

The influence of sponsorship and social media marketing on brand awareness at the bites brownies

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ABSTRACT

Research conducted at Brownies The Bites aims to determine the variables that affect brand awareness of Brownies The Bites which is thought to be influenced by sponsorship and social media marketing. Research method used in this study was collecting data through literature review and field research, which was then analyzed systematically based on the study's goals. In order to solve problems and prove the hypotheses, the data collected was then analyzed using descriptive analysis and regression analysis. The results of the research is Sponsorship partially has a positive and significant influence on Brand Awareness at The Bites Brownies. Social Media Marketing partially has a positive and significant influence on Brand Awareness at The Bites Brownies. Sponsorship and Social Media Marketing simultaneously have a positive and significant influence on Brand Awareness at The Bites Brownies. In this study, Brand Awareness is 68.7% influenced by sponsorship and social media marketing, while the remaining 31.3% is caused by various other factors that will not be explained in this study.

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1. Introduction

The success of a business today can be measured by the number of consumers who choose the company's products. Companies must clearly determine how the marketing strategy will be carried out in order to win the current market competition. Competition between companies can be seen in how each company innovates to create new ideas to make products different from other products, especially businesses engaged in the culinary field. Culinary business is a type of business that will exist as long as there is life (Nurmala et al., 2022). Competition is very tight in the scope of the culinary business which makes food and beverage business managers currently compete to provide various types of food with good taste quality, attractive packaging and many product variations, this is done especially in areas with many visits from local and foreign tourists. Over the years, *food and beverage* industry has been one of the fastest growing industries in the world. Back in 2019, this industry was even predicted to be the number one in term of growth. Along with population growth in Indonesia, the needs for food and beverages will undoubtedly increase too (Hanifah, 2022). This is what influences business people to be interested in opening restaurants, depots or stalls to sell in order to increase income and business growth, especially food and beverages. In the food and beverage business, in order to compete in the market, business people need to consider a more effective marketing strategy. Marketing strategy is a way that companies use to dominate the market for a long time (Rahayu, 2023).

One of the latest competitive areas in the world of business and economics is the ease of information, how easily it is to find information about a brand. The role of brand in marketing is very large. A brand is an important name for a product or service. The image of a brand can be interpreted as how strong

the brand is. Consumers' views of a brand are called Brand Awareness. According to Zukhrufani brand awareness is the knowledge that a consumer has of a brand, both active and passive knowledge (Zukhrufani, 2022). Meanwhile, Fitrianna & Aurinawati (2020) explained, brand awareness relates to the strength of the brand for consumers, which can be assessed through the ability of consumers which can be assessed through the knowledge that consumers have in categorizing and knowing everything related to a particular product or service brand in various circumstances (Fitrianna & Aurinawati, 2020). Having good brand awareness means when a prospective buyer intends to buy a product, they will immediately recognize and remember one brand compared to the others. In building Brand Awareness, business actors can create logos and taglines as attractive as possible, because everything related to business will definitely appear first is the logo. Logos can appear on products, posters, websites, social media, and others. As important as Brand awareness, Sponsorship also plays an important role. According to Herold, Sponsorship is an activity of organizing product promotions with certain designs according to the requests and interests of the event organizer so that their products are easily recognized by consumers (Herold, 2024).

Sponsorship is part of the communication tools where the company provides financial support to a sports, music, social and other activities so that these activities can carry out their activities properly and at the same time the company will gain benefits in the form of awareness and image from its consumers. Companies choose to use Sponsorship in carrying out marketing communication activities by making large investments of course because there are clear goals. Sponsorship is an effort made by the company to be promoted as well as marketed directly or indirectly through third parties or sponsored (Utomo et al., 2022). According to FR Yusianti the factors that influence companies or organizations to participate in sponsorship activities are as follows, namely: The relevance of the sponsor to the event, the perception of the sponsor the honesty of the sponsor and the sponsor's widespread presence (Yusianti & Manafe, 2023). Sponsorship is considered to be able to meet various goals simultaneously in all industrial sectors, one of which is the food and beverage industry.

Sponsorship and social media marketing chosen as the main variables because both sponsorship and social media marketing are powerful tools for building brand awareness because they leverage the strengths of visibility, engagement, trust, and targeted outreach. When used together, they can create a synergistic effect, where the brand's presence is amplified across different touchpoints, making it more recognizable and memorable to its audience.

In addition to having unique products, business actors need to develop their skills and knowledge in running a business through technological developments. One of the conveniences offered by technological developments is Social Media Marketing. In the view of Tuti, Social Media Marketing is an effective and inexpensive social marketing. "Social Media Marketing is a process that encourages individuals to carry out product promotion activities, websites, or consumer services through online and social channels" (Tuti & Dwiyanti, 2022). In Berliani research it is stated that "Social Media Marketing significantly influences Brand Awareness". Social Media Marketing is characterized by using social media platforms online for marketing purposes (Berliani, 2023). While according to Adriana, "Social Media Marketing is a process carried out by companies to create, communicate and deliver online offers or marketing through platforms to build and maintain stakeholder relationships that increase stakeholder value by facilitating interaction, sharing information, offering personalized purchasing recommendations and word of mouth among stakeholders regarding existing products and services." (Adriana et al., 2022). Meanwhile, Lefrand argues that, "Social Media Marketing (SMM) or social media marketing is a marketing tool that utilizes social media to increase consumer engagement and participation" (Pasuhuk & Mandagi, 2023). Furthermore, Hamidin argues that, "Social Media Marketing is part of a strategy in marketing activities that utilize various social media sites/applications". In addition, according to a research, it was said that "Around 89% of people use the internet only to access social media" (Hamidin, D., Pranawukir, I., Mulyana, A., 2022). This goes to show that social media is indeed one of the most effective steps in reaching the consumers.

Choosing The Bites Brownies as the object of research in the context of the competitive culinary industry in Medan is justified by its relevance as a local, emerging brand within a vibrant food market. The insights gathered from this research will not only benefit The Bites Brownies in refining its marketing and brand awareness strategies but will also serve as a guide for other small to medium-sized businesses looking to thrive in a highly competitive, evolving culinary landscape. By focusing on local dynamics, consumer preferences, and effective marketing strategies, this research will provide valuable recommendations for success in the Medan food market. One of these promotional media is also carried out by The Bites Brownies as a business engaged in the food and beverage industry. The Bites Brownies is one of the brands of dessert

shop in Medan City located in the Multatuli Complex. This business is still relatively new, founded by the business owner in 2017. The Bites Brownies provides various kinds of desserts ranging from brownies, cakes and hampers. The Bites Brownies' income in the last 5 (five) years. The Bites Brownies income in the last 5 (five) years. The Bites Brownies Sales Turnover in 2019 IDR 1,000,000,000; 2020 IDR 700,000,000; 2021 IDR 850,000,000; 2022 IDR 1,150,000,000; 2023 IDR 1,300,000,000. Based on these data, The Bites Brownies' income has been unstable in the last five years. In fact, according to business actors, the strategies they have implemented are quite a lot in selling the products they produce. The Bites Brownies product itself offers affordable prices with many variants and does not forget the quality of its products as the most important thing. However, all the efforts made have not yet produced maximum results as business actors want. According to Al-Hakim (2022) social media marketing can be done from various platforms, namely: Online communities and forums, Blogs, Social networks (Al Hakim & Zuliestiana, 2022) . According to Lazuardi the type of Social Media Marketing pyramid consists of four levels, namely: Products and services, Marketing organizations, Web presence, Social media marketing (Maulid et al., 2022) . Meanwhile, according to Hamidin, the Social Media Marketing indicators are online communication, interaction services, Sharing Of Content, ease of access (Hamidin, D., Pranawukir, I., Mulyana, A., 2022). In the current era of globalization, the huge number of competitors in the market and consumers who are wise in choosing products result in unstable sales, many other factors can affect sales in the business being run, for example information about the brand at The Bites Brownies itself. It is known that many consumers are not yet familiar with the brand of The Bites Brownies, even though the brand is an important thing in the business world, especially those engaged in the food and beverage field. A brand that is recognized by consumers becomes an image or even a symbol for The Bites Brownies product.

Business actors at The Bites Brownies have carried out marketing activities with one of the goals being to introduce their brand to consumers, but it is known that there are still many consumers who are not familiar with the branding of The Bites Brownies. The tendency of consumers not to recognize the brand of The Bites Brownies itself is seen through initial research conducted by researchers on thirty people who were interviewed and requested to complete a questionnaire consisting of several questions. Some of which are *May you know The Bites Brownies brand?*; *May you know what products The Bites Brownies sell?*; and *Have you ever visited the social media of The Bites Brownies?.* The first questions resulted in 60% of the people know the brand, the second question resulted in 80% of the people don't know what products it sells, and the last question resulted in 80% of the people have never visited the social media account of The Bites Brownies. This early research showed that The Bites Brownies is not yet known to consumers. It also means that in term of Brand Awareness, The Bite Brownies still needs to build a stronger brand image in the minds of consumers.

One of the marketing strategies which is a Sponsorship activity is usually The Bites Brownies holding events to schools in Medan, and providing their products packaged using the logo of The Bites Brownies as souvenirs in the activity. The Sponsorship activity has been carried out several times with consumers who are the target market of The Bites Brownies itself, because its products have many variations and have cute characters, usually school children will be interested in participating in the Sponsorship event. In addition to the Sponsorship event held at school, other type of Sponsorship carried out by The Bites Brownies is endorsement activity with celebrities who have a large number of followers on their social media accounts. Endorsements have a positive influence on customer perception (Lestari & Aribowo, 2024). Usually, these activities are carried out by celebrities posting The Bites Brownies products on social media accounts and tagging The Bites Brownies social media accounts. By doing so, the followers of the celebrity will more or less see the post and become familiar with the The Bites Brownies brand. The activities that take place on social media are also Social Media Marketing carried out by The Bites Brownies.

In addition to these activities, The Bites Brownies also carries out its own promotions on their Instagram social media accounts, starting from posting products from daily production, sharing discount information from Instagram and others. Instagram is a social media that is used to share photos and videos and so on which is currently widely used by various groups whether it is for business purposes or just to share activities carried out by its users (Budiani et al., 2023) .The following is shown in the picture about promotional activities carried out through Instagram social media by The Bites Brownies. The Instagram account owned by The Bites Brownies has more than 30,000 followers, which means that many people or consumers has already known the social media of The Bites Brownies itself. The strategy they use to attract the interest of other consumers can be seen from the product photo posts on Instagram that have good photo quality, offer a variety of products and also have cute characters. Business actors hope that everything they

do can attract consumers to get to know the brand of The Bites Brownies better. In addition to Sponsorship activities, other marketing strategies used by The Bites Brownies from the use of Social Media Marketing up to now have only been done through one social media, namely Instagram. To effectively compare The Bites Brownies' brand awareness with competitors in Medan, various data points need to be gathered across social media metrics, consumer surveys, sales data, public reviews, and event sponsorships. By analyzing this data, the management team of The Bites Brownies can better understand its market position, assess the effectiveness of its current marketing efforts, and identify opportunities to improve brand visibility and consumer engagement in a competitive landscape.

In summary, demographic factors such as age, gender, and education level have a profound influence on how The Bites Brownies can shape its brand awareness strategies. By tailoring its messaging and marketing approaches to resonate with different demographic groups, the brand can effectively reach a wider audience and foster stronger recognition in the market. Age determines the preferred platforms and product features, gender influences purchasing behaviors and preferences, and education level shapes how consumers engage with brand messaging and values.

2. Research Method

There is solid justification for selecting Sponsorship, Social Media Marketing, and Brand Awareness indicators as the main variables for building and measuring brand awareness. Sponsorship allows for broad exposure and credibility, social media marketing facilitates wide-reaching and interactive engagement, and brand awareness indicators provide the necessary data to assess the effectiveness of these efforts. Together, these elements create a comprehensive strategy that ensures a brand can build recognition, foster loyalty, and grow its market presence.

The type of information used in this study is quantitative. Quantitative data is collected based on the responses provided by participants through the distributed questionnaires. According to Paramita et al. quantitative research refers to the philosophical view of positivism (Paramita, 2020). It was stated that "The philosophy of positivism views that a phenomenon in research can be classified, relatively fixed, concrete, observable, measurable, and the relationship between symptoms is causal". One of the steps in collecting data for this research is to determine the object to be studied and the size of the existing population. There are two types of data sources used in this study that is Primary Data. In this research, primary data is data from field findings that support answers to the formulation of the problem and research objectives collected by distributing a questionnaire containing a list of questions and structured statements regarding Sponsorship, Social Media Marketing and Brand Awareness. The second is Secondary Data, according to Paramita et al. Secondary Data is data provided by a data collection institution that can be used by the public (Paramita, 2020). What is used as secondary data in this study is journals. Journals related to research and other data from books and official websites as supporting theories.

Population is the entire collection of elements that can be used to draw conclusions (Paramita, 2020). The results of interviews with competent people at The Bites Brownies explained that the number of buyers could not be ascertained. So the population cannot be determined quantitatively, then using the Hair formula, the number of samples used is adjusted to the number of indicators used in the research questioner. In this research, the number of samples is 100 respondents chosen from The Bites Brownies consumers, while the sampling technique is by using accidental sampling where consumers who are met first by chance will be used as samples. A sample size of 100 respondents is often sufficient for providing general insights into brand awareness in a local market like Medan, particularly if the research focuses on broad trends and consumer perceptions. However, if the goal is to make precise statistical comparisons or if the population is highly diverse, the sample size might need to be larger to achieve greater statistical significance and reduce the margin of error. Researchers should also ensure that the sample is representative of the broader consumer base in Medan to ensure that the conclusions drawn are valid and reliable.

The relevance of the data collected for illustrating the dynamic condition of brand awareness depends on several factors: a) The timing of the data collection and whether it captures any recent changes in the market or consumer behavior; b) Whether the data reflects long-term patterns or short-term fluctuations due to campaigns or external factors; c) The frequency of data collection, as regular tracking is more likely to capture the dynamic shifts in brand awareness; d) The representativeness of the sample to ensure the findings reflect the broader consumer behavior in Medan.

While data from a single period can provide useful insights, it may not fully illustrate long-term or more subtle changes in brand awareness. To capture a more dynamic picture, data should be tracked over time, considering external factors and the impact of marketing activities.

Multiple Regression Analysis

To find out how the relationship between Sponsorship and Social Media Marketing on Brand Awareness at The Bites Brownies, quantitative research was conducted using an equation model arranged as follows:

$$Y = p + q1.X_1 + q2.X_2 + e$$

Y = Brand Awareness (dependent variable)

X1 = Sponsorship (independent variable)

X2 = Social Media Marketing (independent variable)

p = constant

q1 = coefficient for the Sponsorship variable

q2 = coefficient for the Social Media Marketing variable

e = percentage error

The results of the multiple linear regression analysis are as follow

The ability of consumers to remember a brand or product from e-commerce is called brand awareness (Ghadani et al., 2022). Sponsorship is part of a communication tool where a company provides financial support to a sporting, musical, social and other activity so that the activity can carry out its activities properly and at the same time will benefit in the form of views from its consumers (Farsyabillah, 2023). Social media marketing is an overall marketing activity that uses social media as a tool to market service products using interesting content to influence consumers (Ayu Setianingtyas, 2020).

3. Result and Discussion

Classical Assumption Test

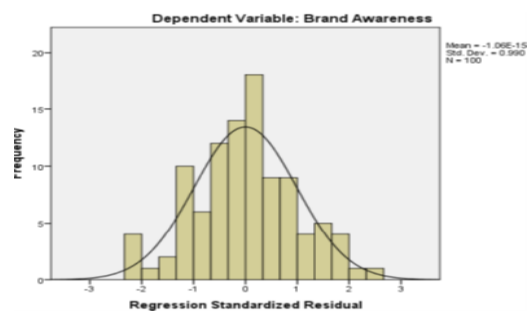


Figure 1. Histogram

The figure 1 The Histogram Graph from this Image shows that the data is perpendicular above the number 0, does not deviate to the right and left, so the data used in the processing is considered to meet the normality requirements.

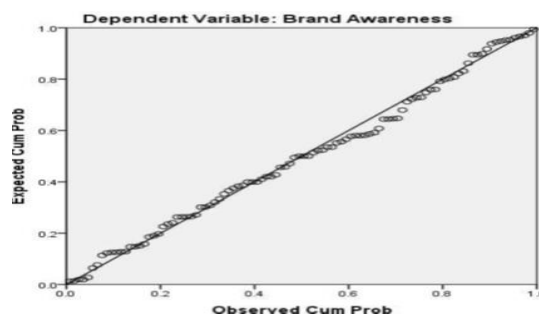


Figure 2. Normal p-p plot of regression standardized residual

The figure 2 Normal PP Plot Graph of this Figure shows that the data (points) are distributed around the diagonal line, following its direction, indicating that the regression model too satisfies the assumption of normality. This is in line with the results of testing using a histogram that has been normally distributed.

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.38708508
	Most Extreme Differences	
	Absolute	.068
	Positive	.068
	Negative	-.041
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance

Figure 3. Test one kolmogorov - smirnov

Based on the figure 3 table on the side, it is observed that the significance value is 0.200, which is greater than 0.05 (Sig F > 5%). This value allows us to conclude that the data being tested is normally distributed.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sponsorship	.759	1.317
	Social Media Marketing	.759	1.317

a. Dependent Variable: Brand Awareness

Figure 4. Test multicollinearity

From the figure 4 table above, we can see that the TOLERANCE value obtained is 0.759 (greater than 0.10) and the VIF value is 1.317 (less than 10), indicating that there is no multicollinearity.



Figure 5. Scatterplot

Based on the figure 5 above, the dots are seen randomly, not forming any kind of clear pattern and are spread both above and below the number 0 on the Regression Studentized Residual (Y) axis. This means that there is no heteroscedasticity in the regression model, implying this regression model is suitable for use in predicting Brand Awareness based on Sponsorship and Social Media Marketing.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	1.702	1.604		1.061	.291		
	Sponsorship	.699	.064	.710	10.885	.000	.759	1.317
	Social-Media-Marketing	.172	.055	.204	3.125	.002	.759	1.317

a. Dependent Variable: Brand Awareness

Figure 6. Test multiple linear regression

From Figure 6 the table above, a multiple linear regression test was obtained with the regression equation being:

$$\text{Brand Awareness} = 1.702 + 0.699 \text{ Sponsorship} + 0.172 \text{ Social Media Marketing} + e$$

The explanation of the equation is 1.702 means: if the Brand Awareness studied is constant, then the Brand Awareness of The Bites Brownies is 1.702. As well as the value of 0.699 means that every additional one-unit increase in the Sponsorship variable (X1) will cause Brand Awareness to increase by 0.699 one-unit with the condition that the Social Media Marketing variable factor (X2) is considered constant. And 0.172 means that every additional one unit of the Social Media Marketing variable (X2) will cause Brand Awareness to increase by 0.172 units, provided that the Sponsorship variable factor (X1) is considered constant.

Hypothesis Test

T-test is used to partially determine if there is a significant impact of the independent variable on the dependent variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.702	1.604		1.061	.291
Sponsorship	.699	.064	.710	10.885	.000
Social Media Marketing	.172	.055	.204	3.125	.002

a. Dependent Variable: Brand Awareness

Figure 7. T-test on partial

The Figure 7 T-test table above shows the results of the partial testing. From which, several things can be concluded, including that The t-value for the Sponsorship variable is 10.885, bigger than the value from t-table (1.984). It can be said that H_a is accepted, namely sponsorship as an independent variable partially affects the dependent variable at The Bites Brownies. The Sponsorship variable has a significance value of 0.000 (smaller than 0.05). Based on the test results, it can be concluded that Sponsorship has a positive and significant effect on Brand Awareness at The Bites Brownies. The t-value for the Social Media Marketing variable is 3.125, bigger than the value from t-table (1.984). It can be said that H_a is accepted, namely Social Media Marketing has a partial effect on Brand Awareness at The Bites Brownies. The Social Media Marketing variable significance has a value of 0.002 (smaller than 0.05). Based on the test results, it can be concluded that Social Media Marketing has a positive and significant effect on Brand Awareness at The Bites Brownies.

In addition to the T test, the F test is also used to show whether all independent variables included in the model have a significant effect simultaneously on the independent variable.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1238.071	2	619.035	106.443	.000 ^a
	Residual	564.119	97	5.186		
	Total	1802.190	99			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Social Media Marketing, Sponsorship

Figure 8. F-test

Based on the figure 8 above, the F-count value is 106.443. At a 95% confidence level, d_f (numerator) = 2, and d_f (denominator) = 97, the F-table value is 3.09. Considering that F-count is greater than F-table, H_0 is rejected and H_a is accepted. The significance value is 0.000 < 0.05. The test results implied that the two independent variables in this study simultaneously significantly effect at the dependent variable at The Bites Brownies, which is a positive influence.

The coefficient of determination (R^2) essentially functions “to measure how far the model's ability to explain the variation of the dependent variable”. The value of the coefficient of determination is somewhere between zero and one ($0 < R^2 < 1$). A small R^2 value means the ability of the independent variables to explain the variation of dependent variables are very limited. Whilst if the values approach one, it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. The results of the determination coefficient test can be seen in the table below as follows:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.687	.681	2.412

a. Predictors: (Constant), Social Media Marketing, Sponsorship

b. Dependent Variable: Brand Awareness

Figure 9. Determination coefficient

Based on figure 9, the results of the determination coefficient test shows that the R Square (R^2) value or determination coefficient obtained is 0.687. This value indicates that the Brand Awareness variable can be explained by the Sponsorship and Social Media Marketing variables by 68.7%, while the remaining 31.3% is a to other factors originating from outside this research model such as location, product variation, price, satisfaction and various other variables.

Discussions

The Effect of Sponsorship on Brand Awareness, based on the results of partial hypothesis testing conducted using the t-test, it is known that the Sponsorship variable significantly affects brand awareness and has a positive relationship between the two at The Bites Brownies. This can be seen from the t-value (10.885) which is significantly bigger than t-table (1.984). The results of this study are in line with research conducted by Karo et.al found that Class Mild sponsorship has a strong and significant impact on building brand awareness authenticity (Karo Karo & Firstyana, 2021).

The Effect of Social Media Marketing on Brand Awareness, based on the results of partial hypothesis testing conducted using the t-test, it is known that the Social Media Marketing variable has a positive and significant partial effect between Social Media Marketing and Brand Awareness at The Bites Brownies. This can be seen from the t-values (3.125) which is bigger than t-table (1.984). Which means that the effectiveness of advertising and Social Media Marketing have a directly positive and significant effect on Brand Awareness. Thus, it can be seen that Social Media Marketing indeed has an influence on dependent variable (Y) at The Bites Brownies, meaning the increase in Social Media Marketing will result in the increase in Brand Awareness. The results of this study are in line with Fadhilah et.al who found that social media marketing has a significant effect in increasing brand awareness at Ralali (Fadhilah et al., 2024).

The Effect of Sponsorship and Social Media Marketing on Brand Awareness, based on the results of simultaneous hypothesis testing using the F test, it is known that the Sponsorship and Social Media Marketing variables have an F count value (106.443) which is bigger than F table (3.09), with a significance of 0.000 (smaller than 0.05). This result implies that there is a positive and significant influence simultaneously on on dependent variable (Y). R Square (R^2) value or coefficient of determination obtained is 0.687, meaning that the Sponsorship and Social Media Marketing variables account for 68.7% of the Brand Awareness variable and the remaining 31.3% came from other factors originating from other variables not considered this research model and various other variables. The results of this study are in line with the research conducted by Ginardi entitled “The Influence of Sponsorship, Online Social Media and Celebrity Endorsement on Brand Awareness of Sales Brand Gaming Products”, where partially or simultaneously Sponsorship, Online Social Media and Celebrity Endorsement have a positive and significant effect on Brand Awareness (Ginardi & Susanto, 2021).

4. Conclusion

Based on the research results and discussion, here are some conclusion that the results of this study state the effect of the independent variables, namely Sponsorship and Social Media Marketing, on the dependent

variable, namely Brand Awareness as shown by the results of multiple linear regression analysis, meaning that for every one-unit increase in aspects of the Sponsorship and Social Media Marketing variables, Brand Awareness will increase. Partially, sponsorship as an independent variable significantly affects brand awareness, and the effect is positive. Similar to sponsorship, social media marketing also affects brand awareness significantly and has a positive influence as well. A significant and positive relationship is also obtained in this study, namely simultaneously sponsorship and Social Media Marketing on Brand Awareness at The Bites Brownies. In summary, The Bites Brownies can use this research to implement targeted, data-driven strategies for increasing brand awareness. Sponsorship should be strategically focused on events and partnerships that align with the brand's target demographic, while social media marketing can be enhanced through influencer partnerships, engaging content, and viral campaigns. Finally, by consistently tracking brand awareness indicators, management can ensure their marketing efforts are working effectively and adjust strategies as needed. Through this integrated approach, The Bites Brownies can effectively expand its brand presence and recognition in the market. Future research also should consider incorporating Customer Experience and Word of Mouth as key variables influencing brand awareness. Both of these factors have a powerful role in shaping how consumers perceive and interact with brands, and their impact could provide richer insights into the dynamics of brand growth. By integrating these additional variables, the research would offer a more holistic view of how The Bites Brownies can effectively build brand awareness and sustain consumer interest in an increasingly competitive market. Understanding these dynamics will also help the brand identify leverage points for increasing consumer engagement and organic growth.

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