

**Hubungan Penerapan Social Media Marketing dengan Brand Awareness Point
Coffee (Studi pada Mahasiswa Ilmu Komunikasi Universitas Jenderal
Soedirman Angkatan 2021-2024)**

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ABSTRAK

Media sosial berperan penting dalam membangun *brand awareness*, termasuk di industri *coffee shop*. Penelitian ini bertujuan untuk menganalisis tingkat dan arah hubungan *social media marketing* (SMM) dengan *brand awareness* Point Coffee menggunakan teori *Uses and Effect*. Dalam penelitian ini, SMM diukur melalui lima dimensi utama: *entertainment*, *customization*, *interaction*, *eWOM*, dan *trendiness*. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan populasi mahasiswa Ilmu Komunikasi Universitas Jenderal Soedirman angkatan 2021–2024. Sampel sebanyak 84 responden ditentukan melalui rumus Slovin, dengan pengukuran skala rating 1–10. Hasil uji korelasi *Pearson* menunjukkan hubungan sangat kuat dan positif antara penerapan SMM dan *brand awareness* ($r = 0,856$; sig. $0,000 < 0,05$), sementara uji regresi linear menunjukkan arah hubungan positif dengan koefisien regresi 0,463. Pada variabel SMM, dimensi *customization* (8,55) dan *trendiness* (8,39) mendapatkan skor tertinggi. Selanjutnya pada variabel *brand awareness*, *recall* (8,49) dan *recognition* (8,35) memperoleh skor tertinggi. Uji t mengungkapkan bahwa *social media marketing* memiliki hubungan yang signifikan dan positif dengan kekuatan tinggi ($t \text{ hitung} = 14,998 > t \text{ tabel} = 1,989$; Sig. $0,000 < 0,05$). Penelitian ini menyimpulkan bahwa penerapan *social media* marketing yang baik dapat berkontribusi dalam membangun kesadaran merek secara signifikan. Disarankan agar Point Coffee mempertahankan keunggulan pada aspek *customization* dan *trendiness* serta mengoptimalkan dimensi lainnya untuk memperkuat *brand awareness*.

Kata Kunci: Social Media Marketing, Brand Awareness, Uses and Effect, Media Sosial, Instagram, Point Coffee

***The Relationship Between Social Media Marketing and Brand Awareness of
Point Coffee (A Study on Communication Science Students at Universitas
Jenderal Soedirman, Class of 2021–2024)***

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ABSTRACT

Social media is important for building brand awareness, including in the coffee shop industry. This study aims to find out how strong and in what direction the relationship is between social media marketing (SMM) and brand awareness of Point Coffee, using the Uses and Effect theory. SMM was measured through five dimensions: entertainment, customization, interaction, eWOM, and trendiness. The research used a quantitative method with a population of Communication Science students at Universitas Jenderal Soedirman class of 2021–2024. A total of 84 respondents were selected using the Slovin formula, and answers were measured with a 1–10 rating scale. The Pearson correlation test showed a very strong and positive relationship between SMM and brand awareness ($r = 0.856$; sig. $0.000 < 0.05$). The regression test showed a positive direction of the relationship, with a regression coefficient of 0.463. In SMM, customization (8.55) and trendiness (8.39) had the highest scores, while in brand awareness, recall (8.49) and recognition (8.35) were the highest. The t-test confirmed that SMM has a significant and strong positive relationship with brand awareness. The study suggests that Point Coffee should keep its strengths in customization and trendiness, while improving other areas to make brand awareness even stronger.

Keywords: Social Media Marketing, Brand Awareness, Uses and Effect, Media Social, Instagram, Point Coffee