

MARKETING COMMUNICATION STRATEGIES IN INCREASING BRAND AWARENESS OF OM JHON ENTERTAINMENT IN THE MUSIC INDUSTRY

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ABSTRACT

This study aims to analyze the marketing communication strategies implemented by Om Jhon Entertainment to increase brand awareness in the local music industry and to identify the challenges encountered in implementing these strategies. A mixed-methods design was employed, combining qualitative interviews with the owner of Om Jhon Entertainment and a five-point Likert scale questionnaire distributed to 50 respondents. Brand awareness was measured using Aaker's four dimensions: Brand Recognition, Brand Recall, Top-of-Mind Awareness, and Brand Knowledge. The findings reveal that Om Jhon Entertainment applies integrated marketing communication strategies supported by the 7P marketing mix, with personal selling as the most effective approach through direct interaction and word-of-mouth communication. The overall level of brand awareness was categorized as High, with a grand mean of 3.67 and an overall percentage of 73.31%. Brand Knowledge achieved the highest score, while Top-of-Mind Awareness obtained the lowest. The study also identified four main challenges: limited human resources, budget constraints, local competition, and inconsistent promotional activities. The study concludes that conventional and community-based marketing communication strategies effectively strengthen brand awareness despite limited resources.

Keywords: *marketing communication strategy, brand awareness, mixed methods, local music industry, Om Jhon Entertainment.*