

**IMPLEMENTATION OF DIGITAL CO-BRANDING MARKETING
COMMUNICATION OF FANTECH MYTHIA EDITION IN DRIVING BRAND
AWARENESS**

UNDERGRADUATE THESIS

Proposed to Fulfil a Part of the Requirements to Achieve a Bachelor's Degree of Social and
Political Science in Communication Science



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2024

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IMPLEMENTATION OF DIGITAL CO-BRANDING MARKETING
COMMUNICATION OF FANTECH MYTHIA EDITION IN DRIVING BRAND
AWARENESS

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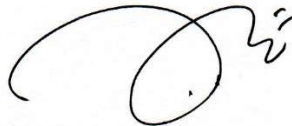
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Implementation of Digital Co-branding Marketing Communication Strategy of Fantech Mythia Edition in Driving Brand Awareness


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BAB III	12			

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BAB VI				

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Telah melakukan bimbingan Tugas Akhir dan **Siap Diuji**. Demikian, atas perhatiannya kami ucapkan banyak terima kasih

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ABSTRACT

ABSTRACT

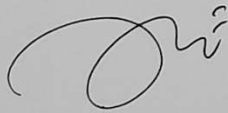
AFHAM NOVARDI RAMADIN, NIM 201910040311192. Implementation of Digital Co-branding Marketing Communication Strategy of Fantech Mythia Edition in Driving Brand Awareness. Undergraduate Thesis.

This research looks into the implementation of digital marketing strategies by Fantech Indonesia and Mythia Batford on X in their effort to drive brand awareness. The objective is to identify how Fantech Indonesia and Mythia Batford utilize elements of promotional mix and drive brand awareness in a digital social media platform. The paradigm used in this research is an interpretive paradigm, with a qualitative method of content analysis for descriptive results. The primary data of this research is obtained through observation of both Fantech Indonesia and Mythia Batford's X account, supported by documenting the findings. The secondary data is obtained via scientific literature, also through documentation. The fundamental theory used is the digital communication marketing mix put forward by Dave Chaffey and Fiona Ellis-Chadwick, alongside driving brand awareness proposed by David A. Aaker.

The results of this research point to how Fantech Indonesia and Mythia Batford rely on a strong visual element that is present in their efforts. Another dominant element of the marketing campaign is the usage of public relations as a communication tool. Involving the audience with a fanart competition and an incentive serves as one of the strong examples of utilizing public relations in the campaign. Each entry for the competition also features the respective logos of Fantech Indonesia and Mythia Batford, further reinforcing the presence of visual elements. The use of cues is also prominent in the campaign. Showing physical packaging and the product itself both in a professional photography context, but also showcasing the product in a real-life setting, taken by the end users. Word of mouth and viral social media marketing is also a dominant element in the marketing efforts. Interaction between both accounts on the platform and reposting content from the audience is a major part of the word of mouth marketing. This research shows how a strong visual presence, using cues, and maximizing the platform's nature as a social media with viral marketing, social media marketing, supported by a strong public relations strategy can be utilized as a way to drive brand awareness for a brand.

Keywords: *brand awareness, digital marketing, co-branding, content analysis.*

**Acknowledged,
Supervisor**



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**Malang, 4 July 2024
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Afham Novardi Ramadin

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