. These findings imply that the institution should prioritize managing its community reputation and reevaluate its digital content and platform strategy to effectively contribute to national educational goals.

Keywords:

brand awareness,
bimba, digital content,
management of
perception, social
media.

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INTRODUCTION

Indonesia is known as a country with a very large population (Arifin & Ananta, 2015). Indonesia occupies the fourth position on the list of countries with the largest population in the world after India, China, and the United States according to data published by the World Population Review. The Central Statistics Agency (BPS) (2024) stated that census data and projections of Indonesia's population in mid-2024 will reach 281,604 thousand people. This number has increased year on year. The trend of growth in Indonesia's population over the past five years shows that the average growth reached more than 3,600 thousand people in one year or around 1.3% compared to the previous year. BPS (2024) categorizes population data based on age with a range of four years per group, ranging from 0-4 years old, 5-9 years, 10-14 years, to the highest age group over 75 years old. The population of the 0-4 year age group occupies the highest position at 22,512 thousand people, and the 5-9 year age group at 22,000 thousand people. Sari et al. (2023) stated that the population growth rate of Indonesia as a Developing Country (NSB) will continue to climb with the proportion of the immature population or the number of children in Indonesia being higher.

West Java is the province with the largest population in Indonesia. West Java is ranked first out of the ten provinces with the largest population with a population of 50,345 thousand people occupying an area of 61,073 km², or the population density of West Java is around 824 people/km². In West Java, Sukabumi Regency is the largest district with an area of 4,145 km² with a total population of around 2.7 million people (Organizational Structure and Work Procedures of the Communication, Informatics and Cryptography Office of Sukabumi Regency 2019). The population of the 0-4 years age group is 221,823 people and 5-9 years old is 219,519 people. This number forms a proportion of 15.7% of the total population of Sukabumi Regency.

The fact of population encourages implications for solving the dynamics of education, health, employment, and other sectoral aspects of the challenge. The Ministry of National Development Planning or *Bappenas* during the administration of President Joko Widodo prepared an idea for a development program entitled "*Golden Indonesia 2045*". The program has been inaugurated in the form of Law (UU) No. 59 of 2024 concerning the National Long-Term Development Plan (RPJPN) for 2025-2045 (*Bappenas* 2024). The RPJPN contains four pillars, five visions, eight development agendas, and seventeen development directions. The first pillar focuses on human development and mastery of science and technology. The development direction contains the social

transformation mission of IE2 points, namely Equitable Quality Education, and the economic transformation mission of IE4 points, Science and Technology, Innovation, and Economic Productivity. The idea of *RPJPN* prioritizes the education sector as a support for development through improving the quality of human resources.

Education in Indonesia is regulated in Law No. 20 of 2003 concerning the National Education System. The law contains the definition of an educational unit as an educational service group that provides education in formal, non-formal, and informal channels at every level and type of education. Formal education starts from the basic education level in the form of Elementary School (*SD*), *Madrasah Ibtidaiyah* (*MI*), or other equivalent forms as well as Junior High School (*SMP*) and *Madrasah Tsanawiyah* (*MTs*), or other equivalent forms. The secondary level, which is a continuation of basic education, consists of general secondary education and vocational secondary education, in the form of Senior High School (*SMA*), *Madrasah Aliyah* (*MA*), Vocational High School (*SMK*), and Vocational *Aliyah Madrasah* (*MAK*), or other equivalent forms. The higher education level includes diploma, bachelor's, master's, specialist, and doctoral education programs organized by universities. Furthermore, there are non-formal education pathways, which include life skills education, early childhood education, youth education, women's empowerment education, literacy education, skills education and job training, and other education. Non-formal education functions as a substitute, supplement, and/or complement to formal education. Non-formal education units consist of course institutions, training institutions, study groups, community learning activity centers, and *taklim* councils, as well as similar educational units. Guidance of children's reading and learning interest (*bimba*) is an example of an educational unit for early childhood, because it can be categorized as a course and/or training institution and becomes a center for community learning activities that have a segmentation of participants at the age of children. In addition, there are informal education pathways carried out by families and the environment in the form of independent learning activities (2003 Law). Informal education pathways tend to take place naturally in family and community environments without formal structures.

The demographic proportion of the population of Indonesia and Sukabumi Regency as the largest city/district in West Java and Java Island provides information that the age group of 0-4 years and 5-9 years cumulatively form around 16% of the total population of Indonesia. The Seventh Part of Article 28 of the Law (2003) concerning the National Education System states that early childhood education is a coaching effort aimed at children from birth to the age of six through the provision of educational stimuli to help physical and spiritual growth and development. Riva'i et al. (2024) stated that early childhood education has the goal of reducing the rate of class stays, reducing the dropout rate, accelerating the achievement of nine-year compulsory education, improving the quality of education, reducing the number of illiteracy, improving the health and nutrition of early childhood as well as increasing the human development index. Ardiana (2022) added that the procurement of early childhood education will maximize children's potential, so that basic behaviors and abilities are formed according to their developmental stages so that they are ready to enter the next education.

Guidance on children's reading and learning interests (*bimba*) is present as an option for the implementation of education for early childhood that provides directed stimulation to develop aspects of children's intelligence, such as linguistic, logical-mathematical, spatial, body-kinesthetic, musical, interpersonal, intrapersonal, and naturalistic intelligence. In Indonesia, the idea of *bimba* was first initiated by the Indonesian Child Development Foundation (*YPAI*), a foundation that cares about early childhood development by creating a platform to train and develop children's intrinsic interest in reading and learning, especially for early childhood (ages 3-6 years) (Ismayanti et al. 2023). This age range is the golden age, which is the phase when the child experiences the development of brain structure and function, and the child phase begins to get to know the environment through the provision of appropriate stimulation for cognitive, social, emotional, and motor base intake. Various other institutions also offer services with the objective of building children's skills in reading, writing and numeracy through the approach of various learning methods, such as Montessori with the use of concrete aids, Reggio Emilia with an approach to exploring the surrounding environment, or Play-Based with an approach to various kinds of creative games.

One of the *Bimba* boards that has existed and grown is *Bimba Baca* Sukabumi. *Bimba Baca* Sukabumi is located in Batununggal Village, Cibadak District, Sukabumi Regency. *Bimba Baca* Sukabumi is the only *bimba* with seven program methods, namely reading and counting and arithmetic, English, fine writing, religious education (*Quran*), creativity, independence, and Montessori. The scope of learning, learning strategies, learning methods, and overall assistance offered by *bimba* can help children as the generation implementing the vision of *Indonesia Emas 2045* to be more prepared in undergoing elementary school education, because children who have participated in *bimba* have been given learning about the basics of literacy so that it is easier to follow the elementary school curriculum which no longer contains basic introduction to reading or knowing the alphabet. Remembering, this is no longer taught in formal schools, both kindergartens and the like or in early childhood education schools (*PAUD*).

The Ministry of Education and Culture (2022) revealed the Achievement of Element-Based Curriculum Learning for Early Childhood Education (*PAUD*) in the *KINDERGARTEN/RA/BA, KB, SPS, TPA*. The learning outcomes designed to integrate the *PAUD* and elementary school curriculum in one learning path. The elements

of the learning achievement are in the form of belief in (i) Religious Values and Ethics, (ii) Identity, and (iii) Fundamentals of Literacy, Mathematics, Science, Technology, Engineering, and Art. The elements of the learning outcomes of the *PAUD* curriculum require the characteristics of children's emotional maturity to deal with daily problems, social skills to interact healthily with peers, sufficient cognitive maturity to concentrate while playing, and adequate motor skills to be able to participate in the school environment independently. Learning outcomes also target the cultivation of literacy, mathematics, science, technology, engineering, and art from an early age. The Ministry of Education and Culture (2022) states that parents need to prepare these character abilities, accompanied by children's basic literacy and mathematical skills, including the ability to process information, daily language proficiency, habituation to books, experience in counting small things, and sorting simple objects, so that children are better prepared to face the transition period of the educational level. These aspects of characteristics and basic abilities have been contained in the *bimba* learning method. *Bimba* is an important need for children, because *bimba* has a positive impact as a non-formal education unit, as well as getting used to stimulating children's cognitive development, providing opportunities for children to socialize with peers, and strengthening the relationship between parents and children. Meanwhile, children who do not receive learning through *bimba* and/or informal education in their environment, have the potential to experience delays when becoming students due to not receiving assistance and introduction in their golden age.

Public perception is the main milestone in raising awareness of children's education through *bimba*. Perception is the process of understanding or giving meaning to information to a stimulus (Al-Azan et al. 2024). Kotler et al. (2022) stated that in marketing management, the purchase process goes through several stages, namely awareness, interest, evaluation, trial, and adoption. Awareness is the initial stage embedded in the consumer purchase decision process. Consumer awareness is based on three things, facts about the company, what the company sells, and the way the company invites consumers to buy products or services (Alina and Maryna 2019). Marketing communication can be done with the aim of increasing brand awareness, attitude towards the brand, and purchase intention of the brand. Marketing communication needs to consider message strategy, creative strategy, message source (Kotler 2022). Online promotional media can be an intermediary of marketing communication aimed at spreading brand awareness and building public perception of *Bimba Baca* Sukabumi. Marketing efforts must launch ads that build awareness through simple messages (Kotler 2022).

Social media can be an effective intermediary to increase brand awareness of *Bimba Baca* Sukabumi and build public perception of the needs of *bimba*. Umbara (2021) stated that social media is a group of internet-based applications that are built on the basis of ideology and web 2.0 technology, and allow the creation and exchange of user-generated content. Statistical data on Indonesian social media in 2024 presented by Howe (2024) shows that the internet use of the Indonesian people is relatively stable. The number of connected mobile phones reached 353.3 million, internet users reached 185.3 million, and social media users reached 139 million out of a total recorded population of 278.7 million people.

The use of WhatsApp by the Indonesian people is in the first position, even reaching 90.9% of the population. This is because WhatsApp is the number one communication medium in Indonesia. In addition to personal communication, WhatsApp is also used by many businesses to reach consumers. WhatsApp Business features allow small and medium-sized businesses to interact with consumers and promote their products or services. After WhatsApp, Instagram usage followed at 85.3%, followed by Facebook at 81.6%, TikTok at 73.5%, Telegram at 61.3%, X (Twitter) at 57.5%, followed by Facebook Messenger, Pinterest, Kuaishou, and LinkedIn with a percentage of less than 50% each.

Social media marketing is stated by Putri et al. (2024) as a successful corporate marketing method to expand consumer reach, make it easier to communicate with consumers, does not require expensive costs, and has no time limit on use. Social media can be used as a medium to increase public awareness regarding the importance of *bimba* for children in maturing children's abilities before carrying out basic education. Umbara (2021) stated that social media provides a very wide space for companies/producers to introduce products, create public awareness of products (brand awareness), and ultimately can increase sales in particular, and improve company performance in general. Social media can be used to spread brand awareness of *Bimba Baca* Sukabumi and build positive perception. The vastness of Sukabumi Regency can be a good representation of the condition of Indonesian society in general and make it a good target market to establish a *bimba* institution, supported by a large number of children aged 0-4 years and 5-9 years. *Bimba Baca* Sukabumi has actively utilized social media websites, Instagram, Facebook, TikTok, and WhatsApp and is expected to spread brand awareness and support *Indonesia Gold 2045* in terms of strengthening inclusive human development and accelerating the development of quality human resources. This study is designed to analyze social media marketing in terms of content and social media platforms to build public awareness and perception of *Bimba Baca* Sukabumi, and analyze the effectiveness of digital marketing through social media in increasing awareness of *Bimba Baca* Sukabumi's brand awareness.

Social media has advantages as a promotional tool, however, researchers still find several challenges in promoting through social media, especially to increase brand awareness and analyze public perception of *Bimba Baca* Sukabumi. The first challenge is that business owners have never made more detailed measurements related

to public perception and marketing effectiveness uploaded on social media on brand awareness of *Bimba Baca* Sukabumi. The effectiveness of advertising is stated to be the suitability of advertising with the marketing strategy, namely on the promotional objectives, the target market to be reached, the funds available for advertising, and the nature of the media, including who will be reached, with how often it will be reached, with what impact, and at what cost (Jesica et al. 2023). Effectiveness can be measured through the conversion rate or the number of engagements obtained from each type of upload, for example, in the descriptive video content of teaching and learning activities at *Bimba Baca* Sukabumi, the number of engagements obtained, on the other hand, on the content about the method and/or channel of registration for *Bimba Baca* Sukabumi, and the number of engagements obtained. The number of engagements can be a comparison to the type of content that is most relevant to the community.

The second challenge is that the owner of *Bimba Baca* Sukabumi wants to research public perception about the definition and benefits of *bimba* for children as well as brand awareness of *Bimba Baca* Sukabumi. *Bimba Baca* Sukabumi provides several learning programs, namely *Bimba Baca* (Learning to Read, Write, and Count), Brilliant English Course (English Learning), and *Prisma Jaritmatika* (Quick Counting with Fingers), which is aimed at making children 0-6 years old more cognitively and adaptively prepared before entering elementary school (SD), in connection with the learning program provided by *Bimba Baca* Sukabumi to stimulate children's cognitive development. But in fact, there are still many local people who do not have a positive awareness and perception of reading *bimba*, realize the urgency of reading *bimba*, or even understand non-formal forms of education such as early childhood education, kindergarten, or day care with reading *bimba* themselves. Some parents also have the perception that *bimba* provides an additional burden for their children, requires expensive costs, and reduces children's play time, even though the registration fee for *bimba* is only around IDR 250,000 per month with a learning duration of one hour and one day, and is carried out a maximum of three times a week.

The number of early childhood students in Sukabumi Regency, which includes kindergarten, KB, TPA, SPS, PKBM, and SKB spread across 47 sub-districts as a whole reached 162,401 children (Ministry of Education and Culture 2024). However, the registered *Bimba Baca* Sukabumi students only amount to 150 students, or around 0.09% of the total early childhood students. Kelley's Attribution Theory is based on the principle that individuals tend to look for reasons, either from internal such as personality or disposition, or external ones such as situations or contexts, in determining their behavior (Al-Azan et al. 2024). Kelley's Attribution Theory shows that people's perceptions of *Bimba Baca* can be built through several underlying reasons. This research needs to be carried out to meet the positive perception of the public about *bimba*, for example in terms of the development of children's values at school, improving children's cognitive abilities, not being a burden on children's activities, learning at an affordable cost, and the close relationship between parents in the child's learning process. Analysis of the effectiveness of social media marketing can provide benefits for *Bimba Baca* Sukabumi to know the factors that can foster public awareness and its dimensions and bring people to have the perception that children's success in various aspects of life is supported by the *bimba* program they participate in, thereby giving rise to positive internal attribution to *bimba*.

This research generally aims to analyze and optimize the digital marketing strategy of *Bimba Baca* Sukabumi. More specifically, the purpose of this study is to analyze the influence of public perception on brand awareness that has been formed, evaluate the effectiveness of various types of digital content in increasing brand awareness, and measure the overall impact of social media marketing on increasing brand awareness. Ultimately, the results of the analysis will be used to provide recommendations for effective and measurable digital marketing strategies to increase brand awareness while building a positive public perception of the services offered. This research is useful for the development of digital marketing theory and provides practical guidance for *Bimba Baca* Sukabumi in developing its marketing strategy. In addition, the results of the research can be considered for the government in making supporting policies, and socially it is hoped that it can increase public awareness of the importance of investment in the field of early childhood education.

METHOD

Indonesia has experienced significant population growth, especially in the age group of children. The *Golden Indonesia* Vision 2045, along with the National Long-Term Development Plan (RPJPN), focuses on several sectoral aspects, one of which is the education sector. The rapid population growth in Indonesia, especially in Sukabumi Regency, poses a challenge in providing quality education for children. The population of 281,604 thousand people in 2024 and a sizable proportion of early childhood, around 16% of the total population, are important reasons to develop educational programs that can meet these needs. Early childhood education programs through informal channels, one of which is child learning interest guidance (*bimba*), is present as an alternative that is able to provide the right stimulation for children's development. *Bimba* focuses not only on the development of reading and writing skills, but also on the development of various aspects of

children's intelligence, including linguistic, logical-mathematical, and social-emotional intelligence. Therefore, *bimba* plays an important role in preparing children to enter formal education in primary school.

Bimba Baca Sukabumi is an early childhood education institution that has been operating since 2020. *Bimba Baca* Sukabumi is located on Jl. Segog km 14, Batununggal Village, Cibadak District, Sukabumi Regency, West Java Province. *Bimba Baca* Sukabumi has three branches, namely *Bimba Rainbow Kids* Batununggal, *Bimba Rainbow Kids* Fitria, *Bimba Rainbow Kids* Pelabuhan Ratu, all of which are located in the Sukabumi Regency area. *Bimba Baca* Sukabumi has a variety of learning programs, including the introduction of reading, writing, and counting (*calistung*), English learning, Montessori learning, and other educational-creative programs. *Bimba Baca* Sukabumi has around 150 students and 20 educators.

Bimba Baca Sukabumi continues to strive to build public perception and brand awareness through various marketing strategies, including social media marketing. *Bimba Baca* Sukabumi is active in uploading content on several social media platforms, including Facebook, Instagram, TikTok, WhatsApp, as well as personal websites. Public perception is the initial stage of forming public responses to the urgency of *bimba* for early childhood education. Positive perception will encourage the public to get to know *Bimba Baca* Sukabumi better, which is also in line with the vision and mission of *Bimba Baca* Sukabumi to educate the next generation of the nation. Social media can serve as an effective tool to increase public awareness of the importance of *bimba* education. Social media can be a platform that spreads information about the benefits and existence of *bimba* widely, so that the public better understands the important role of early childhood education in supporting children's development. The type of content uploaded in marketing efforts can be in the form of photo, video, or infographic formats that are tailored to the needs of the community. Statistical data shows that social media users in Indonesia reach 139 million. This number creates a great opportunity to reach a wider audience and build a positive perception of *bimba*.

This research was conducted to conduct a comprehensive analysis related to public perception, social media marketing, and community content preferences to increase the awareness of the people of Sukabumi Regency on the importance of early childhood education, as well as other objectives to increase the brand awareness of the people of Sukabumi Regency towards the existence of *Bimba Baca* Sukabumi. The study was conducted with the population of the whole community, and the sample was determined by purposive sampling with criteria that will be explained further. The samples will be respondents to questions related to their perceptions, social media used, and the type of content consumed. The three variables will be independent variables, which are then analyzed to identify their influence on brand awareness as dependent variables. Public perception is seen from the indicators of consensus, consistency, and privilege according to Kelley's Attribution Theory. Social media is seen from Facebook, Instagram, TikTok, WhatsApp, and website platforms as marketing platforms. The type of content is seen from the form of photos, videos, and infographics used in marketing. Descriptive statistical analysis was carried out to obtain the most relevant and educational types of perception, social media, and types of content to increase the brand awareness of the people of Sukabumi Regency towards *Bimba Baca* Sukabumi. The Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis was conducted to test the partial and simultaneous influence of independent variables (public perception, social media, and content type) on the dependent variables (brand awareness) of *Bimba Baca* Sukabumi. The results of the analysis were used as a description to explain the managerial implications.

1.1 Types and Data Sources

This research is categorized as quantitative research because it has the purpose of analyzing the relationship between one variable and another and testing the hypothesis. This study uses primary data as the main data to be processed accompanied by secondary data as a reference for discussion. Primary data is sourced from questionnaires distributed through Google Forms. Secondary data is sourced from the websites of online literature providers.

1.2 Data Collection Methods

The data collection method in this study starts from determining the sample by purposive sampling. The research population includes all people of Sukabumi Regency. Samples are determined by criteria: (i) are residents of Sukabumi Regency, (ii) have adequate internet access and are proficient in using social media, (iii) have/have had children aged 0-6 years, and (iv) have an income more than or equal to the Regional Minimum Wage (*UMR*) of Sukabumi Regency. *UMR* is the minimum wage that applies at the provincial level, including districts/cities in it. *UMR* is the lowest income reference that can meet the needs of employees. If a person's

income is at the *UMR* level, it is likely that he has funding to meet his living needs, one of which is the cost of children's education. These criteria are required so that respondents can provide truly relevant information related to this research. The next method is the design of a questionnaire with open and closed question types that cover all the variables to be analyzed.

Data analysis was carried out to process the data that had been collected and produce findings that could be discussed from this study. The data analysis method in this study is carried out through several stages to find responses to the problems that have been formulated. The data analysis in this study began with a questionnaire validity test, then a descriptive statistical analysis and a Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, all of which were aimed at obtaining solutions to the research objectives designed.

Questionnaire Validity Test

The validity test of the questionnaire is carried out in the early stages of analysis to determine the ability of the construct indicator used to measure the accuracy of a questionnaire (Syam and Mayangsari 2024), or to see the level of validity and measure the compilation of data (Sugiyono 2015). The test was carried out by correlating the questionnaire question items with the total score obtained in order to get a correlation coefficient (*r*) value. The data is considered valid if the calculated value > the table value.

Descriptive Statistical Analysis

Descriptive statistical analysis is a simple analysis used to represent the tendency of a data center to a variable in question. Some of the statistical parameters that will be displayed include frequency, average, and mode.

SEM-PLS Analysis

The SEM-PLS analysis will be used to test the influence of independent or latent exogenous variables (type of content and social media) on mediation variables (brand awareness), and endogenous variables (public perception), either directly or indirectly. The SEM-PLS analysis is preceded by the formation of a measurement model that defines the latent variables and the indicators that have been mentioned as well as a structural model that describes the causal relationships between latent variables. Once the model and indicators are defined, the SmartPLS software will help to estimate the parameters in the model. This parameter includes the path coefficient that indicates the strength and direction of the relationship between variables. The relationship between dependent variables (endogenous latent variables) will be studied for their relationship with independent variables (exogenous latent variables), either through mediation variables or directly.

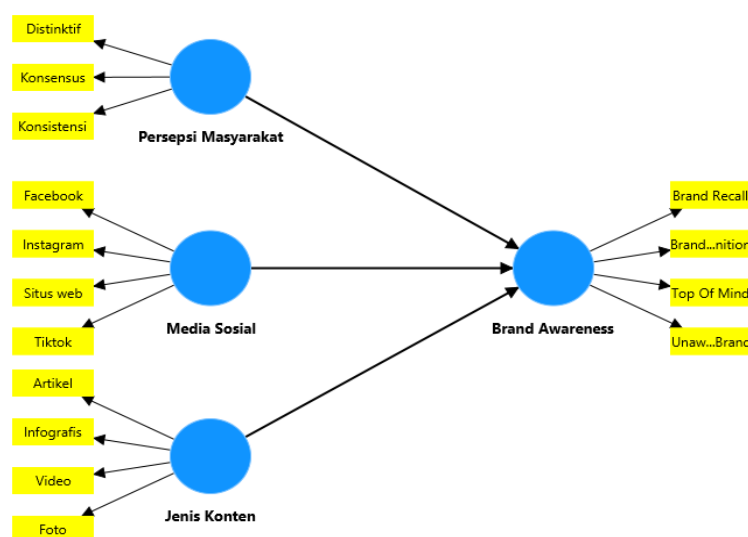


Figure 1. SEM analysis model built on research
Source: Research data processing (2024)

RESULTS AND DISCUSSION

Evaluation of the Reflective Construction Measurement Model (Outer Model)

Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis involves a measurement model that has the function of representing the relationship between the contractor or latent variable and the indicator variable being measured. Latent variables are variables that cannot be measured directly, but can be presented by indicator variables (Nurhalizah et al. 2023). The SEM-PLS measurement model is referred to as the outer model. External model analysis was carried out to ensure that the measurements used were valid and reliable to be involved in the measurement (Ghozali and Latan 2015). Testing the reflective contrast measurement model, or outer model, produces correlation values between the statement items of the research variables as shown in Figure 8.

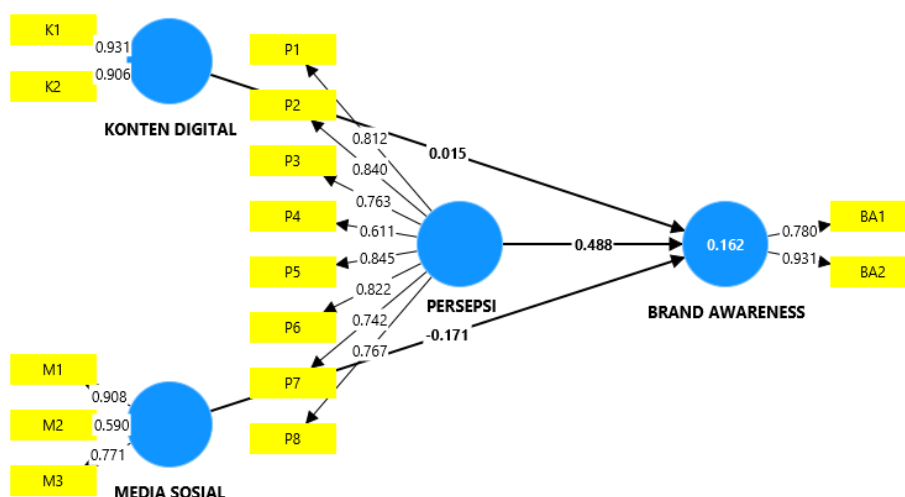


Figure 2. Outer research model

Source: Research data processing (2024)

Febryaningrum et al. (2024) stated that the data analysis technique using SmartPLS has several criteria to assess the outer model or measurement model, namely convergent validity, discriminant validity, and consistency reliability.

1.1.1 Convergent Validity

Convergent validity aims to see the correlation between indicators used in a construct (Utami and Kussudyarsana 2024). Febryaningrum et al. (2024) and Nurhalizah et al. (2023) state that an item or statement item is considered valid if it has convergent validity or a correlation value above 0.7. Novita et al. (2023) as another reference mentioned that items or statement items are considered still adequate or still acceptable in the correlation development stage if they are in the range of 0.5 to 0.6. Specifically, the results of the convergent validity test of each indicator are shown by Table 4.

Table 1. Convergent validity test results

	<i>Brand Awareness</i>	<i>Digital Content</i>	<i>Social Media</i>	<i>Public Perception</i>
BA1	0,780			
BA2	0,931			
K1		0,931		
K2		0,906		
M1			0,908	
M2			0,590	
M3			0,771	
P1				0,812
P2				0,840
P3				0,763
P4				0,611
P5				0,845
P6				0,822
P7				0,742
P8				0,767

Source: Research data processing with SmartPLS (2024)

Table 1 shows that the majority of the loading factor values in outer loadings result in a value of >0.7 . The measurement instruments used in this study have met the criteria of convergent validity and reliability, and the statement items (indicators) validly represent their latent variables as stated by Febryaningrum et al. (2024) and Nurhalizah et al. (2023). There are several indicators with loading factor values below 0.7, such as M2 (0.590), P4 (0.611), and P7 (0.742), but, when referring to Novita et al. (2023), these values are still valid or can be tolerated to be included in the model. This measurement means that the construct of all variables does not need to be eliminated from the model. A study is said to have met the criteria for convergent validity if the indicators used in a construct are correlated and the entire outer loading of the indicator must be statistically significant to ensure the feasibility of the model.

Average Variance Extracted

Table 2. Test results AVE

Indicator	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
<i>Brand Awareness</i>	0,665	0,800	0,848	0,738
Digital Content	0,817	0,829	0,916	0,844
Social Media	0,716	0,958	0,807	0,589
Public Perception	0,915	0,943	0,924	0,606

Source: Research data processing with SmartPLS (2024)

Table 5 shows the AVE test results of the developed research model. Based on table 5, the AVE value of each indicator in the model already exceeds 0.5, which indicates that the data of this study have met the second requirement of convergent validity. The combination of the evaluation of outer loading and the test indicates that this study is eligible to proceed to the next stage, namely the discriminant validity test.

Discriminant Validity

Table 3. Results of the discriminant validity test

	<i>Brand Awareness</i>	Digital Content	Social Media	Public Perception
BA1	0,780	0,129	-0,017	0,191
BA2	0,931	0,194	0,232	0,420
K1	0,191	0,931	0,524	0,539
K2	0,164	0,906	0,538	0,506
M1	0,176	0,440	0,908	0,619
M2	0,041	0,587	0,590	0,401
M3	0,090	0,497	0,771	0,472
P1	0,379	0,424	0,433	0,812
P2	0,368	0,467	0,434	0,840
P3	0,132	0,405	0,552	0,763
P4	0,050	0,346	0,514	0,611
P5	0,392	0,555	0,492	0,845
P6	0,263	0,457	0,646	0,822
P7	0,194	0,419	0,606	0,742
P8	0,264	0,428	0,703	0,767

Source: Research data processing with SmartPLS (2024)

Table 3 shows the results of the discriminating test from the developed research model. The entire cross loading value of each indicator to its variable is greater than the loading value with the other indicators, even though item M2 in Digital Content has a value of 0 close to the existing loading factor value, which is 0.587. The results of the discriminant test (Table 6) can provide information that there are no problems with discriminant validity. All discriminant validity is fulfilled because each indicator has a high correlation value with the latent variable that should be measured.

According to Ghozali and Latan (2015), there is an additional way that can be used to test the discriminant validity of reflective constructs, namely by comparing the square root of the AVE of each construct with the correlation between constructs in the model. Good discriminant validity is shown from the square root of AVE of each construct whose value must be greater than the square correlation with the other construct. This criterion was put forward by Fornell and Larcker in 1981 (Indriani 2024).

Table 4. Fornell and Lacker test results

Variable	Brand Awareness	Digital Content	Social Media	Public Perception
Brand Awareness	0,859			
Digital Content	0,194	0,919		
Social Media	0,161	0,577	0,767	
Public Perception	0,383	0,570	0,663	0,778

Source: Research data processing with SmartPLS (2024)

Table 4 presents the results of the Fornell and Lacker tests in addition to the validity test of discriminant. The number shown by Table 7 is the square root value of the AVE of the variable itself, which is matched to the correlation value between the variables. The value of the brand awareness variable was 0.859, and the value was higher than the correlation value of the brand awareness variable with digital content of 0.194, brand awareness with social media of 0.161, and brand awareness with public perception of 0.383. The value of digital content, social media, and public perception variables has also all exceeded the correlation value of these variables with other variables. The results of the Fornell and Lacker test (Table 7) illustrate that all latent variables in this model measure different and unique phenomena, and there is no similarity of information between variables.

1.1.1 Consistency Reliability

Consistency reliability is carried out to prove the accuracy, accuracy, and consistency of instruments in measuring constructs (Nurhalizah et al. 2023). Reliability measurement can be done in two ways, namely with Cronbach alpha and composite reliability (Nurhalizah et al. 2023). The use of Cronbach alpha to test the reliability of the construct will provide a lower value than the use of composite reliability, so it is more advisable to use composite reliability in testing a construct (Ghozali and Latan 2015). The composite reliability value must be >0.7 to be said to be reliable (Ghozali and Latan 2015).

Table 5. Composite reliability test results

Variable	Composite reliability (rho a)	Composite reliability (rho c)	Information
Brand Awareness	0,800	0,848	Reliable
Digital Content	0,829	0,916	Reliable
Social Media	0,958	0,807	Reliable
Public Perception	0,943	0,924	Reliable

Source: Research data processing with SmartPLS (2024)

Table 5 shows the results of the composite reliability test. The highest composite reliability value is owned by social media at 0.958, and the lowest is owned by brand awareness at 0.800. All composite reliability values owned by the variable have been >0.7 , so it is concluded that the variables of brand awareness, digital content, social media, and public perception are consistent and accurate as indicators in measuring a variable.

Evaluation of Structural Measurement Model (Inner Model)

Structural or inner model is a modeling of SEM-PLS that describes the causal relationship between latent variables or in a study. The inner model underlines the relationships between the latent variables used in the research. The inner research model is presented in Figure 9. Nurhaliza et al. (2023) said that the inner model also needs to be evaluated like the outer model to identify the relationship between exogenous and endogenous variables in a study. The structural model in this study was evaluated through several criteria, namely the R-squared value (R^2) for the dependent construct and the significance of the structural path coefficient.

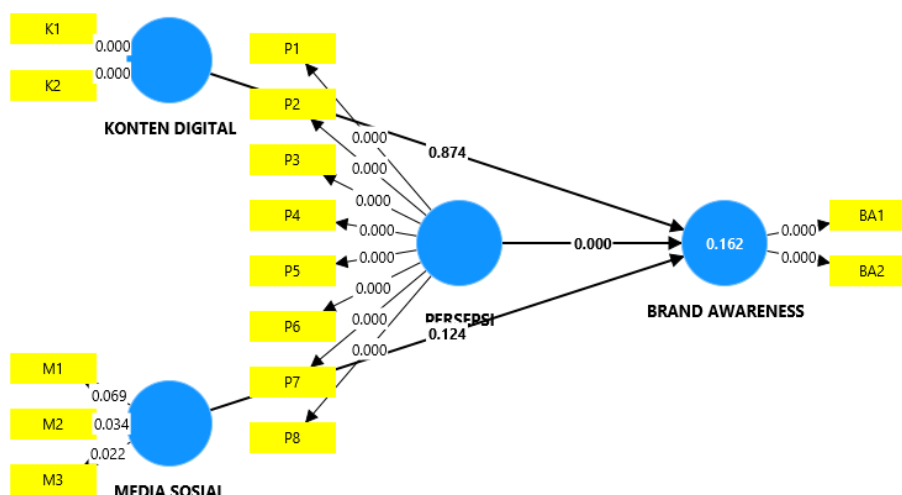


Figure 3. Inner research model

Source: Research data processing (2024)

This study uses brand awareness as a latent dependent variable. The brand awareness variable is assumed to be influenced by independent variables, consisting of public perception, digital content, and social media.

Table 6. Test results R2

Variable	R-square	R-square adjusted
Brand Awareness	0,162	0,149

Source: Research data processing with SmartPLS (2024)

Table 6 presents the results of the R2 test for the brand awareness variable, with the output of R2 and adjusted R2 values. Nurhalizah et al. (2023) explained that the R2 value is also known as the determination coefficient. The value describes the R2 predictive strength of the inner model developed. Table 9 reveals that the brand awareness variable has an R2 value of 0.162, which means that the brand awareness variable can be influenced by the variables of public perception, digital content, and social media by 16.2%, other variables that are not contained in the inner model will affect by 83.8%. The adjusted-R2 value describes the predictive power of the developed inner model, which has been adjusted for the number of variables. Table 9 reveals that the brand awareness variable has an adjusted-R2 value of 0.149, meaning that the brand awareness variable can be influenced by the variables of public perception, digital content, and social media by 14.9%, other variables that are not contained in the inner model will affect by 85.1%. Chin (1998) proposed variable predictive power criteria, which consisted of >0.67 as substantial, 0.33 as moderate, and 0.19 as weak. The results of the R2 test provide information that the inner model of the brand awareness variable is included in the category of "weak" models. However, the results of the outer model test or the relationship between variables still gave good results.

Analysis of Public Perception in Increasing Brand Awareness

The hypothesis test is carried out by analyzing the path coefficient value or path coefficient from the model estimate. The path coefficient test was carried out by looking at the output of t-statistics values that explain the causal relationship formulated as a hypothesis between independent and dependent variables, which includes the relationship between public perception\2012brand awareness, social media\2012brand awareness, and digital content\2012brand awareness. Table 7 shows the results of the path coefficient test.

Table 7. Path coefficient test results

Variable	Original Sample (O)	T-Statistics (O/Stdev)	P-Values	Information
Public Perception → of Brand Awareness	0,488	6,341	0,000	Significant
Social Media → Brand Awareness	-0,171	1,537	0,124	Insignificant
Digital → Brand Awareness Content	0,015	0,158	0,874	Insignificant

Source: Research data processing with SmartPLS (2024)

The results of the path coefficient test (Table 7) provide outputs in the form of original sample values, t-statistics, and p-values. The relationship between variables is explained by the t-statistic value, and the

conclusion of the hypothesis is adjusted to the t-statistic value which must be greater than the t-table in order to be significant (Ghozali and Latan 2015). The hypothesis built in this study starts from H1, namely that there is a positive and significant influence of public perception on brand awareness. The path coefficient value obtained for the hypothesis was 0.488, the t-statistic value was 6.341, and the P-value was 0.000. The hypothesis test in this study used a 95% confidence level, so that the t-table is 2.0025. The value of t-statistic > t-table, gives the meaning of the community's perspective has a positive and significant effect on brand awareness. The results of the path coefficient test in Table 10 provide evidence to accept H1, namely that there is a positive and significant influence of public perception on brand awareness.

The variables of public perception are measured through three dimensions, namely consensus, consistency, and distinctiveness, in accordance with the Attribution Theory contained in the research of Hasanah et al. (2024). The number of questions for the public perception variable is eight items. The options provided on the questions are Strongly Disagree (STS) with a score of 1, Disagree (TS) with a score of 2, Agree (S) with a score of 3, and Strongly Agree (SS) with a score of 4. The score is then calculated by involving the total score obtained from each question item, and calculated the average obtained from all answers. Table 8 displays descriptive statistics from eight questions of public perception variables.

Table 8. Descriptive statistics of public perception variables

Number	Respondent's Response				N	Shoes	Average	Information
	STS 1	TS 2	S 3	SS 4				
X1	0	16	99	85	200	669	3,35	Excellent
X2	0	13	102	85	200	672	3,36	Excellent
X3	0	55	97	48	200	593	2,97	Good
X4	3	63	88	46	200	577	2,89	Good
X5	0	12	113	75	200	663	3,32	Excellent
X6	0	45	100	55	200	610	3,05	Excellent
X7	0	49	103	48	200	599	2,99	Good
X8	1	50	95	54	200	602	3,01	Excellent
Average						24,925	3,11	Excellent
Percentage								

Source: Primary data processed (2024)

The first dimension of the public perception variable is represented in the first to fourth question items denoted by the codes X1-X4. The question is a form of the consensus dimension, which is behavior that shows a person's behavior in dealing with a similar situation. The consensus dimension has the highest score in the second statement (X2), which is "I agree with the opinion of others who say that Bimba Baca Sukabumi provides quality education for children." A total of 102 respondents chose the Agree (S) option and 85 people chose the Strongly Agree (SS) option. The consensus dimension has the lowest score in the fourth statement (X4), which is "I follow the Bimba Baca Sukabumi social media account (Facebook/Instagram/TikTok) because I am influenced by others." A total of 88 respondents chose the Agree (S) option for the question. The average score of items X1-X4 is 3.13, meaning that respondents agree or have a positive tendency towards the consensus behavior being measured. Question item X4 reflects that respondents are assumed to follow Bimba Baca Sukabumi's social media accounts without any influence from others, which may be influenced by self-awareness or the appeal of Bimba Baca Sukabumi's social media. Question item X2 illustrates that most of the respondents have a very positive perception of the quality of education in Bimba Baca Sukabumi.

The second dimension of the variable of public perception is consistency. The dimension of consistency is represented by the fifth and sixth question items (X5 and X6), which read "I always believe that Bimba Baca Sukabumi provides quality education for children" and "I will always register my children to study at Bimba Baca Sukabumi". The average score of items X5 and X6 is 3.2, which means that the majority of Sukabumi people have a perception of Bimba Baca Sukabumi that is consistently embedded. This consistency is evidenced by more than 50% of respondents choosing Agree to the questions asked. However, there were 12 people who voted No on item X5, and 45 people voted No on item X6. The number of disagreements presents a challenge for Bimba Baca Sukabumi to improve quality and service, because there are still people who do not have a perception of Bimba Baca Sukabumi that is consistently embedded.

The third dimension of the public perception variable is consistency. The consistency dimension is represented by question items seven and eight (X7 and X8), which read, "I find out information about bimba activities on

Bimba Baca Sukabumi's social media accounts" and "I choose to register my child at Bimba Baca Sukabumi rather than other institutions". Distinctiveness is the degree to which a person reacts to different events (Al-Azan et al. 2024). The average score for items X7 and X8 was 3.0, which means that the majority of people prefer Bimba Baca Sukabumi over other institutions, and 103 out of 200 respondents sought information on their own rather than getting information from others. This privilege is evidenced by more than 50% of respondents choosing Agree to the questions asked. However, there were 49 people who voted No on item X7, and 50 people voted No on item X8. The number of disagreements also poses a challenge, because there are still respondents who choose Bimba Baca Sukabumi over other bimba institutions. The selection may be influenced by the marketing aspects proposed by Kotler et al. (2022), which consist of product, price, place, and promotion.

The descriptive statistics of the public perception variable gave an overall average of 3.11 with the criterion of "Excellent". These descriptive statistics support the results of the path coefficient test which states that public perception has a positive and significant effect on brand awareness. These results are in accordance with research by Zia et al. (2021) which states that public perception of a brand, or brand image, has a positive and significant relationship with brand awareness. Negative perceptions will also hinder the increase of public brand awareness towards Bimba Baca Sukabumi. Gumilang and Soebiantoro (2024) added that consumer perception, especially about price, can affect consumer satisfaction with product quality. People who have a positive perception of Bimba Baca Sukabumi will tend to give recommendations to others, which will indirectly increase the brand awareness of Bimba Baca Sukabumi without requiring high promotional costs. Rahmi et al. (2022) explain perceived risk, or the risk caused by a person's perception in the form of concerns or potential negative consequences that may occur when buying products or services. Perceived risk is closely related to consumer behavior. Consumers who think they will get less benefit than the benefit from purchasing a product or service, will have less trust and purchase intent.

Analysis of Content Types in Increasing Brand Awareness

The hypothesis built in this study continues to H2, namely that there is a positive and significant influence of the type of content on brand awareness. The value of the path coefficient obtained for the hypothesis is 0.015, the t-statistical value is 0.158, and the p-value is 0.874. The p-value obtained > 0.05 provides evidence to reject H2, which means that there is no positive and significant influence of the type of content uploaded on brand awareness.

Table 9. Descriptive statistics of content type variables

No Item	Respondent's Response				N	Shoes	Average	Information
	STS	TS	S	SS				
	1	2	3	4				
Y1	0	5	100	95	200	690	3,45	Excellent
Y2	0	15	112	73	200	658	3,29	Excellent
Average							3,37	Excellent
Percentage								

Source: Primary data processed (2024)

Table 9 presents descriptive statistics of the content type variables. The number of questions for the content type variable is two. The highest score of the content type variable is owned by question item Y1, which reads, "Digital content and social media promotion are very effective in introducing Bimba Baca Sukabumi". The lowest score of the content type variable was owned by question item Y2, which read, "After seeing the content on Bimba Baca Sukabumi's social media, my opinion about the needs of bimba for my child changed". The average score obtained for the digital content variable was 3.37 with the criterion of "Excellent". The variables of content type in this study were measured through three aspects, namely photos, videos, infographics, and articles. Qualitative information from the questionnaire distributed showed data that most respondents liked Bimba Baca Sukabumi's uploads in the form of videos. In the question item, "I like the post from Bimba Baca Sukabumi in the form of:", as many as 120 people chose videos, 104 people chose photos, 37 people chose infographics, 23 people chose articles, and 26 people chose others. Content that incorporates strong visual elements, such as videos and images, can improve consumers' recall of the brand (Karuehni et al. 2024). The results obtained show that the content uploaded on social media has the potential to increase public brand awareness towards Bimba Baca Sukabumi.

The descriptive statistics of the questionnaire question items are not related to the results of the path coefficient test in Table 11. The results of the path coefficient test stated that the type of content uploaded had a positive, but not significant effect on brand awareness. The results obtained are in accordance with the research of Ghodzahdi and Suharyati (2024). Ghodzahdi and Suharyati (2024) provide suggestions for marketers to manage

content to be more informative, credible, entertaining, and empowering. Efendioğlu and Durmaz (2022) explain the perception of advertising on social media such as Instagram, YouTube, and Facebook, which is considered informative and entertaining, to have a positive and significant effect on brand awareness and brand associations. Informative content can be created by utilizing caption and comment features that contain detailed information about the product or service being promoted and utilizing hashtags. This information will attract consumers, make brands more recognizable, and build interactions with consumers. Entertaining content can be presented by collaborating with a Social Media Specialist who is an expert in creating entertaining content. Interesting, entertaining content will give a positive impression to the audience, which directly impacts brand awareness and brand associations.

Other factors that are assumed to affect the attractiveness of uploaded content are the time of uploading content, content appeal, and content visualization. According to Ariningsih et al. (2024), the creation of appropriate and scheduled content can increase brand awareness, and the content produced must also be able to maintain existing brand awareness. Engaging and relevant content can increase brand visibility, which is the first step in building strong brand awareness. Content also needs to adapt to the target market that advertisers want to target, as content that suits one demographic group may not be relevant to other demographic groups (Karuehni et al. 2024). Kotler et al. (2022) explained that advertisers must pay attention to four promotion strategies, namely continuity, concentration, flighting, and pulsing. Continuity means that content is uploaded evenly over a period of time. Concentration means spending enough budget to upload a piece of content or manage social media. Flighting is a communication technique for one period, followed by a period of no communication, followed by a second period of communication activities. Pulsing is a continuous communication technique to maintain brand awareness without always having to invest heavily, but do high promotions when there is a certain event, such as a new product launch or when a trend is taking effect.

Analysis of the Effectiveness of Social Media Marketing in Increasing Brand Awareness

The social media marketing variables in this study were measured through three platforms, namely Whatsapp, Instagram, Facebook, and TikTok. The platform is the media that is most often used by the Indonesian people according to Howe (2024), and has indeed been used by Bimba Baca Sukabumi to market bimba services. The hypothesis built in this study is continued to H3, namely that there is a positive and significant influence of social media marketing on brand awareness. The results of the path coefficient test (Table 10) presented the value of the path coefficient obtained for the hypothesis of -0.171, the t-statistical value of 0.537, and the p-value of 0.124. A negative value on the path coefficient indicates an inverse relationship of the social media marketing variable with brand awareness. The t-statistic value < t-table means that social media marketing does not have a significant effect on brand awareness.

The results provided evidence to reject H3, which means that there is a positive and significant influence of social media marketing on brand awareness. The results of the study are not the same as those of Ghozahdi and Suharyati (2024), Bilgin (2018), Kudadiri et al. (2024), and Haridua (2023). Bilgin (2018) involves several elements in social media marketing, namely entertainment, interaction, trendiness, advertisement, and customization. Kudadiri et al. (2024) prioritize customer engagement in social media marketing. Customer engagement is a form of consumer interaction, participation, response, and engagement with the brand that uploads promotions. Khairunnisa and Juliadi (2023) explain that social media marketing is not only the process of uploading content, but also the process of creating, communicating, and exchanging value that is beneficial to consumers. Social media marketing is a strategy to build interaction and promote a product or service through a digital platform. Social media marketing also allows for two-way communication and directly improves the brand image in the eyes of consumers.

Table 10. Descriptive statistics of social media marketing variables

No Item	Respondent's Response				N	Shoes	Average	Information
	STS	TS	S	SS				
	1	2	3	4				
Z1	2	43	104	51	200	604	3,02	Excellent
Z2	0	9	100	91	200	682	3,41	Excellent
Z3	0	16	108	76	200	660	3,30	Excellent
Average							3,24	Excellent
Percentage								

Source: Primary data processed (2024)

Table 10 presents descriptive statistics for question items from social media marketing variables. The number of questions for these variables is three. The highest score for social media marketing was owned by

question item Z2, namely, "I think promotion on social media can change my opinion about Bimba Baca Sukabumi". A total of 89 people voted Strongly Agreed, 99 people voted Agree, and 9 people voted Disagree. The lowest score for social media marketing is owned by question item Z1, which is "I often see posts on Bimba Baca Sukabumi social media (Facebook/Instagram/TikTok)". A total of 103 people voted Strongly Agreed, 49 people voted Agree, 43 people voted Disagree, and 2 people voted Strongly Disagree. The number of respondents who stated that they did not agree is proof that marketing on social media has not touched consumers thoroughly. Khairunnisa and Juliadi (2023) stated that a brand must understand its target market. Consumer segmentation is a crucial step to determine the most appropriate type of content and marketing activities to reach consumers as a whole. The choice of platform and strategy used must be adjusted to the profile of the intended consumer, for example, the Instagram platform emphasizes more on visual aspects full of aesthetics, while the TikTok platform emphasizes more on entertaining aspect in short videos. A brand can also take advantage of various strategies, such as holding giveaways, placing ads on Instagram, or collaborating with influencers to increase brand awareness. The second day (2023) also stated that the development of the company's website must be carried out continuously in order to provide comprehensive information, such as information about services, costs, contacts, or other things. Providing complete information in digital media aims to make consumers more exposed to messages from brands, thereby increasing brand awareness.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that public perception has a significant and positive effect on increasing brand awareness of *Bimba Baca Sukabumi*, while the type of content uploaded on social media and social media marketing strategies as a whole have not had a significant impact on increasing brand awareness. These findings indicate that perception factors—which include trustworthiness, consistency, and uniqueness of service—play a key role in building brand image and recognition in the eyes of the public. On the other hand, digital content and social media strategies that have been implemented are considered not effective enough in reaching and influencing the target audience optimally.

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