

## Analysis of Marketing Public Relations Strategy by. U Provider in Enhancing Brand Awareness Through Social Media

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Received : December 20, 2024

Accepted : Januari 10, 2025

Published : Januari 30, 2025

Citation: Dwiprakasa, M, O., Misnawati, D., Zinaida, R, S., Isnawijayani. (2025). Analysis of Marketing Public Relations Strategy by. U Provider in Enhancing Brand Awareness Through Social Media. *Communica : Journal of Communication*, 3 (1), 1-16.

**ABSTRACT:** This study aims to analyze the marketing public relations strategies the By.U provider employs to increase brand awareness through social media. The research method used is a qualitative approach with several data collection techniques, including interviews, observation, and documentation. The data analysis employed is qualitative data analysis, which involves three main activities: data reduction, data presentation, and conclusion drawing or verification. Based on the research findings, it can be concluded that.U's marketing public relations planning strategy almost entirely adheres to the dimensions and indicators in the strategic planning process outlined by Whalen, known as Whalen's 7-Step Strategic Planning Process. The only shortcoming lies in the situational analysis dimension, where U did not fully implement a SWOT analysis but only utilised certain aspects. The marketing public relations efforts By.U have generally been successful and aligned with the Three Ways Strategy concept by Thomas L. Harris. However, areas still need improvement, such as the frequency of interaction by the By.U team on Instagram comments, which is rarely done, and the repetitive use of the same color scheme in their posts, leading to follower fatigue. Moreover, there is a lack of broader outreach to less tech-savvy individuals. Additionally, the brand awareness of By.U users and potential users, according to Aaker's (1991) theory, is still at the brand recognition level.

**Keywords:** Strategy, Marketing Public Relations, Brand Awareness, Social Media.



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## INTRODUCTION

The internet has become necessary in the modern era, supported by continuously evolving advanced technology. By.U is the first digital service provider in Indonesia offering a comprehensive digital prepaid mobile service, providing an entirely digital telecommunication experience to meet the needs of the public. This new-generation provider frequently conducts various activities online, such as ordering SIM cards digitally and delivering them for free throughout Java. By.U SIM cards do not have a fixed active period and will remain active indefinitely once activated. Users can also select their

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phone numbers through the By.U application, with various choices available.

By.U's application, as recorded in February 2020, experienced a significant increase in downloads by December 2020, reaching 4.6 million downloads from the previous 200,000. By.U employs an exclusive design featuring three primary colors: orange, green, and blue, as the foundation of every design element, which forms the brand identity of By.U. Additionally, By.U actively shares entertainment content such as games, giveaways, and exclusive content called "*Kultum*." Kultum is part of a collaboration with Indonesian influencers to share experiences and information with By.U users.

After two years of serving its users, By. U competes with other digital providers in Indonesia, each offering distinct advantages. To remain competitive, By.U must implement marketing activities integrated with Public Relations (PR), which is crucial as the intermediary between the company and the public. PR helps build trust and a positive brand image through effective information management and activities such as media relations, event coordination, and crisis management (Manzoor et al., 2020).

Further initial observations indicate that the execution of By.U's marketing public relations strategies has not yielded optimal results, particularly in strategies that encourage or stimulate consumers to purchase products (Moss, 2024). This may be due to insufficient communication efforts and promotional designs that lack appeal. Moreover, the strategy to influence consumers and shape public opinion is also considered suboptimal, as By.U's product outreach has yet to reach a broader audience effectively.

One of the key elements a company must implement in its marketing strategy is competition aimed at building consumer brand awareness of the products or services offered. According to Durianto, as cited in (Wahid & Puspita, 2017), brand awareness is how consumers or potential consumers recognize and recall a brand within a particular category (Aprilya, 2017). as cited in (Feroza & Misnawati, 2020), explains that Instagram is a promising platform for various accounts, such as information, news, entertainment, health, online shops, and promotional events. The use of Instagram as an online marketing promotional medium reflects the current reality.

However, based on the researcher's observations, U's product brand awareness has not yet reached the highest level, which is top of mind awareness among its users. This indicates that U's marketing public relations strategy has not been fully optimized to enhance brand awareness among its product users (Anani-Bossmann & Mudzanani, 2021).

With clear, honest, and proactive PR, a company can positively influence public perception and build a strong reputation, essential for long-term success. This enables By.U to maintain strong relationships with its users, ensure product relevance, and enhance its competitiveness in the market (Beglou et al., 2024).

According to Abidin et al. (2024), communication is the process of transmitting information and understanding from one individual to another, whether verbal or nonverbal, through symbols or signals, as long as the communication is comprehended and understood by both parties. Communication facilitates mutual understanding, crucial in interactions between individuals or

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groups. Communication involves various elements such as the sender, the receiver, the medium used, and the feedback provided.

Effective communication depends not only on the message delivered but also on the receiver's ability to understand the intent and context of the message. Feedback from the receiver plays a key role in ensuring that the message is correctly received and aligns with the sender's intention. If communication is ineffective or misunderstandings occur, it can hinder smooth interactions, whether at the personal or organizational level (Kisiolek et al., 2021).

According to Abadi, as cited in (Sinaga, 2014), marketing public relations involves the planning, implementation, and evaluation of programs aimed at increasing consumer purchase interest and satisfaction through information that reinforces brand image and product value (Munsch, 2021). Further emphasizes the importance of marketing public relations in building public awareness by strategically placing product or service information across various media platforms to attract attention and foster positive consumer relationships (Ogunyombo & Akinola, 2024; Tong, 2021).

Kotler and Armstrong (2012), as cited by (Aulya & Zinaida, 2022), assert that marketing strategies play a crucial role in meeting consumer needs and creating value, ultimately benefiting the company. Public relations marketing supports these strategies by strengthening the brand image through targeted communication. Integrating both enhances audience reach, public awareness, and consumer loyalty, fostering business growth (Vinerean & Opreana, 2021).

Based on the researcher's initial observations, By.U has not yet optimally implemented its marketing public relations planning (Laurie et al., 2024). An integrated and systematic plan is required to enhance the success of By.U's marketing public relations programs. Such planning will help By.U avoid deviations in achieving its objectives. Additionally, to effectively communicate the marketing public relations programs, a well-structured communication strategy must be designed to ensure these programs reach the target audience and yield the desired impact (Bakre & Mudzanani, 2022).

This research analyses the marketing public relations strategies employed to build brand awareness for the By.U provider. The theoretical framework used in this study is Three Ways Strategy, which encompasses three dimensions: Pull Strategy (Attracting), Push Strategy (Encouraging), and Pass Strategy (Influencing) (Harris & P, n.d.). This theory is supported by Whalen's 7 Step Strategic Planning Process and Brand Awareness theory. Through a qualitative descriptive analysis of field phenomena, this study aims to uncover insights into how By.U's marketing public relations strategies enhance brand awareness through social media.

## METHOD

The research design employed in this study utilizes a qualitative research approach. According to Sutopo and Arief, as cited in (Suwendra, 2018), qualitative research explains and analyzes phenomena, events, attitudes, social activities, perceptions, beliefs, and ways of thinking, whether individually or in

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groups. This research will be grounded in field data based on the studied phenomena, and theoretical frameworks will be used to support the research. This study focuses on the marketing public relations strategies to enhance brand awareness of By.U products.

To ensure the validity of the data in this qualitative research, the researcher will use triangulation techniques. Specifically, the study will employ source triangulation and method triangulation. The data analysis technique will follow the model of Miles and Huberman, which consists of four stages: data collection, data reduction, data presentation, and conclusion (Bergkvist & Taylor, 2022).

The unit of analysis in this research is By.U's marketing public relations. Meanwhile, the observation unit includes By.U's Instagram social media strategy in implementing marketing public relations and By.U users and potential users in Palembang. The data collected for this study will be qualitative, consisting of words and sentences. The researcher will draw from two types of data sources: primary and secondary data. The data collection techniques employed in this research will include interviews, observation, and documentation.

## RESULTS AND DISCUSSION

The results of this study discuss the analysis of By.U's marketing public relations strategies in enhancing brand awareness through social media, particularly Instagram, in Palembang. The findings are based on interviews with several research informants, including the Head of the Creative Brand Strategist Team at By.U, current By.U users, and potential users in Palembang. A total of five informants were involved in the study, and the profiles of these informants are presented in the following table:

**Table 1.** Research Informants

No	Initials	Profession	Description
1	EP	<i>Creative Team Brand Strategist</i>	By.U
2	TSH	Salesman	By.U user
3	HM	<i>Admin Online Shop</i>	
4	MAD	College Student	
5	FIH	Youtuber	

Source: (Interview results with informants on March, 2024)

By.U is the first digital mobile network operator in Indonesia. The purchase of data packages, selection of data options, phone numbers, acquisition of SIM cards, and payment methods are all available within a single application. This operator targets millennials who seek freedom and convenience in making their choices. By.U is also the first digital prepaid mobile network operator in Indonesia to offer end-to-end security features and does not impose an expiration period on credit purchased by its users.

This research focuses on two key aspects: the marketing public relations strategy and the brand awareness of potential and current By.U users in Palembang. The following is a description of the research findings obtained in this study:

### **Strategy Marketing Public Relations By.U**

In the overall marketing public relations planning strategy By.U, nearly all dimensions and indicators within Whalen's 7 Step Strategic Planning Process comprising situation analysis, objectives, strategy, target, messaging, tactics, and evaluation have been fulfilled. The only shortcoming lies in the situation analysis dimension, particularly in using the SWOT analysis, which By.U has not directly applied, instead utilizing only certain elements. Meanwhile, the other strategic planning dimensions have been adequately addressed By.U.

Accurate and careful situation analysis identifies the current conditions faced by the organization. In addition to researching to define the company's problems, a SWOT analysis is typically conducted during the situation analysis. In this process, By.U identifies its current situation or challenges through three stages: consumer, industry, and internal company analysis. By.U did not directly employ a SWOT analysis when analyzing the situation during its product launch. By.U's situation analysis aims to resolve existing problems and discover what benefits can be derived from the business or product development.

As stated by the Head of the Creative Brand Strategist Team:

*"We do not directly use a SWOT analysis, but whenever we are about to launch something, we always consider how we can highlight the strengths of our product and identify the opportunities we can capitalize on, such as during Ramadan, where we might focus on entertainment opportunities. We also look at data to determine what opportunities we can seize, such as targeting a specific segment like women, who represent a relatively small audience in the telecommunications industry. So, we always consider various aspects, including elements of SWOT analysis. However, we do not directly apply the full SWOT analysis when launching a product."* (Interview results from March 19, 2024).

The SMART framework can be applied to determine objectives, where goals must be Specific, Measurable, Achievable, Realistic, and Time-bound. The aim of By.U is to provide a sense of freedom to its audience in managing their provider. The target audience for By.U, specifically young people aged 13 to 35, represents a specific or targeted segment for the product. The company's objectives for By.U can also be measured through market share, customer satisfaction index, and net promoter score. These objectives are considered achievable, as the market share of young people using By.U continues to grow. Additionally, the company's goals for By.U are realistic, aiming to increase targets annually. Furthermore, these objectives are time-bound, with a focus on long-term growth.

The main objective of By.U is to give its audience a sense of freedom in managing their provider. According to the Head of the Creative Brand Strategist Team, they explained:

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"The purpose of launching By.U is to give our audience freedom to manage their provider independently. With the ability to control their internet connection and access everything freely, we genuinely stand for freedom, especially for the younger generation. We aim to become a good companion for the youth across Indonesia. By offering high-quality connectivity with complete freedom, we hope that Indonesian youth can be more creative, productive, and able to meet their needs, complete their tasks, and manage their schoolwork more easily." (Interview results from March 19, 2024).



**Figure 1** By.U Product Tagline Aligned with Its Target Audience and Objectives

source: [www.byu.id](http://www.byu.id)

Strategy is a broad outline of the marketing public relations plan that will determine how a company will achieve its predetermined goals. The objectives and targets of the marketing public relations activities for By.U are designed to support the company's goals. By.U achieves these objectives and targets through campaigns, social media postings, collaborations with Key Opinion Leaders (KOLs) to create content, press releases, blog posts, media campaigns, humorous content, and other marketing public relations activities. U has guidelines or protocols for all these planned marketing public relations activities, which vary depending on the specific marketing public relations activities.

This was also explained by the Head of the Creative Brand Strategist Team, who stated:

"There are various ways we implement our marketing public relations strategy, including launching campaigns, social media postings, collaborating with Key Opinion Leaders (KOLs) to create content, issuing press releases, creating blog posts, conducting media campaigns, and producing humorous content. These are our main activities for marketing public relations efforts." (Interview results from March 19, 2024).



**Figure 2.** By.U's Instagram Social Media

Source: Instagram By.U (byU, 2024a)

To ensure that the message from the marketing public relations campaign is targeted effectively and

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achieves its objectives, it is necessary to determine and identify the target audience. Identifying the target audience for a marketing public relations campaign also requires setting media targets (Nuseir et al., 2022). In determining and identifying targets for By.U's marketing public relations activities, it is crucial for By.U to first understand the scale of the business target they aim to achieve. For media targets, particularly on social media platforms like Instagram, By.U sets primary targets and then breaks these down into specific targets for each operational line and further into individual activities.

As stated by the Head of the Creative Brand Strategist Team:

*"From the primary target, we break it down into specific targets for each operational line. Subsequently, we refine these targets into activities. For instance, if we aim to increase market share by 10% this month, we determine that achieving this requires ten social media posts. We then assess how many engagements each of these posts should generate. This approach starts from the primary target and is then translated into detailed activities, such as whether to conduct live shopping events or how to structure Instagram posts. Everything is aligned with the target."* (Results of the interview dated March 19, 2024).

Marketing public relations offers various publications compared to advertising, allowing it to convey messages less promotionally. The term "less promotional way" refers to a marketing strategy that minimizes or limits promotional offers or discounts while enhancing customer engagement and sales. This strategy is employed by companies that wish to maintain profit margins and avoid reliance on constant, large discounts, which could harm brand perception and condition customers to expect lower prices (Dwivedi et al., 2021). By.U's approach to delivering its messages on social media, particularly Instagram, starts with team discussions regarding the activities. The messages conveyed in By.U's marketing public relations efforts on Instagram are designed to have strong message credibility and are communicated clearly to the public.

The marketing public relations activities for delivering messages on Instagram are conducted through team discussions and the breakdown of targeted achievements. The Head of the Creative Brand Strategist Team stated:

*"So, our entire team first discusses, then breaks down the target achievements what they should be, how many, and over what period. From there, the campaign team is tasked with conceptualizing the campaign theme and its creative aspects. For instance, during Ramadan, we developed the theme "Seribu Satu Jurus Ramadhan." Then, this is passed down to the digital team, which determines the specifics for social media, such as using certain KOLs, types of posts, or activities. Thus, the campaign formulated by the creative campaign team is translated into specific activities to be carried out."* (Interview Result of March 19, 2024).

Seven primary tools can be implemented and used to support the activities and objectives of marketing public relations. These tools include Publications, Events, Sponsorships, News, Speeches, Public Services Activities, and Media Identity. The main tools used By.U to support marketing public relations activities on Instagram include social media applications, social listening applications, and applications for analyzing the results of marketing public relations activities. These tools have effectively supported the marketing public relations activities on Instagram.

This was expressed by the Head of the Creative Brand Strategist team as follows:

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*“Certainly, the social media application, social listening application, and campaign analytics application.”*

(Interview Result of March 19, 2024).

The evaluation must include outcomes (whether there is a change in behaviour among the target audience), outputs (whether the campaign achieved the desired coverage), and impacts (whether the target audience understands and absorbs the message conveyed) after the program is implemented. Evaluation should also cover the analysis of the sustainability of these changes, including how the company can improve its communication strategy in the future to achieve more optimal results (Musheke & Phiri, 2021).

By.U has evaluated its marketing public relations activities on Instagram because By.U has the tools to assess these activities. Additionally, behaviour has changed among the target audience due to these marketing public relations activities on Instagram. The activities on Instagram have also achieved and aligned with the company's desired goals. The target audience of these activities has also understood and absorbed the message conveyed.

Behavioral changes have also occurred among the target audience of By.U's marketing public relations activities on Instagram. This was explained by the Head of the Creative Brand Strategist Team, who stated that:

*“Changes certainly occur, but the data must be reviewed to determine the extent of these changes. We have metrics from the campaign, so we just need to check whether the goals set in the campaign planning have been achieved. We will also look at the analytics applications to assess the outcomes.”* (Interview Result of March 19, 2024).

Overall, the marketing public relations activities conducted By.U align well with the Three Ways Strategy concept proposed by Thomas L. Harris, including pull, push, and pass strategies. However, the push strategy has shortcomings, as By.U's communication on Instagram through comment responses is infrequent. Additionally, the passing strategy has limitations, such as the overuse of similar base colours in posts, which can make the content monotonous for followers, and insufficient outreach to those unfamiliar with technology.

To enhance sales, a company must capture public attention. This can be achieved through various promotions, publicity, and other methods. Pull strategy involves the best efforts in publication and service to attract consumers, achieved through media promotion tailored to the target audience.

By.U utilizes online media to market its products in the pull strategy segment. Pull strategy aims to attract attention in various ways to boost sales. The dissemination of product information by By.U's marketing team is intended to build brand awareness that captures public interest.

A public relations professional has the potential to implement pull strategy to attract public attention through various methods to achieve company goals and enhance sales of goods or services (Vieira et al., 2022). By.U employs pull strategy through campaigns, social media postings, collaborations with KOLs (Key Opinion Leaders) for content creation, press releases, blog posts, and media campaigns. On



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Instagram, the pull strategy includes social media postings about promotions and events and KOL collaborations for content creation. The efforts in the pull strategy on Instagram are considered successful and in line with the established marketing public relations activity matrix.

Marketing public relations efforts to promote and introduce By.U's products on Instagram include social media postings and content collaborations with KOLs. The Head of Creative Brand Strategy Team stated that:

*“Conducting social media postings related to promotional information and upcoming events. We also collaborate with KOLs to create content that will be posted on Instagram.”* (Interview Result of March 19, 2024)



**Figure 3.** Promotional Product Postings on By.U's Instagram

Source: Instagram By.U (byU, 2024b)

Users first learned about By.U products from social media advertisements and from friends who were already using By.U. They also discovered By.U through Instagram. According to By.U users, the introduction of the product on Instagram is considered very effective. After receiving information about By.U from Instagram, users are motivated to check the By.U app directly. Users are interested in By.U because the provider offers unlimited (FUP) data and has several advantages such as flexible data allocation and no expiration period for the card.

Prospective users first learned about By.U from events organized by By.U, such as the Mobile Legends tournament, friends on social media, and By.U advertisements frequently appearing while scrolling through social media. According to prospective users, the introduction of By.U on Instagram is reasonably practical and sufficiently piques their interest in trying the product. After receiving information about By.U from Instagram, some prospective users are interested in using By.U.

Push strategy encourages or stimulates consumers to purchase products, and companies must also provide customer satisfaction (Katsikari et al., 2020). Push strategy is also an effort to generate a stimulus among the audience. This strategy involves increasing both the quantity and quality of products and enhancing service quality. For example, offering various promotions for the products to encourage consumers to make purchases. By applying the push strategy, U aims to foster consumer loyalty. This strategy aggressively promotes By.U's products to consumers or the public.

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Efforts to apply the push strategy aim to stimulate increased purchases, thereby boosting sales numbers. By.U's public relations efforts in push strategy include regular promotions, such as creating package deals and running thematic campaigns daily. On Instagram, push strategy efforts involve social media postings related to product promotions and upcoming events and creating engaging post designs to attract followers' attention. The public relations efforts of By.U in the push strategy on social media Instagram are:

*“Yes, similarly, we conduct social media postings related to product promotions and upcoming events. Additionally, we create attractive post designs on Instagram to capture the interest of followers.”* (Interview Result of March 19, 2024).

By.U users continue to use the product because they do not need to top up credit; they simply need to activate their card, and the product is convenient and enjoyable. The admin rarely handles communication By.U on Instagram through post comments, but it is more intensive via Instagram DM or mentions in Instagram stories. In handling complaints about By.U products on Instagram, direct comments on posts are rarely responded to, but users are directed to send DMs or use the By.U app for complaint services. By.U users are generally satisfied with the customer service because they are assisted and guided through the issues they encounter, though a drawback is the slow response time from By.U.

Potential users consider the promotional information provided by.U on Instagram fairly good and attractive. The communication between By.U and its prospective users on Instagram is reasonably practical, employing well-known influencers or brand ambassadors in Indonesia to attract potential users. This demonstrates.U's commitment to communicating its product to prospective customers.

The past strategy can influence consumers to shape public opinion. This activity builds public trust and a positive image for the company. The past strategy is also an effort to influence, persuade, and create favorable public opinion for existing and potential consumers (Villanova et al., 2021).

The pass strategy employed by By.U's marketing team to influence consumers involves providing educational benefits consumers should know about the By.U product. This is an effort to influence public opinion favorably to By. U.

The pass strategy allows marketers to gain opportunities from opinion leaders or authoritative figures in entering specific markets and addressing public issues to neutralize opposition. By.U's marketing public relations efforts in the pass strategy include campaigns, social media postings, collaborations with Key Opinion Leaders (KOLs) for content creation, press releases, blog posts, humor content, and more. On Instagram, By.U's pass strategy includes posting engaging and positive content about By.U products to quickly build brand recognition and shape public opinion. The company's public relations efforts in the pass strategy on Instagram have been considered relatively successful, as evidenced by positive comments from followers on By.U's Instagram. As stated by the Head of the Creative Brand Strategist Team:

*“We always post engaging and positive content about our products on Instagram, ensuring that our products gain quick recognition and influence*

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*public opinion. Our information is also not exaggerated and aligns with the facts.”* (Interview Result of March 19, 2024).

By.U users also receive information about events or sponsorships through Instagram. Users' responses to the events or sponsorships organized By.U indicate that these activities appeal to millennials. However, the base color used in the design of each event post remains constant, leading to a sense of monotony and diminished attractiveness due to the frequent use of the same color. Despite this, users consider By.U's product image good, particularly due to the events or promotions, especially the giveaways.

Prospective By.U users view the events or sponsorship activities promoted on Instagram as positive and engaging. They also regard By.U's product image as reasonably good. However, they feel that the product's recognition among the general public is still somewhat lacking, as only a few people around them use By.U, and it is often not the primary provider on their devices.

## **Brand Awareness By.U**

According to (Smith & Aaker, n.d.), as cited in (Beglou et al., 2024), brand awareness is defined as the extent to which consumers can recall or recognize a brand. It is a crucial component of brand equity as it influences consumers' perceptions and decision-making by creating a sense of familiarity with the brand. High levels of brand awareness can lead to stronger brand loyalty and customer trust.

Based on Aaker's theory, the product is still at the brand recognition level in terms of overall brand awareness among By. U's users and potential users. This indicates that By.U's marketing public relations efforts have not been fully optimized to enhance brand awareness, as the product has only reached the second level, brand recognition, and has not yet attained the highest level, top of mind.

"*Unaware of brand*" is the lowest level in the brand awareness pyramid, where consumers are unfamiliar. Customers may feel uncertain or unsure whether they recognize the By.U brand. This is a level that By.U must avoid. "*Unaware of brand*" suggests that consumers do not know or have not yet recognized the brand in the market. Potential users first learned about By.U through the Mobile Legends tournament organized By.U and from friends already using the service. Meanwhile, existing users first learned about By.U through social media and friends who happened to be using the product. Potential users are somewhat familiar with and understand the By.U product, while current users have a deeper understanding and familiarity with the product up to this point.

As a By.U user, TSH understands and is familiar with the product. As they expressed:

*“As of now, since I have been a By.U user for almost four years, I have come to understand and know By.U quite well up to this point?”* (Interview Results from March 16, 2024).

The same sentiment was expressed by HM, another user, who stated:

*“Yes, I am very familiar with and understand the By.U product because I have been using By.U since 2019, so it has been almost more than*

*five years that I have been using By.U.” (Interview Results from March 24, 2024).*

Brand recognition refers to the level at which a brand’s identity re-emerges after applying additional prompts (aided recall). At this stage, customers can identify the By.U brand. The brand recognition stage introduces a brand to consumers when marketed in the public domain. Potential users also become familiar with By.U’s product information through Instagram. Meanwhile, existing By.U users have already encountered By.U’s product information via Instagram because they follow By.U’s Instagram account. According to potential users, the information about By.U products shared on Instagram is quite detailed and clear, particularly regarding the promotional data packages offered. However, potential users are still unaware of the challenges of using By.U’s products. On the other hand, By.U users find the product information on Instagram to be good and clear.

Furthermore, potential By.U user MAD finds the product information presented on Instagram sufficiently detailed and precise. As expressed in their statement:

*“The information provided is quite detailed, especially regarding the promotional data packages offered. However, as a potential user, I am still unaware of the challenges associated with using this product” (Interview Results from March 16,2024).*

The same sentiment was expressed by FIH, another potential user, who stated:

*“I think the information is quite detailed and clear because the latest updates from By.U are always included in every piece of content or advertisement. For example, there are promotions for affordable data packages or other offers.” (Interview Results from March 19,2024).*

Brand recall refers to the ability to recall a brand without assistance (unaided recall). At this stage, customers can remember the By.U brand without being prompted. Brand recall indicates that consumers are expected to recognize the brand marketed by the company in a particular category, aligned with the consumer’s needs. Potential users mentioned that they do not clearly remember or know much about By.U because they have not yet used the product. On the other hand, By.U users somewhat recall and recognize the brand but use By.U only for specific needs that are not their primary requirements. Potential users do not always remember the product information presented on Instagram; they only recall the tagline. Similarly, By.U users do not consistently remember the product information shared on Instagram.

Top of mind refers to the first brand consumers mention, one that has appeared in their minds, or the leading brand they think of among various others. At this stage, customers recall By.U as the first brand that comes to mind when discussing the category of providers they use. A brand that reaches the top of mind stage becomes the consumer's primary choice when purchasing a product they need. However, By.U has not yet become the primary provider choice for its potential users in their daily lives. Similarly, current By.U users have not made By.U their main provider, as they use it as a secondary provider on their phones. By.U has not yet become their primary brand for potential users compared to other providers. Likewise, By.U has not become the primary brand for current users because they use it only for specific needs.

## **CONCLUSION**

The marketing public relations planning strategy implemented by By.U nearly fulfills all dimensions and indicators within Whalen's 7 Step Strategic Planning Process, which includes situation analysis, objectives, strategy, target, messaging, tactics, and evaluation. The only shortcoming lies in the situation analysis dimension, specifically in the SWOT analysis, where By.U does not fully apply the analysis but utilizes only certain aspects.

By.U's marketing public relations strategy aligns well with Thomas L. Harris's Three Ways Strategy, namely the pull, push, and pass strategies. However, there are some shortcomings in the push strategy, particularly in communication. By.U's interactions on Instagram are rarely conducted by its admin in post comments. Additionally, in the pass strategy, there are issues with the consistent use of the same base color in posts, which leads to boredom among followers and limited outreach to non-tech-savvy individuals.

According to Aaker's (1991) theory, brand awareness is still at the second level, brand recognition, for both By.U users and potential users. This suggests that By.U's marketing public relations efforts have not yet fully optimized brand awareness, as they have only reached the second level, brand recognition, and have not yet achieved the highest level, top of mind.

By.U management should apply a complete SWOT analysis directly to gain a more accurate and comprehensive situational analysis. Furthermore, By.U needs to enhance communication on Instagram with both potential and current users by utilizing various alternative communication channels on the platform, and they should improve their responsiveness to customer complaints. Additionally, By.U should diversify the color schemes in their Instagram posts to make the content more appealing and engaging to followers and viewers, avoiding monotony and boredom. By.U must also expand their marketing public relations efforts by utilizing a wider range of media to promote their products more effectively.

This research is limited to examining digital marketing on Instagram, suggesting that future studies could explore the role of endorsers in optimizing promotions on other social media platforms such as YouTube and TikTok. This study is valuable in understanding how By.U, with its ability to influence others, can strategically employ digital marketing to promote its products effectively. Additionally, this research can aid By.U in developing their businesses, where digital marketing emerges as a solution for modern marketing strategies.

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