

ABSTRAK

Perkembangan teknologi digital, khususnya media sosial, telah membawa perubahan besar dalam cara pelaku usaha kuliner memasarkan produknya dan membangun kesadaran merek (*brand awareness*) di benak konsumen. Persaingan *coffee shop* yang semakin ketat, khususnya di Kota Bandung, mendorong setiap pelaku usaha untuk mengoptimalkan strategi *Social Media Marketing* dan Promosi guna memperkuat posisi mereknya.

Penelitian ini bertujuan untuk mengetahui gambaran umum objek penelitian, pelaksanaan *Social Media Marketing*, Promosi, dan kondisi *Brand Awareness*, pengaruh *Social Media Marketing* dan Promosi terhadap *Brand Awareness* baik secara parsial maupun simultan, serta hambatan dan upaya yang dilakukan Coffee Shop Northwood Cihampelas Reserve dalam pelaksanaannya.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Sampel penelitian ditentukan secara proporsional dari keseluruhan pengunjung Coffee Shop Northwood Cihampelas Reserve dengan menggunakan teknik penarikan sampel yang representatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada pelanggan serta wawancara terstruktur dengan pihak manajemen. Analisis data menggunakan regresi linier berganda untuk menguji pengaruh variabel bebas terhadap variabel terikat.

Hasil penelitian menunjukkan bahwa pelaksanaan *Social Media Marketing*, Promosi, dan kondisi *Brand Awareness* berada pada kategori baik hingga sangat baik. *Social Media Marketing* dan Promosi terbukti berpengaruh positif dan signifikan terhadap *Brand Awareness*, baik secara parsial maupun simultan, dengan kontribusi yang cukup besar terhadap terbentuknya kesadaran merek, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Hambatan yang ditemukan antara lain keterbatasan interaksi dua arah dan ketatnya persaingan usaha, yang direspons melalui peningkatan responsivitas digital dan penguatan konsistensi pesan merek. Penelitian ini merekomendasikan agar Northwood Cihampelas Reserve terus memperkuat strategi digitalnya guna mempertahankan *brand awareness* di tengah persaingan yang semakin kompetitif.

Kata Kunci: *Social Media Marketing*, Promosi, *Brand Awareness*

ABSTRACT

The rapid development of digital technology, particularly social media, has significantly changed the way culinary businesses market their products and build brand awareness among consumers. The increasingly competitive coffee shop industry, especially in Bandung City, has pushed business owners to optimize their Social Media Marketing and Promotion strategies to strengthen their brand position.

This study aims to describe the general profile of the research object, examine the implementation of Social Media Marketing, Promotion, and the condition of Brand Awareness, analyze the partial and simultaneous influence of Social Media Marketing and Promotion on Brand Awareness, and identify the obstacles faced and efforts made by Northwood Cihampelas Reserve Coffee Shop in carrying out these activities.

This research applies a quantitative method with descriptive and verificative approaches. The research sample was drawn proportionally from the overall visitors of Northwood Cihampelas Reserve Coffee Shop using a representative sampling technique. Data were collected through questionnaires distributed to customers and structured interviews with management. Data analysis was carried out using multiple linear regression to examine the influence between variables.

The results show that the implementation of Social Media Marketing, Promotion, and the condition of Brand Awareness fall into the good to very good category. Social Media Marketing and Promotion were found to have a positive and significant influence on Brand Awareness, both partially and simultaneously, contributing considerably to the formation of brand awareness, while the remainder was influenced by other factors outside this study.

Obstacles found include limited two-way interaction and intense business competition, addressed through improved digital responsiveness and stronger brand message consistency. This study recommends that Northwood Cihampelas Reserve continue strengthening its digital strategy to sustain brand awareness amid growing industry competition.

Keywords: *Social Media Marketing, Promotion, Brand Awareness*

RINGKESAN

Kamekaran téknologi digital, hususna média sosial, parantos mawa parobahan anu ageung dina cara palaku usaha kuliner masarkeun produkna sareng ngawangun kasadaran merek (*brand awareness*) dina benak konsumén. Persaingan *coffee shop* anu beuki ketat, hususna di Kota Bandung, ngadorong unggal palaku usaha pikeun ngoptimalkeun strategi Social Media Marketing sareng Promosi guna nguatkeun posisi mérekna.

Panalungtikan ieu boga tujuan pikeun uninga gambaran umum objek panalungtikan, palaksanaan *Social Media Marketing*, Promosi, sareng kaayaan Brand Awareness, pangaruh *Social Media Marketing* sareng Promosi kana Brand Awareness boh sacara parsial boh sacara simultan, sareng hambatan sareng upaya anu dilakukeun ku Coffee Shop Northwood Cihampelas Reserve dina palaksanaanana.

Panalungtikan ieu ngagunakeun métode kuantitatif kalayan pendekatan deskriptif sareng verifikatif. Sampel panalungtikan ditangtukeun sacara proporsional tina sadaya pangunjung Coffee Shop Northwood Cihampelas Reserve ngagunakeun téhnik panarikan sampel anu représéntatif. Pangumpulan data dilakukeun ngaliwatan panyebaran kuésioner ka palanggan sareng wawancara terstruktur sareng pihak manajemén. Analisis data ngagunakeun régrési liniér berganda pikeun nguji pangaruh antara variabel.

Hasil panalungtikan nunjukkeun yén palaksanaan *Social Media Marketing*, Promosi, sareng kaayaan *Brand Awareness* aya dina kategori saé dugi ka saé pisan. *Social Media Marketing* sareng Promosi kabuktian ngagaduhan pangaruh positif sareng signifikan kana *Brand Awareness*, boh sacara parsial boh sacara simultan, kalayan kontribusi anu cukup ageung kana kabentukna kasadaran merek, sedengkeun sesana dipangaruhan ku faktor sanés di luar panalungtikan ieu.

Hambatan anu kapendak diantawisna kawatesan interaksi dua arah sareng persaingan usaha anu ketat, anu direspon ngaliwatan paningkatan responsivitas digital sareng penguatan konsistensi pesen merek. Panalungtikan ieu nyarankeun supados Northwood Cihampelas Reserve tetep nguatkeun strategi digitalna guna ngajaga *brand awareness* di tengah persaingan anu beuki kompetitif.

Kecap Konci: *Social Media Marketing*, Promosi, *Brand Awareness*