



## **ANALYSIS OF THE ROLE OF SOCIAL MEDIA IN BRAND MANAGEMENT AND MARKETING**

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Article info	ABSTRACT
<p><b>Corresponding Author:</b></p> <p>Oki Saputa  <a href="mailto:okis06768@gmail.com">okis06768@gmail.com</a>            Department of Management.            University of Muhammadiyah            Bengkulu</p>	<p>The use of social media in brand management and marketing has become increasingly important, but companies face several challenges in maximizing the potential of social media. Key issues include the need to create relevant and engaging content, overcome content fatigue, respond to algorithm changes, and proactively manage brand reputation. This study aims to explore various aspects related to the use of social media in brand management and marketing. Using a qualitative approach and case studies of several brands that actively use social media, this study investigates the role of social media in building brand awareness, effective marketing strategies, and the impact of influencer collaboration. The findings show that social media can increase brand awareness at a lower cost and with a wider reach compared to traditional media. In addition, the use of visual content and analytical tools on social media has been shown to increase the effectiveness of marketing strategies. Collaboration with influencers is also considered to have a significant impact on expanding brand reach and building more personal relationships with audiences. This study provides recommendations for companies to manage content and collaboration with influencers more carefully to improve marketing effectiveness and maintain brand reputation on social media.</p> <p><b>Keywords:</b> <i>Social Media, Brand Management, Marketing</i></p>
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### **INTRODUCTION**

In today's digital era, social media has become one of the key elements in marketing and brand management strategies (Sudirman et al., 2024). With over 4.5 billion active users worldwide, platforms such as Facebook, Instagram, Twitter, and TikTok offer unprecedented opportunities for companies to connect with their customers. Social media allows direct interaction between brands and consumers, creating closer and more personal relationships. According to Musnainetal (2021) this is changing the way companies approach marketing and brand management, making social media an indispensable tool in efforts to build a strong brand identity and increase sales.

One of the reasons why social media is so effective in brand management is its ability to spread messages widely and quickly. Interesting and creative content can be easily shared by users, expanding the reach of a brand without the need for large advertising costs. In

addition, social media allows companies to collect data and feedback from customers in real-time, which is invaluable for product development and marketing strategies (Yulianto et al., 2024). With proper data analysis, companies can understand consumer preferences and adjust offerings to meet market needs. However, despite the many benefits of using social media in brand management and marketing, there are also challenges to overcome. One of the main issues is content oversaturation. With so much content being produced every day, it is difficult for brands to stand out from the competition.

Social media users are often bombarded with excessive advertising and promotions, which can cause them to lose interest and attention to a particular brand. This requires creativity and innovation in creating content that is not only interesting but also relevant and meaningful to the audience. In addition, shifts in social media algorithms are also a big challenge. Platforms such as Facebook and Instagram frequently change the way content is displayed to users, which can have a significant impact on brand visibility. Companies must constantly update their strategies to stay relevant and ensure that their content is found by their target audience. This requires a deep understanding of how algorithms and user behavior work and adapting quickly to these changes. In this regard, it is important to conduct an in-depth analysis of the role of social media in brand management and marketing.

This study aims to identify how social media affects brand perception in the eyes of consumers and how companies can leverage these platforms to improve their marketing strategies. By understanding the dynamics that occur on social media, companies can develop a more effective approach to interacting with customers and building stronger relationships. The problems faced in the use of social media include the need to create relevant and interesting content, overcome content saturation, respond to algorithm changes, and proactively manage brand reputation. Therefore, this study will explore various aspects related to the use of social media in brand management and marketing, as well as provide recommendations for companies in facing existing challenges. Thus, it is hoped that this study can provide a significant contribution to the understanding of the importance of social media in today's business world.

## **METHOD**

This research is qualitative research. Qualitative methods are research approaches that focus on an in-depth understanding of social or cultural phenomena through the collection of non-numerical data (Rasyid, 2022). This study uses a qualitative approach to deeply understand the role of social media in brand management and marketing strategies. This approach allows researchers to explore the views, experiences, and perceptions of business actors and consumers regarding the use of social media. This research is included in the case study category. Researchers will select several brands that actively use social media as part of their marketing strategy.

## **RESULT AND DISCUSSION**

### *The Role of Social Media in Brand Management*

Brand awareness is an important aspect of marketing strategy related to how consumers recognize and remember a brand (Andriani, 2023). In this case, social media has become a very effective tool for increasing brand awareness, which has been agreed by all

respondents in this study. Respondents stated that social media provides great advantages in terms of accessibility and wider reach, as well as much lower costs compared to traditional advertising methods.

Respondent A emphasized that by using social media platforms, a brand can reach a larger audience without having to spend high costs such as on television, radio, or print advertising. In addition, social media also provides an opportunity for brands to build long-term relationships with audiences through relevant, interesting, and ongoing content.

Compared to traditional advertising, which tends to be more one-way and requires a large budget, social media offers greater flexibility. A brand can start a campaign with a relatively small budget and gradually increase the budget according to the results obtained. Social media campaigns can also be measured directly, allowing marketers to know whether their efforts are effective in increasing brand awareness and adjust if necessary. With features such as ads that can be customized to user preferences and the advantages of social media in the ability to target specific audiences, building brand awareness can be seen from its ability to connect brands with a very diverse audience, both in terms of demographics and geography.

Social media allows brands to speak directly to consumers, utilize two-way interactions, and listen to feedback (Fani et al., 2024). This allows brands to customize the messages they convey and respond to the needs and wants of their audience more quickly. Social media allows brands to be more efficient in using their budget to reach the right consumers. However, to maximize the impact of social media in building brand awareness, companies must understand their audience and create content that is not only interesting, but also authentic and relevant. Social media provides great opportunities but also requires a careful approach to build strong relationships with consumers and maintain a positive brand image (Sikumbang et al., 2024). Therefore, it is important for companies to manage their presence on social media carefully, ensuring that every interaction and content published supports their long-term goal of building and maintaining brand awareness.

#### *Effective Marketing Strategy*

In the interviews conducted, respondents shared their views on effective marketing strategies by emphasizing the importance of creating content that is relevant and interesting to the audience. According to respondents, the content presented must be able to attract attention and arouse interest from a particular target market. One of the most effective forms of content is visual content, such as images and videos. Visual content has a stronger appeal than plain text because it is easier

A clear and attractive design can explain the features of a product or service more effectively than a written description. This design also allows the audience to feel a more real and immersive experience, which can influence their decision to make a purchase.

In addition, respondents also highlighted the importance of using social media analytics tools as part of an effective marketing strategy. With these analytics tools, marketers can monitor and analyze consumer behavior in real-time. This allows marketers to better adjust strategies according to audience preferences and habits (Amelia, 2022). For example, if the analytics tool shows that the audience interacts more often with a certain type of content or at a certain time, marketers can optimize the schedule and type of content presented. In

this way, marketing strategies can be more targeted and provide more optimal results, accepted and attract attention faster in the highly competitive digital world

In general, overall, underline the interview that (Sikumbang et al., 2024). Visual content can help present the message you want to convey in a more interesting and easy-to-understand way. For example, a short video with the message that the success of marketing in this digital era depends heavily on the ability to create content that is not only relevant, but also interesting to the audience. Attractive visual content and the use of the right analytical tools can give marketers an edge in reaching and engaging their consumers and adjusting their approach to achieve maximum results.

### *Influencer Influence*

Collaboration with influencers has become one of the increasingly popular marketing strategies in recent years, especially with the growth of social media platforms. Influencers, who have great influence among followers, can expand the reach of brands and have a significant impact on product image.

Based on interviews with several respondents involved in marketing strategies, many admitted that collaboration with influencers is not only to attract attention but also serves as an effective bridge between brands and a wider audience.

Respondents revealed that influencers have the power to build a more personal relationship with their audience. Respondents not only introduce products to their followers but also provide a more authentic impression of the product. When influencers who are already known and respected in their community provide recommendations, this can build a strong sense of trust in the products they promote. In addition, influencers are often considered as someone who has credibility and expertise in a particular field, so the testimonials they provide feel more convincing than traditional advertising. One respondent mentioned that influencers not only function as a liaison to reach more people, but also as a closer and more trusted source of information for their audience. In a marketing world where many ads feel bland or inadequate, a recommendation from someone who already has an emotional connection with their followers adds value. This creates a stronger sense of trust in the product being promoted, because followers feel that the influencer uses and trusts the product.

However, not all respondents agreed that collaborating with influencers always has a positive impact. Some of them stated that there are risks if collaboration with influencers is not on target. For example, if the chosen influencer does not have a strong relationship with the relevant audience or if the promoted product does not align with the values held by the influencer, the effectiveness of the marketing campaign can be reduced. A brand that chooses an influencer who lacks credibility or only focuses on popularity without considering their suitability for the product, can risk losing consumer trust.

However, the majority of respondents admitted that when influencer collaborations are done correctly, the results can be significant. The right influencer can turn previously uninterested audiences into loyal consumers. In addition, influencers can create conversations around the products or brands they promote, whether through product reviews, usage tutorials, or other creative content that can engage the audience. In many cases, this can spark a wider conversation on social media, expanding the brand's reach

They have a loyal audience that follows them, which means the influencer's message is more easily accepted. Influencers can leverage social media platforms like Instagram, TikTok, or YouTube to create engaging content and share the product's message with their audience in a more engaging and relevant way.

Overall, collaborating with influencers can increase trust in a product and expand a brand's reach. However, to achieve optimal results, companies must choose right influencers, understand their audience, and plan their campaigns carefully. By done right, collaborating with influencers can be highly effective strategy in the modern marketing world.

## **CONCLUSION**

This study shows that social media has become a very effective tool in increasing brand awareness. With its ability to reach a wider audience and lower costs compared to traditional advertising methods, social media allows brands to interact directly with consumers, listen to feedback, and build long-term relationships. In addition, social media provides flexibility in marketing strategies, allowing for small budget campaigns that can be adjusted based on the results obtained. However, the success of social media marketing largely depends on the company's ability to create content that is relevant, authentic, and engaging to the audience.

In terms of marketing strategy, visual content such as images and videos have proven to be more effective in capturing the attention of the audience and influencing purchasing decisions. In addition, utilizing analytical tools allows marketers to better understand consumer behavior and adjust their strategies according to audience preferences.

Collaborating with influencers has also proven to be a popular and effective strategy in expanding brand reach and increasing consumer trust. However, it is important for companies to choose the right influencers.

In addition, respondents also highlighted the role of influencers in increasing product visibility. In a highly dynamic digital world, where ads are often buried under a lot of information, influencers have a more effective way to ensure that a product or brand remains in the spotlight. The advice that can be given is for companies to continue to optimize the use of social media by creating interesting and relevant content and utilizing analytical tools to measure and adjust marketing strategies. In addition, in collaborating with influencers, companies need to pay attention to the match between the influencer and the target audience to ensure the effectiveness of the campaign. With the right approach, social media and influencers can be the key to success in building and maintaining brand awareness in this digital era.

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