

ABSTRACT

Many people in Purbalingga, Banyumas, Cilacap, and Kebumen (Balingmascakeb) are not aware of the existence of the IT Telkom Purwokerto (ITTP) campus and the difficulty in recognizing the IT Telkom Purwokerto (ITTP) campus is one of the causes of the problem which of course is a big challenge that must be solved, considering that the IT Telkom Purwokerto (ITTP) campus has national standards. The purpose of this study is to identify the application of digital marketing that has been carried out by IT Telkom Purwokerto (ITTP) in building brand awareness, determine the level of perceived brand awareness of IT Telkom Purwokerto (ITTP) and provide proposals for the application of digital marketing in increasing brand awareness of IT Telkom Purwokerto (ITTP). The research approach was carried out descriptively using mixed methods, namely qualitative and quantitative. For interviews with students using 4C mix analysis (Creation, Currency, Communal Activation, and Conversation). The results obtained indicate that the highest average percentage of the brand awareness pyramid is at the level of the IT Telkom Purwokerto (ITTP) brand awareness pyramid, namely at the level of unaware of brand (do not know the brand) with an average percentage of 61.65%, then the level of recognition (brand recognition) with an average percentage of 60.00%, then the level of brand recall (brand reminders) with an average percentage of 56.95% and the lowest percentage at the top of mint level with an average percentage of 48.70 %. Then there is a need for a proposal that IT Telkom Purwokerto (ITTP) needs to even out the use of existing marketing media such as websites and social media. This can reposition the IT Telkom Purwokerto (ITTP) brand so that it can be stronger and more consumers, especially for students.

Keywords: 4C marketing mix, brand awareness, digital marketing, brand awareness pyramid