

BRAND AWARENESS : PT NUTRIFOOD INDONESIA

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ABSTRACT

Brand *awareness* is an important aspect for all companies to be known by their target market. This is important to ensure brands can survive the increasingly fierce business competition. In the midst of the increasing number of healthy sachet drink brands that have emerged, each brand needs to show their differentiating side in order to be able to compete. This is what encourages PT Nutrifood to increase brand awareness, one of which is through the event sponsorship strategy. This research aims to find out how PT Nutrifood can increase brand awareness through *sponsorship events*. This study uses marketing communication mix theory and qualitative methodology with a descriptive case study research type. The data collection techniques used are observation, in-depth interviews, and documentation. In-depth interviews were conducted with four informants: key informants, first informants, second informants and third informants. This study shows that the marketing communication used by PT Nutrifood in increasing *brand awareness* by using several elements or communication mixes that are interrelated. The results of the study show that event sponsorship activities carried out by PT Nutrifood and its partners have succeeded in increasing *brand awareness*

Keywords: Brand Awareness, Event Sponsorship, Marketing Communication

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INTRODUCTION

Marketing communication through *sponsorship events* can be one of the effective strategies to increase *brand awareness*. *Brand awareness* is the main key in carrying out consumer preferences. Nutrifood is a company engaged in the FMCG (fast-moving customer good) industry that innovatively produces a variety of quality health food and beverage products, therefore it requires high (Macdonald et al., 2003) *brand awareness* to maintain and increase market share One of the strategies used to build (PT Nutrifood Indonesia, n.d.). *brand awareness* is through *event sponsorships* which is part of marketing communication Event (Hatta & Muhammad, 2018). *sponsorship* is one of the most effective promotional strategies to increase *brand awareness*.

The *event sponsorship* strategy is an effective way for PT Nutrifood to increase *brand awareness*, reach the target audience, build a positive image, and communicate health values. With this strategy, PT Nutrifood is expected to achieve its goal of increasing the market and consumer confidence in this modern era. Through *sponsorship events* with partners is a form of strategic collaboration that provides many benefits for PT Nutrifood. This shows that high-quality nutritional products have not reached an optimal level of understanding and recognition among consumers, so this lack of knowledge is the main obstacle for PT Nutrifood in increasing market share and consumer confidence.

The main problem of Nutrifood is the lack of public knowledge about the product and its benefits. Therefore, PT Nutrifood considers it important to increase *brand awareness* through

various marketing strategies. One of them is through *sponsorship events*. (Smart Cashier, 2023) *Event sponsorship* is an effective method to introduce and promote products directly to the target audience. By sponsoring various events relevant to health and healthy lifestyles, PT Nutrifood can access potential markets and create a hands-on experience for consumers. PT Nutrifood can establish partnerships with health events, sports, or healthy lifestyles to build a positive image and communicate the health values carried by its products.

The benefits obtained by PT Nutrifood through the *event sponsorship* strategy involve various aspects that significantly increase consumer exposure and understanding of their products. In addition to the economic benefits, event sponsors can bring in investments in the form of profitable goods and services and co-marketing opportunities, as has been well documented, there are a variety of benefits for sponsors, including: direct communication and authentic engagement with various stakeholders. By sponsoring various events relevant to health and healthy lifestyles, PT Nutrifood can effectively access potential markets by reaching the right target audience and establishing closer direct relationships with potential consumers. In addition, through active participation in (Cornwell, 2019) *sponsorship events*.

Based on previous studies, it can be concluded that marketing communication through *event sponsorship* can be one of the effective strategies to increase *brand awareness*. Research shows that sponsorship is a factor that has a positive influence on (Vitadiani et al., 2016) *brand awareness*. Research by shows that sponsorship can have an impact on brand awareness. Furthermore, research shows that sponsorship has a positive and significant effect on (Sephapo Mpolokeng, 2017) (Fitri Rahmawati & Lazuardi, 2024) *brand awareness*. Then research conducted by shows that marketing communication through social media and advertising is quite effective to attract consumers. Then research by shows that marketing strategies are considered important to attract consumers. Next, the research shows an influential communication strategy to convey or realize information. After that, research conducted by showed that the Integrated Marketing Communications strategy helps increase awareness in the community. Furthermore, the last research conducted by showed that integrated marketing communication is the right step in increasing the number of visitors, the results of this study show that marketing communication through digital websites can help promote effective marketing communication. (Andriani, 2020) (Ed. and Andini, 2019) (Hosted by Edward, 2021) (Vitadila & Vanel, 2024) (Inanah, Hidayat, R., & Nurfalah, F. 2017)

Previous research has made an important contribution in understanding the success of marketing communications carried out to increase *brand awareness*. However, there is still a research gap that needs to be explored further, namely marketing communication strategies through *sponsorship events*. The limitations of previous research show that there is no research that specifically focuses on *sponsorship events* by PT Nutrifood. However, there are similarities in sponsorship event marketing strategies such as community involvement in sponsorship activities to increase *brand awareness*. The concept and general practices of sponsorship event marketing are still relevant and can be a reference. Our latest research focuses on *sponsorship events* conducted by PT Nutrifood to increase *brand awareness* with partners and create bigger events for everyone, except children, with a focus on health and healthy lifestyles.

Based on the explanation, the problem that will be researched by the researcher is how marketing communication is carried out by PT Nutrifood through *sponsorship events* to

increase *brand awareness* of the company's products. Marketing communication is used by PT Nutrifood in promoting their products through sponsorship activities, which is one of the effective ways to increase brand visibility and reputation in the eyes of consumers.

METHOD

In a problem that occurs, there must always be a solution to the problem, in solving the problem, it is necessary to hold correct, thorough and continuous research in order to get the right and accurate solution, while to find out how the research is carried out we must use research methodology. Research methods are scientific ways to obtain data with the aim of a specific use. Based on this description, it can be concluded that research methodology is a scientific way to show the type or model of research to obtain data with certain purposes and uses. (Suggestion, 2014: 2)

The research method used is a descriptive method, a qualitative approach, which is a research method that utilizes qualitative data and is described descriptively. The qualitative method aims to systematically describe the facts or characteristics of a particular population or a certain field factually and carefully. Qualitative research methods are research that intends to understand the phenomenon of what the research subject is experiencing. For this type, researchers use field research (Field Research), which is researchers to the field to make observations about a phenomenon in a natural state. In this case, the researcher directly interviews the subject (Rakhmat, 1993: 22) (Fajar, 2020) (Ded d and Mulyana, 2004).

Qualitative research, data collection was carried out in a natural setting (natural conditions, primary data sources, and more data collection techniques on participant observation, in depth interviews, documentation, and a combination of the three (triangulation) (Sugiono, 2019). The data collection techniques used in this study are as follows: 1). Literature studies; 2). Interview; 3). Documentation.

RESULTS AND DISCUSSION

This study involved 4 respondents to be interviewed, where 1 person acted as a *key informant* and 3 other people as a supporting informant. These informants are directly related to the organization of *the sponsorship event* being studied.

Based on the results of an in-depth analysis of the four informants, the researcher managed to identify several important findings related to marketing communication strategies implemented to increase *brand awareness*. These findings provide a clearer picture of how companies are building brand awareness in the midst of their target market.

In this modern era, people are increasingly aware of the importance of a healthy lifestyle. One of the important aspects of a healthy lifestyle is a balanced and nutritious diet. PT Nutrifood, as a company engaged in health and nutrition products, understands this need and is committed to providing high-quality products to the community. Even though PT Nutrifood has created high-quality products, there are still many people who do not know and understand the benefits of its products. Public awareness and knowledge about Nutrifood products is still far from the expected level. This collaboration can be used as an excellent opportunity for PT Nutrifood to achieve several goals. This collaboration can increase PT Nutrifood's *brand awareness* among relevant target markets. Through various activities held with partners, PT Nutrifood can introduce its products to partners and build positive *brand awareness*.

This collaboration can help PT Nutrifood to expand its audience in Cirebon. By reaching out to the participants, PT Nutrifood can open up opportunities to get new consumers and increase sales of its products in Cirebon. *Sponsorship events* carried out by PT Nutrifood in activities in Cirebon to increase the company's *brand awareness*. This shows that PT Nutrifood is a company that cares about health and wants to support the development of activities. Overall,

the collaboration between PT Nutrifood and partners is a symbiosis of mutualism that provides benefits for both parties. PT Nutrifood can achieve its marketing goals, so that partners can establish good relationships with well-known companies and provide benefits for the partner participants who work together.

Based on the results of the interviews, it can be concluded that the company has used various marketing communication mixes. The marketing communication strategy used by the company PT Nutrifood Cirebon is in line with the theory of the marketing communication mix. Kotler and Keller define the marketing communication mix as "a combination of communication tools that a company uses to achieve its marketing goals". The marketing communication mix consists of several elements, namely: (Kotler, Philip and Keller, K. L 2009)

Sales Promotion

Based on the results of interviews with *key informants*, in line with Kotler and Keller's theory, the main informant reflects the concept of continuous evaluation to improve the effectiveness of sales promotions. This theory emphasizes the importance of continuous evaluation of marketing strategies to ensure that sales promotions achieve their goals effectively. Therefore, this statement is related to marketing communication theory because it emphasizes the importance of continuous evaluation and exchange of information in improving the effectiveness of sales promotions. In this context, continuous evaluation allows marketers to identify the successes and weaknesses of their sales promotions on an ongoing basis, thus allowing them to adjust their strategies according to the changing market environment and consumer behavior. By paying attention to continuous feedback, marketers can improve the effectiveness of sales pitches. (Kotler, Philip and Keller, K. L 2009)

Based on the results of the interview with supporting informant 1, there is a relationship between the practice of sales promotion carried out and the theory of marketing communication proposed by . Supporting informant 1 used an event promotion strategy by explaining the benefits and advantages of sponsorship to PT Nutrifood. This is in line with marketing communication theory which emphasizes the importance of delivering clear and persuasive information to the target market. By explaining the benefits of sponsorship in detail, the informant seeks to attract the interest of potential sponsors, illustrating positive aspects that are relevant to PT Nutrifood. The informant also prioritizes attractive offers to PT Nutrifood, such as the fulfillment of event needs, product promotion, and mutually beneficial cooperation. This is in line with the concept in marketing communication theory that highlights the importance of creating value for customers. Sales promotion practices carried out by informants, such as event promotions and attractive offers, can also be seen as part of the promotional tools in the marketing mix. Marketing communication theory emphasizes the importance of using various promotional tools to achieve marketing goals. In this case, sales promotion is used as a strategy to increase brand awareness, attract sponsors, and strengthen relationships with customers or business partners. (Kotler, Philip and Keller, K. L 2009)

Based on the results of interviews with supporting informants 2. Supporting informant 2 uses an event promotion strategy by explaining information about the event that will run where the informant also offers benefits in the form of branding, promotion of PT Nutrifood products so that the informant can make PT Nutrifood interested in joining and this strategy is in line with the sales promotion marketing communication strategy. The informant also provided relevant reasons or things why PT Nutrifood should establish sponsorship. With this, communication plays an important role in the sales promotion strategy carried out by the informant, including the use of persuasive communication language, clear information and invitations that invite PT Nutrifood to participate in the activity.

Based on the results of interviews with supporting informants 3. In terms of sponsorship, this collaboration is considered beneficial for both parties, where the Faculty of Medicine gets

sponsorship and PT Nutrifood gets access to students of the Faculty of Medicine for product branding. Sponsorship is a form of sales promotion that can increase product awareness and sales.

Penjualan Personal (*Personal Selling*)

Based on the results of interviews with *key informants*, the main informant as the marketing team emphasized the importance of understanding the needs and desires of the partnership as well as the appropriate value proposition. Adjustment of marketing strategies to increase awareness of Nutrifood products. In theory, the importance of understanding the needs and desires of a partnership and offering appropriate value is a highly emphasized concept. The adjustment of marketing strategies to increase awareness of Nutrifood products is also in accordance with the theoretical principles of Kotler and Keller. In their theory, the importance of building awareness of a product or brand is the first step in the marketing communication cycle. (Kotler, Philip and Keller, K. L 2009)

Based on the results of the interview with the supporting informant, 1 emphasized the importance of establishing a good relationship and communication with PT Nutrifood. This is in line with marketing communication theory which highlights the importance of personal selling in building strong relationships with customers or business partners. By establishing good communication and explaining in detail the needs of the event to PT Nutrifood, the informant strives to build greater trust and involvement from potential sponsors. Effective personal selling allows informants to tailor messages and offers to customer needs and preferences, thus increasing the likelihood of sponsorship deals. The openness and transparency practices implemented by informants also play an important role in the personal sales process. The informant was open and clear about the need for the event to PT Nutrifood, which then encouraged the company to become a sponsor. This is in accordance with the concept in marketing communication theory which emphasizes the importance of transparency in the interaction between sellers and buyers. The openness shown by informants helps build trust and minimize uncertainty, making it easier to reach a mutually beneficial sponsorship agreement.

Based on the results of the interview with the supporting informant, 2 had good communication with PT Nutrifood at the time before the cooperative relationship occurred. The informant also pays attention to the suitability of the products sold by PT Nutrifood with the event that will run so that the informant can convince PT Nutrifood that the cooperation that will run can be mutually beneficial. This is included in the personal selling marketing communication strategy where the informant provides a strong reason or argument in providing reasons why PT Nutrifood deserves to establish a sponsorship cooperation. In marketing communication, direct interaction/communication between the informant and the sponsor is needed because that way the informant can establish an interpersonal relationship with the sponsorship.

Based on the results of interviews with supporting informants 3, the collaboration between the Faculty of Medicine and PT Nutrifood has gone well. This shows that there is a good relationship between the two parties, which is one of the indicators of effective personal selling. However, the supporting informant 3 also revealed that there were obstacles in this cooperation, one of which was the lack of communication. Lack of communication can hinder the process of personal selling, because information about products and services cannot be conveyed properly to the target market.

Public Relations

Based on the results of interviews with *key informants*, it shows the importance of continuous communication to maintain strong relationships with partners. In addition, a thorough evaluation before making a decision reflects the principle of evaluation that is emphasized to ensure that decisions are made based on needs. In theory, the importance of continuous communication in events maintains a strong relationship with the partnership,

effective and continuous communication allows the company to understand the needs and desires of the partnership well. A thorough evaluation before making a decision reflects the principle of evaluation that is emphasized to ensure that decisions are made based on needs. . As such, this statement is directly related to the marketing communication theory , as it underlines the importance of continuous communication and thorough evaluation in the context of marketing. (Kotler, Philip and Keller, K. L 2009) (Kotler, Philip and Keller, K. L 2009)

Based on the results of interviews with supporting informants, 1 provided input to improve future cooperation with PT Nutrifood, such as increasing the intensity of communication, conducting direct meetings, and establishing more sustainable cooperation. This is in line with a concept in marketing communication theory that emphasizes the importance of building long-term relationships with stakeholders, including sponsors. Building a strong and sustainable relationship can create trust and loyalty from sponsors, thus benefiting both parties in the long run. Effective communication and coordination are important elements in the practice of public relations. The informant highlighted the importance of improving communication and coordination with PT Nutrifood to ensure smooth cooperation and achieve common goals. This is in line with marketing communication theory which emphasizes the importance of effective communication in building a company's image and maintaining relationships with stakeholders. By improving communication and coordination, companies can maintain positive relationships with sponsors and the public, and ensure the achievement of broader marketing and business goals.

Based on the results of interviews with supporting informants, 2 provided input for PT Nutrifood to issue more product support for informants because it was to increase participants' interest in participating in activities. The communication carried out by PT Nutrifood is very good and uses effective communication so that informant 2 does not have difficulties during the cooperative relationship with PT Nutrifood. The relationship and communication established by the informant with PT Nutrifood is very good and harmonious so that it is possible to carry out sustainable cooperation, in line with effective communication is the key to establishing good relationships, be it in business, personal, or social. Effective communication also pays attention to the context and characteristics of both parties so that they can get the message they want.

Based on the results of interviews with supporting informants, the 3 collaborations that have been established between PT Nutrifood and the Faculty of Medicine open up extraordinary opportunities for both parties. For PT Nutrifood, this collaboration is a strategic platform to brand products to the students of the Faculty of Medicine UGJ, a very potential target group. Through various planned activities, PT Nutrifood can increase awareness and build a positive image of its brand among students of the Faculty of Medicine. This opportunity is invaluable for PT Nutrifood to strengthen its position in the health product market and attract the interest of potential consumers. More than that, this collaboration also encourages the establishment of a closer relationship between PT Nutrifood and the Faculty of Medicine UGJ. As a form of commitment and to ensure the smooth running of cooperation, Informant 3 suggested the creation of a written agreement or commonly known as a Memorandum of Understanding (MoU) which contains rules of cooperation rules. This MoU will increase transparency and build trust between the two parties. This is important to avoid misunderstandings and ensure that the cooperation runs smoothly. The MoU is also expected to help build a stronger long-term relationship between PT Nutrifood and the Faculty of Medicine UGJ. This mutually beneficial relationship will open up opportunities for wider cooperation in the future.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that PT Nutrifood Cirebon has used effective marketing communication strategies to increase *brand awareness*,

these strategies include: *Sales Promotion*: PT Nutrifood utilizes sales promotion strategies through *sponsorship events* to attract consumer interest and increase *brand awareness*. However, this strategy has its drawbacks, where there are parties who do not feel long-term benefits because the strategy implemented is not optimal. *Personal Selling*: PT Nutrifood builds solid relationships with partners and potential sponsors through effective and persuasive communication. This approach allows companies to understand the needs and wants of partners, and further offer the right solutions. However, there is one party whose communication still needs to be optimized. *Public Relations*: PT Nutrifood builds strong relationships with partners and the community through continuous communication and thorough evaluation. This helps the company maintain a positive brand image and increase customer loyalty. However, there is a shortcoming in establishing a good relationship with one of the partners.

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