

DIGITAL MARKETING STRATEGIES TO INCREASE BRAND AWARENESS OF KOPI JANJI JIWA AMONG GEN Z IN JAKARTA

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ABSTRACT

Amidst the rise of digital fatigue among Generation Z, maintaining brand awareness is a critical challenge for today's coffee shop businesses. This explanatory research using quantitative methods explores the contribution of digital marketing strategies to brand awareness (Y) of Kopi Janji Jiwa in South Jakarta. The four marketing pillars examined include content marketing (X₁), influencer marketing (X₂), social media advertising (X₃), and engagement & community building (X₄). Primary data were collected from 398 local respondents through a structured questionnaire with a Likert scale (1–5) using a non-probability purposive sampling method. Multiple linear regression, F-test, t-test, and R² confirmed that all digital pillars collaborate significantly in shaping brand awareness (F_{count} = 243.7; p = 0.000). This statistical model recorded a coefficient of determination (R²) of 0.714, indicating that 71.4% of brand awareness dynamics are determined by the implemented digital strategy, while the remaining 28.6% is driven by external factors outside the test variables. Partially, each variable was positive and significant (p<0.05). Collaboration with influencers emerged as the primary driver ($\beta=0.341$; t=8.12), followed by content marketing ($\beta=0.287$; t=6.83), community building ($\beta=0.253$; t=5.94), and social media advertising ($\beta=0.198$; t=4.57). Based on these baseline findings, it is recommended that brand policy stakeholders focus funding allocation on partnerships with micro-influencers and interactive promotional materials to address audience fatigue with conventional advertising.

Keywords: Brand Awareness, Content Marketing, Generation Z, Influencer Marketing, Kopi Janji Jiwa.

INTRODUCTION

Digital transformation has transformed the marketing communications landscape globally, shifting from a one-way mass broadcasting model to an interactive ecosystem driven by algorithms, content, and social networks. Based on (APJII, 2024), The number of internet users in the country has reached 229,428,417 people, covering 80.66% of the total population. This escalation continues the growth trend of 215 million people in 2023 and 221.5 million people in 2024. The rapid expansion of internet accessibility is underscoring new dynamics in the marketing landscape; Not only changing the medium of corporate message delivery, but also redefining consumer behavior patterns in finding, evaluating, and remembering the existence of a brand.

Generation Z (born 1997–2012) was recorded as the largest contributor to internet users with a share of 25.54 percent, outperforming the Millennial generation (25.17%) and the Alpha Generation (23.19%) (APJII, 2024). The Indonesia Media Consumption Report 2025 survey conducted by YouGov also confirmed this dominance, where around 60 percent of national social media users come from Gen Z, with YouTube (78%), Instagram (75%), and TikTok (65%) as the three most accessed platforms (Tatang Mulyana Sinaga, 2025). Similar findings reported (GoodStats, 2025), which recorded Instagram penetration of 83.3 percent and TikTok 79.4 percent among Indonesian Gen Z. This global-national phenomenon confirms the shift in the role of social media, which is no longer limited to entertainment platforms but has become a

strategic instrument, but has become the main arena for the formation of brand awareness, especially for businesses targeting young urban consumers.

One of the sectors that feels the most impact of this shift in digital behavior is the coffee shop industry. The Indonesian Coffee and Chocolate Entrepreneurs Association noted that the number of coffee shops in Indonesia jumped from around 3,500–4,000 outlets in 2020 to around 10,000 outlets in 2025, in line with the projected national coffee market value which is estimated to reach USD 11.58 billion by 2025 and coffee shop market share which is estimated to reach around USD 2.1 billion with an annual growth rate (CAGR) of around 10 percent. This rapid growth has also given birth to increasingly fierce competition between major national brands such as Kopi Kenangan, Fore Coffee, Tomoro Coffee, and Kopi Janji Jiwa, which by 2025 will be recorded to have operated more than 900 outlets throughout Indonesia.

In this competitive climate, Kopi Janji Jiwa relies on an intensive digital marketing strategy through Instagram, TikTok, and influencer collaborations to build closeness with young consumers. However, a brand's success in "winning" the digital space is no longer enough to be measured by simply uploading content. The latest study shows the symptoms of digital fatigue that are starting to appear in Gen Z: the Harris Poll 2024 survey. Generation Z's attachment to digital platforms is colored by strong psychological ambivalence; As many as 82% of them associate social media with the term "addiction" and 57% call it triggering a sense of "boredom". This condition prompted the majority of respondents (83%) to take concrete action to limit the duration of social media, even 47% of them openly hoped that platforms like TikTok would never be created. This phenomenon raises the main problem of this study: which digital marketing strategy is the most effective in building brand awareness in the midst of Gen Z's digital saturation, and how the combination of the four simultaneously affects consumers' memories of the Kopi Janji Jiwa brand, especially in South Jakarta which is known to have a high level of coffee consumption and social media penetration.

Various previous studies have confirmed the important role of digital marketing in brand awareness. (Zeqiri et al., 2025) In the journal *Marketing Intelligence & Planning*, it was found that social media marketing activities have a significant effect on brand awareness, brand engagement, and purchase intention in emerging markets. These findings are reinforced by (Ullah et al., 2024) which shows that the influence of social media marketing on brand awareness is also moderated by consumer belief, as well as studies (Dwita, 2024) on TikTok Gen Z users in Padang who prove that brand awareness and brand engagement act as mediators in the relationship between social media marketing and purchase intention.

In the local context of Surabaya, a number of studies from the Faculty of Administrative Sciences, Dr. Soetomo University also enriched this study. (Sudarso et al., 2024) examined the influence of TikTok marketing and consumer trust on increasing brand awareness of Tempe Ngawi Chips MSME products, and found that TikTok's content strategy significantly increased brand recognition. (Setiawan et al., 2024) examined the influence of digital advertising and content marketing on increasing sales of MSME products on Instagram using a sample of 96 respondents with a quantitative and purposive sampling approach, and proved that these two variables had a significant positive effect. Meanwhile, (Amalia et al., 2024) found that brand awareness and perceived quality had a significant effect on consumer decisions to use Anteraja expedition services in Surabaya, confirming the relevance of brand awareness as an antecedent for cross-sector consumer decisions.

Although the above findings strengthen the theoretical foundation of this research, there are some limitations that open up the research gap. First, research (Zeqiri et al., 2025) and (Ullah et al., 2024) carried out in the context of emerging markets in general and across product categories, so that it has not reached the specifications of the local Indonesian coffee shop industry which has its own competition dynamics. Second, relevant Unitomo affiliate research (Sudarso et al., 2024) (Setiawan et al., 2024) so far focusing on the scale of Micro, Small, and Medium Enterprises (MSMEs), it has not touched on national-scale coffee brands with hundreds of outlets and a much larger digital marketing budget such as Kopi Janji Jiwa. Third, most previous studies have tested social media marketing as a single construct, not many have decomposed it simultaneously into four separate dimensions of content marketing, influencer marketing, social media advertising, and engagement/community building while testing their partial and simultaneous influences. Fourth, the symptoms of digital saturation and ad fatigue of Gen Z are starting to be identified (CXO Media, 2025) Relatively few contextual considerations have not been used as many contextual considerations in brand awareness research, even though this phenomenon has the potential to change the relative effectiveness of organic content, influencer collaboration, and paid advertising.

This study seeks to complement this gap by simultaneously and partially examining the four dimensions of digital marketing in one established national coffee brand, in a specific Gen Z consumer segment in South Jakarta, and considering the context of the current digital saturation as part of the results discussion. Thus, this research is expected to make a new contribution in the form of a priority map of digital marketing strategies that are more relevant for national-scale coffee brands, as well as expanding the scope of brand awareness literature which has been dominated by MSME-scale research objects.

Based on the above background, this study focuses on analyzing the partial and simultaneous contributions of the four components of *digital marketing (content marketing, influencer marketing, social media advertising, and engagement & community building)* to the formation of *brand awareness* Kopi Janji Jiwa in the Generation Z segment of South Jakarta. The implications of this research include both academic and practical dimensions. Theoretically, the results of this research are aimed at complementing the literature on brand management and digital marketing in Indonesia, especially in *the coffee shop sector* and the preferences of Generation Z while enriching *the study of brand awareness* which is generally still centered on MSME entities. Meanwhile, practically, these findings are projected as a decision-making basis for Kopi Janji Jiwa management and F&B business actors to optimize budgets and the direction of *digital marketing strategies*; as a reference material for academics in the development of similar studies; and as an empirical data record for industry associations regarding the digital response patterns of young consumers in the F&B industry.

LITERATURE REVIEW

Digital Marketing Strategy

The rapid evolution of digital media requires business actors to adapt promotional strategies that are more dynamic, communicative, and in line with modern consumer behavior patterns. This is very crucial in reaching Generation Z as a group of active social media users. In this context, *digital marketing* is present as a marketing instrument oriented to digital technology and the internet that not only serves to

disseminate product information and strengthen brand reputation, but also to maintain interactive communication with consumers to drive sales performance.

According to (Kotler et al., 2021) Digital marketing is characterized as a series of promotional activities that optimize digital networks to link personal relationships between corporations and customers in the online realm. This approach goes beyond just sales orientation, as the main focus also includes the formation of customer *experience* and strengthening audience *engagement* with a brand. In addition,, (Chaffey & Ellis-Chadwick, 2022) The concept of *digital marketing* refers to the use of digital technology to build responsive communication media. The main goal includes three crucial stages, namely attracting new customers (*acquisition*), maintaining existing customer loyalty (*retention*), and strengthening the value of relationships with them (*relationship enhancement*).

In this study, the indicators of digital marketing strategies include:

a. Content Marketing

Content marketing is understood as a strategic approach that focuses on the preparation and dissemination of promotional materials that are sourced from information that is valuable, communicative, and in harmony with the needs of the target audience. The form of this content is very diverse on social media, ranging from visual formats such as photos and videos, article-based writing, to presentations based on digital interactions. According to (Holliman & Rowley, 2021) The main reason why *content marketing* is effective at spurring consumer interaction lies in the audience's own preferences; they tend to prefer the consumption of information that is visual, innovative, and not complicated to digest.

b. Social Media Marketing

Social media marketing is understood as a series of promotional activities that utilize digital ecosystems such as Instagram, TikTok, Twitter, and Facebook with the main focus on maintaining engagement and relationships with the target audience. According to (Dwivedi et al., 2021), Social media is an effective marketing tool because it allows companies to communicate quickly and interactively with consumers.

c. Influencer Marketing

Influencer-based marketing can be defined as a promotional approach that relies on the role of content *creators* or public figures with high bargaining power on social media to direct the perception and opinions of the target audience. According to (Campbell & Farrell, 2020), Influencer marketing is able to increase consumer trust in products because the audience considers influencers as a source of information that is closer and more authentic than ordinary advertising.

d. Online Advertising

Online advertising is a form of digital promotion using the internet through Instagram Ads, TikTok Ads, Google Ads, and other digital platforms to increase market reach and brand awareness.

e. Customer Engagement

Customer engagement is the level of consumer engagement with the brand through comments, likes, shares, reviews, and other interactions on social media. According to (Harrigan et al., 2021), Customer engagement has a big influence on consumer loyalty and emotional connection with a brand.

Brand Awareness

The formation of loyalty and the drive of transaction decisions in consumers is highly dependent on the level of *brand awareness*. This concept reflects the ability of the

public's memory to associate a brand name spontaneously when they interact with related product categories.

According to (Aaker, 2020), *Brand awareness* reflects the consumer's ability to identify and recall memories of a brand identity in a related product classification. If this level of recognition is stronger, the chances of the brand to be chosen by consumers will increase significantly compared to competitor products. Meanwhile, (Kotler & Keller, 2021) Consumer needs for a product often trigger a quick *recall* of certain brands. The speed and ease of this call is influenced by the level of *brand awareness*, which reflects how firmly the brand has a strong position in the public mind.

The level of brand awareness according to (Aaker, 2020) It consists of:

1. Unaware of Brand, consumers do not know the brand yet.
2. Brand Recognition, consumers are able to recognize the brand after being given assistance in the form of logos or images.
3. Brand Recall, consumers are able to remember the brand without assistance.
4. Top of Mind, brands are the first to be remembered by consumers compared to other brands.

Brand awareness indicators in this study include consumers' capacity to identify and remember brand identity, the sense of familiarity that is built, to the speed and fluency in mentioning the brand name compared to competitor brands. According to research (Bilgin, 2021) The high frequency of interaction and exposure to brand content in the digital space makes social media promotion a major driver that contributes positively to strengthening *brand awareness* in the minds of consumers.

Gen Z (Gen Z)

Born in the period of 1997–2012, Generation Z grew up in the midst of rapid advances in information technology and the internet. Early familiarity with *smartphone* and social media use strengthens Gen Z's position as a *digital native* group. According to (Francis & Hoefel, 2020), Gen Z has the main characteristics in the form of high dependence on the internet, likes visual communication, is quick to accept new trends, and actively interacts on social media. In addition, according to (Priporas et al., 2022) Gen Z tends to be more responsive to creative, interactive, and personalized digital marketing strategies than conventional marketing.

Gen Z characteristics include active use of social media, a preference for short videos and visual content, the speed of following digital trends, a preference for authentic interactions, and responsiveness to influencers and viral marketing. These characteristics make Gen Z a potential target market for modern coffee companies such as Kopi Janji Jiwa who actively use social media in their marketing strategies.

The Relationship between Digital Marketing Strategy and Brand Awareness

Digital platform-based marketing is strongly correlated with strengthening *brand awareness*, because the online ecosystem facilitates corporations in expanding their audience reach instantly and interactively. According to research (Yadav & Rahman, 2021) Various digital marketing strategies such as content optimization, *influencer* engagement, and social media promotion contribute to increasing *brand awareness* thanks to direct communication that is integrated with consumers. Other research by (Seo & Park, 2021) The formation of a solid brand reputation and the strengthening of consumer memory are highly dependent on the accuracy of the formulation of digital marketing strategies. Corporate activity on social media has proven to have a very real impact on increasing brand awareness and consumer loyalty, with the young audience segment active in cyberspace being the most responsive group

to these dynamics.

Research Concept Framework



Figure 2.1 above illustrates the relationship between the research variables. Four independent variables of content marketing (X1), influencer marketing (X2), social media advertising (X3), and engagement & community building (X4) are positioned to influence one bound variable, namely brand awareness (Y), in the context of Generation Z consumers in South Jakarta. The solid line in the diagram shows the hypothesis of the partial influence of each independent variable on the bound variable (H1–H4), while the dashed line depicts the hypothesis of the simultaneous influence of the four independent variables together on brand awareness (H5), which is tested through the F test at the data analysis stage.

Research Hypothesis

H1: Content marketing (X1) has a significant effect on brand awareness (Y) of Kopi Janji Jiwa among Gen Z South Jakarta.

H2: Influencer marketing (X2) has a significant effect on brand awareness (Y).

H3: Social media advertising (X3) has a significant effect on brand awareness (Y).

H4: Engagement & community building (X4) has a significant effect on brand awareness (Y).

H5: Content marketing, influencer marketing, social media advertising, and engagement & community building simultaneously have a significant effect on brand awareness (Y).

RESEARCH METHODS

Types and Approaches to Research

This study employs an explanatory quantitative research approach, which aims to test the causal relationships between four independent variables (content marketing, influencer marketing, social media advertising, and engagement & community building) and one dependent variable (brand awareness) through statistical hypothesis testing. Data were collected through a cross-sectional survey using a structured questionnaire distributed to Generation Z respondents in South Jakarta.

Research Location and Time

The research was conducted in the South Jakarta area with the object of research on Generation Z consumers who use Janji Jiwa Coffee products. The location selection was made because South Jakarta is one of the areas with a high level of social media use, coffee consumption, and digital activities among young people, and has many Janji Jiwa Coffee outlets that are active in digital promotion. The implementation of the research is scheduled to last for a period of 2 to 3 months. This process is carried out systematically starting from the initial formulation stage (preparation), data mining in the field, processing statistical data, to integrating the results into research reports.

Population and Sample

The target population in this study includes all Generation Z consumers (age range 17–26 years) in the South Jakarta area who have a history of exposure to digital content or experience transacting Kopi Janji Jiwa products. Due to its very wide distribution in the digital space so that the exact number cannot be identified (*unknown population*), the calculation of the minimum sample size is calculated by applying the following Cochran formula:

$$n_0 = (Z^2 \cdot p \cdot q) / e^2$$

Description:

1. n_0 = minimum sample count
2. Z = normal distribution value at 95% confidence level = 1.96
3. p = proportion of population estimated to have certain characteristics = 0.5 (used to produce the most conservative sample size as the actual proportion of the population is unknown)
4. $q = 1 - p = 0.5$
5. e = tolerated margin of error = 5% = 0.05

Calculation:

$$n_0 = (1.96^2 \times 0.5 \times 0.5) / (0.05)^2 = (3.8416 \times 0.25) / 0.0025 = 0.9604 / 0.0025 = 384.16 \approx 385 \text{ respondents}$$

Thus, the minimum number of samples required in this study was 385 respondents. Data collection in the field ultimately yielded 398 valid respondents, exceeding this minimum threshold and thereby strengthening the statistical power of the analysis. This purposive sampling approach is consistent with similar quantitative research conducted within Dr. Soetomo University (Setiawan, 2024). The sampling technique used non-probability sampling using the purposive sampling method, based on the following criteria: (1) aged 17–26 years; (2) domiciled in South Jakarta; (3) following the Kopi Janji Jiwa social media account; (4) have purchased Janji Jiwa Coffee products at least once; and (5) actively using Instagram or TikTok.

Data Collection Sources and Techniques

The data sources of this study are classified into two: primary data and secondary data. Primary data was sourced from a closed-type digital questionnaire filled out by 398 valid samples using a 5-point Likert Scale. Primary data was sourced from a closed-type digital questionnaire filled out by 398 valid samples using a 5-point Likert Scale. The secondary data were obtained from supporting literature such as reputable journals (national & international), official reports of relevant agencies (including APJII and USDA), as well as media releases and industry publications that were in accordance with the focus of the study.

Research Instruments, Validity Tests, and Reliability Tests

The research instrument was designed using a 1–5 Likert scale questionnaire to measure variables X1, X2, X3, X4, and Y. The accuracy of the measuring instrument was tested through Pearson correlation analysis, with the item validity threshold indicated by the r_{count} value >0.30 . Meanwhile, the level of reliability of the questionnaire was evaluated using the Cronbach's Alpha coefficient, where the reliability feasibility limit was set at $\text{Alpha} > 0.70$. A detailed description of the results of this instrument testing is

contained in the Discussion Chapter.

Data Analysis Techniques

To evaluate the research hypotheses (H1 to H5), the data were processed using multiple linear regression through several levels of analysis. First, model fit tests (normality, multicollinearity, and heteroscedasticity) were conducted to produce valid and unbiased estimators (BLUE). Second, partial effects and the significance of coefficients (X₁ to X₄ on Y) were measured using regression analysis and t-tests. Third, the combined impact of all independent variables was tested using the F-test, which was then refined by calculating the coefficient of determination (R²) to determine the contribution of the independent variables to the dependent variable.

RESULTS AND DISCUSSION

Research Variables

- X₁ = Content Marketing (IG, TikTok, YouTube)
- X₂ = Influencer Marketing
- X₃ = Social Media Advertising (paid ads)
- X₄ = Engagement & Community Building
- Y = Brand Awareness (brand recall, brand recognition, top-of-mind)

Respondent Characteristics

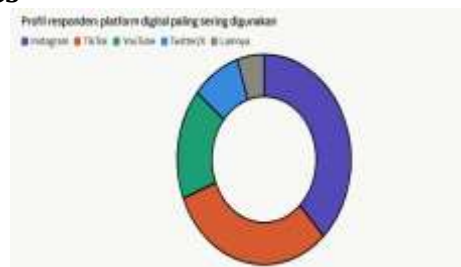


Figure 1 Characteristic Responder

Source: Processed by researchers 2026

Of the 398 respondents of Gen Z South Jakarta, the majority were aged 20–23 years old (54.3%). The most frequently used digital platforms are Instagram (38%), followed by TikTok (31%), YouTube (17%), Twitter/X (9%), and others (5%). Frequency of exposure to Janji Jiwa content: more than 3 times per week experienced by 61.2% of respondents.

Descriptive Analysis of Variables

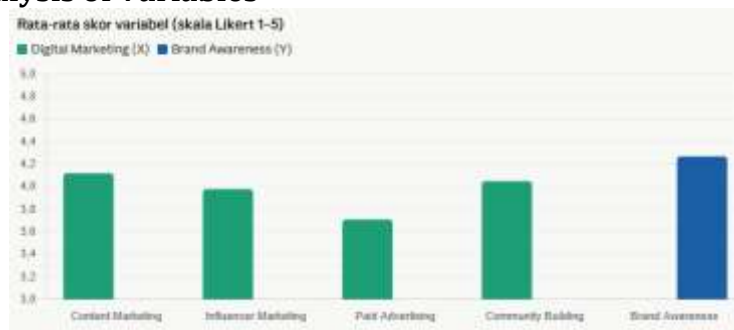


Figure 2 Average Variable Score

Source: Processed Researcher 2026

The highest average score was achieved by the Brand Awareness (Y) variable of

4.27, indicating a strong level of brand awareness. On the independent variable side, Content Marketing (X1) obtained the highest score (4.12), which indicates that creative content on social media is most impacted by Gen Z.

Validity and Reliability Tests

All statements are declared valid with a value of r calculated > 0.30 . The overall Cronbach's Alpha value of the instrument was 0.874 (> 0.70), making the research instrument reliable and feasible.

Multiple Linear Regression Analysis

Based on the results of multiple linear regression data processing, the following statistical equations were obtained: $n = 398$ $\alpha = 0,05$

$$Y = 3.412 + 0.287X_1 + 0.341X_2 + 0.198X_3 + 0.253X_4 + e$$

Table 1 Results of Multiple Linear Regression Analysis ($n = 398$)

Variabel	B (Unstandardized)	t	Sig.
(Constant)	3.412	-	-
Content Marketing (X1)	0.287	6.83	0.000
Influencer Marketing (X2)	0.341	8.12	0.000
Social Media Advertising (X3)	0.198	4.57	0.000
Engagement & Community Building (X4)	0.253	5.94	0.000

Source: Processed by SPSS 2026 author

Partial Influence (t-test)

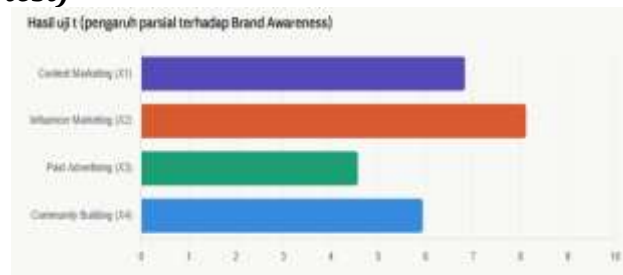


Figure 3 Results of the t test

Source: Processed by SPSS 2026 author

Influencer Marketing (X2) had the largest regression coefficient ($\beta = 0.341$) and the highest t count (8.12; sig. 0.000). This means that collaboration with micro and macro influencers is the most significant strategy to encourage brand awareness among Gen Z. This is in line with the characteristics of Gen Z who are greatly influenced by social proof and recommendations of the figures they follow.

Paid Advertising (X3) had the least impact ($\beta = 0.198$; $t = 4.57$), although it was still significant. Gen Z tends to be more responsive to organic content and influencers than paid advertising which is perceived as annoying (ad fatigue).

Simultaneous Influence (F Test)

Uji F: $F_{hitung} = 243,7 > F_{tabel} = 2,39$ (sig. 0,000) → seluruh variabel digital marketing secara simultan berpengaruh signifikan terhadap brand awareness Kopi Janji Jiwa.

Figure 4 Test Results F

Source: Processed by SPSS 2026 Researchers

The value of the calculated $F = 243.7$ is well above the F of the table (2.39) with a significance of 0.000. This proves that digital marketing strategies together have a significant effect on Kopi Janji Jiwa's brand awareness.

Coefficient of Determination (R^2)

The value of $R^2 = 0.714$ means that 71.4% of the variation in brand awareness can be explained by the four digital marketing variables studied. The remaining 28.6% was influenced by other factors outside the model (offline word of mouth, product experience, price, distribution, etc.).

DISCUSSION

1. The Influence of Influencer Marketing (X₂) on Brand Awareness (Y)

Statistical results show that Influencer Marketing has the most dominant driving force on Janji Jiwa Coffee's brand awareness, as indicated by the highest regression coefficient ($\beta=0.341$) and the largest tcount value (8.12; sig=0.000). This finding confirms hypothesis H₂. Discussion: The dominance of Influencer Marketing demonstrates that Gen Z in urban areas like South Jakarta is highly influenced by social proof and validation from the content creators they follow. Janji Jiwa's strategy of partnering with micro and macro influencers creates recommendations that feel authentic, organic, and relatable. This reinforces the view (Campbell & Farrell, 2020) that influencer participation is able to cut psychological distance and increase credibility in the eyes of digital audiences.

2. The Influence of Content Marketing (X₁) on Brand Awareness (Y)

Content marketing has been shown to have a significant effect on brand awareness with a coefficient of $\beta=0.287$ and tcount=6.83 (sig=0.000), thus H₁ is accepted. Discussion: Fresh, entertaining, and culturally relevant visual content has been shown to effectively attract Gen Z's attention. The short video format on Instagram Reels and TikTok facilitates efficient audience memory retention. This finding is consistent with studies (Sudarso et al., 2024) and (Setiawan, 2024) which states that the effectiveness of digital marketing relies heavily on the visual allure and relevance of content messages.

3. The Influence of Engagement & Community Building (X₄) on Brand Awareness (Y)

Engagement & Community Building has a positive and significant effect on Brand Awareness ($\beta=0.253$; thitung=5.94; sig=0.000), thus H₄ is accepted.

Discussion: Two-way interactions (such as responding to comments, hosting quizzes, and building the "Teman Sejiwa" community narrative) create emotional bonds and emotional loyalty. According to (Harrigan et al., 2021) Interactive interaction on social media strengthens consumers' minds to spontaneously remember brands (brand recall).

4. The Influence of Social Media Advertising (X₃) on Brand Awareness (Y)

Social Media Advertising (paid advertising) has a positive and significant effect on Brand Awareness ($\beta=0.198$; $t_{count}=4.57$; $sig=0.000$), thus H_3 is accepted.

Discussion: Despite its significant impact, this variable has the lowest regression coefficient ($\beta=0.198$) and average score (3.71) among other digital marketing variables. This demonstrates a tendency toward ad fatigue or banner blindness among Gen Z, who instinctively tend to skip sponsored ads deemed annoying. Paid advertising is highly effective for initial reach, but less effective in forming long-term memory bonds without the support of organic narrative content.

5. Simultaneous Influence and Coefficient of Determination (R^2)

The F-test yielded a calculated $F_{value} = 243.7 > F_{table} = 2.39$ with a significance level of 0.000 (<0.05).

These results support the acceptance of hypothesis H_5 , which states that content marketing, influencer marketing, social media advertising, and engagement & community building simultaneously significantly influence the increase in Kopi Janji Jiwa brand awareness. The coefficient of determination (R^2) obtained was 0.714. This indicates that 71.4% of the variation in Kopi Janji Jiwa brand awareness among Gen Z South Jakarta is explained by the integration of these four digital marketing dimensions. The remaining 28.6% is influenced by other variables not examined in this model, such as product taste, service quality, affordability, and the influence of offline word-of-mouth.

CONCLUSION

Based on the results of the data analysis and discussion regarding the influence of digital marketing strategies on Kopi Janji Jiwa brand awareness among Generation Z in South Jakarta, the following conclusions were obtained:

1. Partially: All dimensions of digital marketing strategy (X_1, X_2, X_3, X_4) have a positive and significant effect on brand awareness (Y).
 - Influencer Marketing (X_2) is the variable with the most dominant influence ($\beta=0.341$).
 - Content Marketing (X_1) ranks second ($\beta=0.287$), followed by Engagement & Community Building (X_4) ($\beta=0.253$).
 - Social Media Advertising (X_3) has the lowest contribution ($\beta=0.198$) amidst Gen Z's tendency towards ad fatigue.
2. Simultaneously: Content marketing, influencer marketing, social media advertising, and engagement & community building all significantly influenced Kopi Janji Jiwa's brand awareness ($F_{count} = 243.7$; $p < 0.001$).
3. Model Explanatory Power: The four digital marketing variables contributed 71.4% ($R^2 = 0.714$) to building Kopi Janji Jiwa's brand awareness among the Gen Z segment in South Jakarta

This study has several limitations that should be acknowledged. First, the geographical scope was limited to Gen Z consumers in South Jakarta, so the findings may not be generalizable to other regions or to older consumer segments. Second, the model examined only four digital marketing dimensions and explained 71.4% of the variance in brand awareness, indicating that other relevant factors (such as

product quality, price, and offline word-of-mouth) were not captured. For future research, it is recommended that subsequent studies expand the geographical coverage to other major cities in Indonesia, incorporate additional variables such as Brand Equity or Purchase Intention, and consider a longitudinal design to capture the evolving nature of digital fatigue among Gen Z consumers.

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