

# Brand Awareness of @youtubemusic Instagram Followers Towards Youtube Music

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## ABSTRACT

Youtube Music is one of the popular music streaming platform brands available globally. This platform is a product owned by Youtube, an American social media brand, which is now owned by Google. Researchers are interested in examining the level of brand awareness of Youtube Music, because this brand communicates about its brand through their Instagram account @youtubemusic, by utilizing the Marketing Public Relations (MPR) function. The various brand elements it communicates consist of Brand Name, URL (Website), Logo & symbol, and also Packaging. This study aims to measure the level of brand awareness of @youtubemusic Instagram followers of the four brand elements. This research uses quantitative research with an online survey method. Data collection was carried out by distributing questionnaires to 400 respondents with purposive sampling technique. The results of this study indicate that the level of brand awareness of Instagram followers @youtubemusic towards Youtube Music, lies at the Top Of Mind level, which is the highest level of brand awareness.

**Keywords:** *brand awareness, brand, Youtube Music, brand elements, Marketing Public Relations (MPR).*

## INTRODUCTION

In carrying out daily activities, communication is an important part of human life, which is a social creature. Especially in an era where communication can be done easily through various platforms and media, communication gets humans to be able to interact and receive information in every aspect of their lives (Purwanto, 2016). Not only that, according to Hovland, in Pohan and Fitria (2021) said that communication is a process in which the communicator conveys a stimulus, with the aim of wanting to shape or influence the behavior of the communicant (individual or audience). Knowing this, companies engaged in a variety of different industries communicate with the public through various means and ways.

One of the concepts used by companies to carry out a communication process is Marketing Public Relations or MPR. MPR is basically a way for companies to influence the target public to “react” to the “product” offered by a company, where the “product” can come in various forms (Anom, 2004). Basically, the purpose of MPR is not to 'sell' a “product”, but rather to inform the general public that the “product” exists and can be accessed. This education is often done continuously, in order to build trust and also public memory of the company's brand. The hope is that the results of MPR activities can make the company top of mind for consumers.

This can be achieved by using one or more intermediaries, such as traditional or electronic media (direct email, newspapers, magazines, television, radio, internet, billboards, etc.), as well as consumers to convey messages about companies and products to their targeted audiences. One way that has been integrated into people's daily lives is through the presence of the internet and social media. It can be seen from the growth and development of internet users around the world, who have used these means as a tool to communicate more easily and quickly. Especially in Indonesia, the use of the internet is increasingly widespread. Based on the APJII survey, out of a total population of 278 million in 2023, 221 million people will become internet users in 2024. The internet penetration rate reached 79.5%, showing that the internet has become an integral part of the daily lives of Indonesians.

Social media usage in Indonesia continues to increase, where according to a We Are Social survey, in January 2024 there were approximately 139 million social media users, with Instagram being the second most popular platform used by 85.3% of the total users. This shows that Instagram has become an important part of Indonesians' daily lives. Instagram offers a variety of features that can be customized according to user needs and preferences, such as feeds, reels, stories, and live streaming (Zain & Dwivayani 2024). Innovations continue to be made, including the collaborative post feature launched in September 2023. This variety of features strengthens Instagram's position as one of the main social media that supports user communication, interaction, and self-expression.

Instagram provides various features that allow users to create diverse types of content, ranging from simple images to informative videos. These contents not only serve as a means of self-expression, but also as a tool to interact and build social relationships (Sutrisno & Mayangsari, 2021). According to Amalia & Nugrahani (2023), this interaction encourages the growth of user loyalty to the platform. In addition, because content on Instagram is easily accessible globally, the platform is also utilized by many online businesses to introduce their products to a wider audience (Setyawan et. al., 2024).

For the type of Instagram content itself, there are 3 different types of content (Wijaya & Erdiansyah, 2023). The first is light content, which is content that is entertainment in nature and provides opportunities for users to interact with the Instagram brand account that produces the content. The second type is educational content, content that provides information and knowledge about general and specific matters. The last is remunerative content, which is content that is a promotion or information about products or services provided by the brand. Moreover, Instagram can help users build interactions and connections with other users (Rizzo et.al., 2023). With the interactions that occur between users, public awareness of a brand can increase positively. This makes Instagram an ideal social media to use its content as a tool to increase brand awareness (Setyawan, et al., 2024).

Instagram plays an important role in building relationships between brands and consumers, and is an effective medium for carrying out Marketing Public Relations (MPR) strategies, with the main objective of increasing brand awareness (Kietzmann, et al., 2011; Setyawan, et al., 2024). Brand itself has an important role in influencing consumer choices and creating a positive image in the eyes of the public (Gisellim & Yoedtadi, 2023). Brand identity determines a company's position in the market and differentiates it from competitors (Wardhana, 2024). In addition to representing products, brands can also be related to services, services, and places, and build consumer loyalty and exclusivity. According to Kotler and Keller (in Wardhana, 2024), a brand consists of seven important elements: name, URL, logo/symbol, slogan, packaging, and character, which when utilized appropriately can reach the target audience.

Brand awareness is one of the important concepts in increasing consumer knowledge of a brand. Orlando (2015) explains that brand awareness reflects consumers' ability to remember and associate a brand with a particular product. A strong understanding of brand awareness can have a positive impact on the brand. Aaker (1996) classifies brand awareness in four levels, namely: unaware of brand, brand recognition, brand recall, and top of mind-the highest level that shows brand dominance in the minds of consumers. Building strong brand awareness is essential for brands to compete in industries, including technology and internet-based industries.

Besides Instagram, another social media that focuses on visual content is YouTube. Founded in 2005 by Jawed Karim, Steve Chen, and Chad Hurley, YouTube allows users to upload and enjoy a variety of other user-generated videos (Widika, dalam Faiqah, et. al., 2016). Today, YouTube is one of the largest sources of visual information in the world and is the platform with the second largest number of users after Facebook. With more than 2.70 billion users, YouTube is the second most used social media platform in the world, which plays a major role as a

result of the evolution of internet technology, by providing diverse visual services (Suryati, 2021). In addition to being a place of entertainment and self-expression, YouTube also provides opportunities for financial gain and social recognition for its users (Wiryaning & Pratami, 2019). This makes it a part of modern people's daily lives.

The development of YouTube has given birth to innovative products such as YouTube Shorts, YouTube Ads, YouTube Kids, and especially YouTube Music. The focus of this research is YouTube Music—a music streaming brand owned by YouTube that, although separate as its own app, is still integrated with the main YouTube user account and history. In addition to audio, YouTube Music also offers visual content such as music videos, and can be accessed through a variety of devices, both mobile and desktop. Despite its close association with YouTube and supportive visual features, YouTube Music's brand awareness is still relatively low when compared to its main competitors such as Spotify.

The delay in the development of brand awareness of YouTube Music as a music streaming platform can be attributed to the public's lack of understanding of its existence as a separate entity from YouTube. Since the name “YouTube Music” still uses elements of the main name “YouTube”, many consumers do not realize the difference between the two brands. This can be seen from various interactions on social media, such as on the X platform, where users often equate YouTube with YouTube Music, even comparing it directly with other platforms such as SoundCloud without realizing that the two services are different entities. Additionally, in a TikTok content that discussed the sound quality comparison between YouTube Music and Spotify, the content creator used the YouTube logo instead of the official YouTube Music logo.

This shows that while users recognize the name YouTube Music, they don't fully understand its brand identity as a whole—including basic elements like the logo—indicating low brand awareness of YouTube Music among the public. The main goal of YouTube Music's communication strategy is to increase brand awareness, especially among followers of the @youtubemusic Instagram account. Just because someone has a YouTube Music account or follows its Instagram account, does not necessarily indicate that they actually understand or are aware of YouTube Music as a brand separate from YouTube. This phenomenon is relevant given the significant difference in the number of Instagram followers between the three popular music streaming platform brands.

Through a variety of visual content such as videos and photos, YouTube Music utilizes Instagram's features to introduce artists, their songs, and communicate the campaigns and activities that the brand is running to a wide audience. However, very little content explicitly explains the YouTube Music brand as a whole. This lack of explanation could be the reason for Instagram followers'

low brand awareness of the brand. Therefore, the researcher wants to further explore the extent to which these contents contribute to increasing brand awareness, as well as whether followers are able to distinguish that YouTube Music is a separate brand from YouTube.

In his research, the author also refers to previous research by Graciella Fiona Gunawan (Petra Christian University, 2024), which discusses the brand awareness of the Surabaya community towards Mako Bakery. The study also evaluated the level of brand awareness using survey indicators and a descriptive quantitative approach. This research also refers to several relevant previous studies. Other research that is a reference is research by Setyawan, et al. (2024) from Tanri Abeng University entitled Instagram Utilization and Strategy in Increasing Brand Awareness, which discusses how Instagram social media plays a role in increasing brand awareness through its content-aligned with the focus of this research. In addition, the researcher also refer to the work of Tiffany Rebecca (2024) from Petra Christian University, entitled The Effect of Instagram Reels Content on Brand Awareness of Harmoni Exchange Mall, which specifically highlights the effect of Instagram content on brand awareness, with respondents who are also Instagram followers. Researchers chose to examine the brand awareness of @youtubemusic followers because although YouTube Music is a music service from YouTube, which is the social media platform with the largest number of users in the world, the level of brand awareness of YouTube Music still lags behind competitors such as Spotify. YouTube Music's own Instagram account also seems to have not been maximally utilized as a promotional medium.

The content uploaded by @youtubemusic focuses more on the artists and the music they produce, not on brand education as a whole. Therefore, this study aims to see whether this type of content can increase brand awareness of YouTube Music, especially in distinguishing YouTube Music's identity as a separate brand from YouTube. This research also aims to assess the effectiveness of the communication strategy used, as well as its contribution to the practice of Marketing Public Relations to increase brand awareness.

## LITERATURE REVIEW

### *Marketing Public Relations*

Marketing Public Relations (MPR) is the process of planning, implementing, and evaluating communication programs aimed at building positive relationships between companies and consumers, and encouraging customer purchases and satisfaction (Rosady Ruslan in Azizah & Yuningsih, 2007). Rahmat (2022) adds that MPR functions to form a positive image in front of the public and is part of marketing management that

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aims to support the marketing of products and services. The essence of MPR is to convey information and education to increase consumer understanding of the brand so that it is better known and remembered. Ruslan (in Azizah & Yuningsih, 2007) suggests three main strategies in the implementation of MPR, namely:

- a. Pull Strategy: This strategy aims to attract consumers to try and be loyal to the products/services offered, for example through media publications, giveaways, or quizzes.
- b. Push Strategy: The focus is on attracting attention and increasing sales through planned promotions, such as collaboration with e-commerce or providing discounts.
- c. Pass Strategy (influence): This strategy aims to shape positive public opinion through social activities such as sponsorship and charity.

### ***Brand***

Brand itself is one of the things, which is important for a positive image in front of consumers (Gisellim & Yoedtadi, 2023). This is because brands make it easier for consumers to make choices when they are in the stage of wanting to buy a product. But not only products, nowadays brands are also associated with communication strategies used by companies to convey messages about products to consumers and potential consumers. Another use of the brand is to provide value to the products or services offered to the public. The value of a product or service can be determined from the brand they carry (Ramadayanti, 2019).

### ***Brand Awareness***

Brand awareness is the ability of consumers to be able to recognize and remember a product based on the product brand. However, brand awareness does not only stop at a person's memory of a brand, but means that a person can understand the essence and also what products the brand offers to consumers (Gisellim & Yoedtadi, 2023). According to Aaker (2007), brand awareness is the ability of potential consumers to recognize and recall a brand, as a representation of a product they are looking for.

### ***Brand Awareness Levels***

Brand awareness is divided into various levels, to be able to determine whether consumers have reached the aware stage with a brand (Aaker, 1996), namely:

- a. Unaware of Brand, means that consumers or potential consumers are not sure of a brand, or even someone is not aware of a brand at all.
- b. Brand Recognition, means that consumers or potential consumers can identify what the brand in question is, with help from external parties.
- c. Brand Recall, means that consumers can already remember and distinguish brands without any help from outside parties.
- d. Top of Mind, means that consumers or potential consumers make a brand, the first name compared to other brands that appear in their memory.

## METHODOLOGY

This research employs a quantitative method with a descriptive approach to examine the effectiveness of @youtubemusic's Instagram content on brand awareness of the YouTube Music application. As stated by Jayusman & Shavab (2020), descriptive research involves systematically investigating existing phenomena and events. Data collection was conducted through an online survey using Google Forms, distributed via the researcher's social media platforms to reach respondents who meet specific criteria, ensuring a representative sample. This method aims to obtain results/answers from respondents who match the predetermined criteria, in order to be representative of the population under study. The distribution of questionnaires will be carried out through various kinds of social media owned by the researcher, in order to reach as many respondents as possible.

1. The researcher distributed questionnaires in the form of google forms to Youtube Music's Instagram followers (@youtubemusic)
2. The researcher distributed the questionnaire to Youtube Music's Instagram followers (@youtubemusic) obtaining 30 respondents.
3. After obtaining 30 respondents and conducting validity and reliability tests, the researcher continued the questionnaire distribution until it reached 400 respondents in total. People that are eligible to participate in filling out the questionnaire are Instagram followers @youtubemusic who also have Youtube Music's application.

To determine the level of brand awareness, the researcher used the Brand Awareness Levels. The Brand Awareness Levels can evaluate how aware the respondents are towards the brand. If the score is high, then the respondents are aware of Youtube Music as a brand, but if the score is low, then the followers of Youtube Music's Instagram (@youtubemusic) are not aware of the brand. The focus of this study is to assess the brand awareness of @youtubemusic Instagram Followers towards Youtube Music.

## RESULTS AND DISCUSSION

### *Data Analysis*

In this research, the researcher used the Brand Awareness Levels, which are Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind. To measure the data of 400 respondents that have been obtained, this study uses a Guttman scale. This scale is used to be able to measure the opinions, perceptions, and attitudes of a person or group, towards a phenomenon, event, or social symptom that has occurred among the community. The answers that can be given on this scale are only “right” and “wrong” answers, where there is no answer in the middle of the two. The data presentation of the respondent’s answers will be measured by counting the average of the whole data collected. In this measurement, the answer “False” is the lowest number, while “True” indicates the highest level. To determine the data analysis in the study, it was carried out by looking at the results of the indicator values (Sugiyono, 2019).

**Table 1.1 Brand Awareness Level Reproducibility Coefficient Results**

Variable	Reproducibility Coefficient	Critical Level	Description
Tingkat <i>Brand Awareness</i>	0,924	0,900	Valid

Source: Research Report, 2025

**Table 1.2 Results of Coefficient Scalability of Brand Awareness Level**

Variable	Coefficient Scalability	Critical Level	Description
Tingkat <i>Brand Awareness</i>	0,833	0,600	Valid

Source: Research Report, 2025

**Table 1.3 Brand Awareness Levels in Mean of @youtubemusic Instagram Followers Towards Youtube Music**

No.	Dimention	Mean	Category	Total Mean
1.	Brand Name	0.97	Top Of Mind	0.8821
2.	URL (Website)	0.902	Top Of Mind	
3.	Logo & Symbol	0.91	Top Of Mind	
4.	Packaging	0.7465	Brand Recall	

Source: Research Report, 2025

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### **Analysis and Interpretation**

One of the things that can be done to carry out various strategies in communicating brand essence to a wide audience is through the Marketing Public Relations process. According to Rahmat (2022, p. 319), MPR itself is to provide information, education, and also build consumer understanding of a brand. Knowing this, MPR will help in increasing growth and also public awareness of a brand. Based on the results of the total mean of all elements that are questions in the researcher's questionnaire, it can be seen how Youtube Music as a brand uses various strategies to be able to achieve a relatively high level of brand awareness.

According to Sari & Syahrul (2021), brand awareness is a person's ability to recognize and remember a brand when thinking about a particular product. However, brand awareness is not only limited to memory, but also includes an understanding of the essence and products offered by the brand (Gisellim & Yoedtadi, 2023). Permadi (2016) emphasized that increasing brand awareness is an important strategy to expand the market and can influence consumer perception and behavior. According to Aaker (1996), there are four levels of brand awareness: unaware of brand, brand recognition, brand recall, and top of mind, which indicates a person fully recognizes the brand automatically. The success of brand awareness is characterized when the brand name appears automatically in the minds of consumers when they need certain products (Ramadayanti, 2019).

When viewed in table 1.3, which contains the level of brand awareness of Instagram followers @youtubemusic of the Youtube Music brand, the total average value of the respondents' overall brand awareness of Youtube Music is at 0.88. This mean value is at the Top Of Mind level, because it is above 0.76. If assessed based on the explanation given above, the meaning of the Top Of Mind level is the highest level that can be given to consumers' thoughts on a brand. This also means that when consumers have reached this stage, consumers can remember brands automatically when consumers are thinking about a particular product. These results can be achieved because Youtube Music has 4 of the 7 brand elements that have been used and communicated through one of its social media, namely the Instagram account @youtubemusic.

### ***Brand Name***

Kotler and Keller, in Wardhana (2024), state that brand name is one of the most crucial elements that must be considered when building a brand. This is because the brand name is the spearhead of how consumers can identify a brand. Not only that, the brand name can be one of the brand's strategies to be able to communicate with the consumers it wants to target.

It is said by Kotler and Keller, that a good brand name should be able to contain the purpose and vision and mission of the brand itself. Ramadayanti (2019), revealed that a brand name is useful for providing value to a product or service, to be able to assess whether a brand can be considered as valuable, sought after by consumers, or not. When someone can understand what the essence of a brand is and also what the brand can offer, brand awareness will automatically follow (Gisellim & Yoedtadi, 2023). Moreover, brand awareness can also be defined as the ability of consumers to be able to recognize and recall a brand, as a representation of a product that they are looking for/need at that time (Aaker, 2007).

The first element owned by the Youtube Music brand is brand names, which is one of the most important elements that a brand can have. This is because the brand name is an element that can provide value to a product or service, to be able to assess whether a brand can be considered as valuable, sought after by consumers, or not (Ramadayanti, 2019). Not only that, the brand name can help consumers to understand better what the essence of the brand is and what the brand offers, which of course will help increase brand awareness of the brand (Gisellim & Yoedtadi, 2023). The results of this study indicate that the Youtube Music brand name has a high value, with a mean of 0.97. This value with a percentage of 97%, indicates that the brand element is at the Top Of Mind level.

Based on these results, it can be concluded that the Youtube Music brand name has been successful in communicating the essence of Youtube Music. This is because when a brand name has been designed and thought out properly, it can be a strong communication tool to target the right brand consumers. Moreover, the results obtained indicate that Youtube Music has succeeded in increasing its brand awareness through its brand name to Instagram followers @youtubemusic, who are also the owners of the Youtube Music application.

### ***URL (Website)***

Kotler and Keller, in Wardhana (2024), said that the brand element URL is often used in the use of new media. This is because URLs can be an easier access for users, without having to download applications. Not only that, often URLs can also be used to access features provided by brands more easily. Websites can also often contain more complete information about a brand, such as images that can show the brand in a visual aspect. Various studies also say that the quality of a URL greatly affects whether or not the public is satisfied and also whether or not the public perception of a brand is good (Mukerjee, 2016). According to Masengu & Chitambwe (2017), the information and features available in the URL play a major role in increasing people's awareness of a brand, be it the 'products' provided, or the 'services' that the brand can provide.

The next element is the URL (Website), which gets a high mean value, which is 0.902. Based on these results, 90.2% of the 400 respondents answered the questions correctly. This figure shows that almost all respondents who answered can distinguish which of the choices given, which are elements of Youtube Music's URL. In addition to the brand name, the URL (website) is one of the brand elements that, if used correctly, can increase loyalty and brand awareness. According to Masengu & Chitambwe (2017), the information and features available in the URL play a major role in increasing public awareness of a brand, be it the 'products' provided, or the 'services' that the brand can provide.

This shows that Youtube Music has succeeded in communicating the brand through its URL (website), to Instagram followers @youtubemusic who also have the Youtube Music application. The relatively high results show that Youtube Music's URL (website) reaches the Top Of Mind level, which is the highest level in the brand awareness indicator. Moreover, the results obtained show that Youtube Music has succeeded in creating a URL (website) that is quite easy to use and also accessed by users, as well as potential consumers. This success shows that Youtube Music has done a good job building loyalty and awareness of their brand.

### ***Logo & Symbol***

It is said by Kotler and Keller in Wardhana (2024), that one of the important elements in building a brand is the existence of a Logo & Symbol which can be the main identifier of a brand in a visual context. Understanding how to choose and determine what logos and symbols are appropriate, can help brands when they want to communicate the brand to consumers and potential consumers. In this case, Youtube Music has been able to create brand awareness through displaying the distinctive colors, logos and fonts they use on Instagram accounts and also the homepage of the user application.

It is said that logos and symbols can be used to represent a brand as a whole in the eyes of consumers, where logos which are just pictures with no words are called symbols (Kotler & Keller, in Wardhana, 2024). When symbols and logos can be categorized as simple or unique, consumers can more easily recognize brand logos and symbols. According to Oscario (2013), a logo is something that must be able to reflect a brand, therefore the logo must be able to reflect the core of the brand it represents. This concerns both the color, shape, and font used in the formation of a brand logo.

The next element is logo & symbol, which is the brand element of this study that gets the Top Of Mind level. The average value obtained on this element is 0.91, which is 0.91%. This high enough value indicates that respondents who are Instagram followers @youtubemusic, who also have the Youtube Music application,

can identify which answers are elements of Youtube Music's logo & symbol. These results also show that the Youtube Music logo & symbol can be easily identified and remembered by the respondents who answered. Oscario (2013) says that a logo is something that must be able to reflect a brand, therefore the logo must be able to reflect the core of the brand it represents. This concerns both the color, shape, and font used in the formation of a brand logo.

The logo & symbol brand element reaches the Top Of Mind level, on the brand awareness indicator, where this level is the highest level that a consumer can reach when it comes to brand awareness. These results also show that Youtube Music has succeeded in communicating its logo & symbol to @youtubemusic Instagram followers, who also have the Youtube Music application. According to Isdriani & Islamudin (2023), having a strong logo identity can also strengthen brand awareness. Not only logo color and design, but at the same time fonts also have an important role in the success of Youtube Music in communicating its brand essence. According to Fitria and Darmanto (2023), each font used by a brand must have its own meaning. This is because, according to Hagtvedt (2011), even the typeface used by a brand can be something that affects the value of a brand.

### ***Packaging***

In Maricar's research, et. al. (2023), it is said that the design in a packaging can influence perceptions, and also increase the attractiveness of products for consumers. Not only that, the type of packaging design can also affect whether or not a 'product' offered to the wider community is durable. Raheem, et. al. (2014) said that there are 2 design functions of a packaging, which help improve ease of use, or functionality, and also make the user experience easier. By knowing these two functions, it can be concluded that packaging is designed to be able to facilitate user use, and also influence consumer perceptions of brands, so that they can lead in a more positive direction.

According to Riyanto & Kartini (2021), packaging is one of the brand elements that can influence public perception of a brand's image. They also said that a brand's packaging must be made as attractive and closer to the brand's characteristics in order to attract attention and increase consumer and potential consumer awareness of the brand. Sugiyama & Pambudy (2017), explain that packaging can indirectly communicate the core of the brand in visual form, therefore it is important for packaging to have an attractive appearance, in order to provide the morning attractiveness of its users. Meanwhile, according to Ghorbani & Westermann (2024), packaging is used by brands to be able to convey their messages symbolically, and to get the attention of consumers, especially in today's industry where everything is running and evolving very quickly.

The last brand element owned by Youtube Music is the packaging element, where this element gets the lowest value of the four brand elements owned by Youtube Music. Youtube Music packaging gets a mean value of 0.74, which means that this element only reaches the brand recall level. At the level of brand awareness indicators, brand recall means that consumers can already remember and distinguish brands without any help from outside parties. Moreover, consumers or potential consumers can already distinguish the brand among other brands in the market. But at the same time, the brand is not something that automatically comes to mind when consumers think of a particular product.

Based on the results obtained, it can be assessed that Youtube Music is still not maximizing in communicating their brand through the packaging that the brand has. Not only that, there are still various things that can be improved in terms of packaging, one of which is the identifying factor in Youtube Music's packaging designs. According to Maricar, et. al. (2023), the design in a packaging can influence perception, and also increase the attractiveness of the product for consumers. Riyanto & Kartini (2021), say that a brand's packaging must be made as attractive and closer to the brand's characteristics in order to attract attention and increase consumer and potential consumer awareness of the brand.

### ***Mean Brand Awareness Level Indicator***

Research conducted by the researcher shows that each of the brand elements owned by Youtube Music can increase brand awareness if used and designed properly. With the success achieved by a brand when increasing brand awareness, it will certainly help brand growth in the long term in the future. The level of brand awareness that is at the Top Of Mind level, shows that Youtube Music has succeeded in communicating its brand essence to its @youtubemusic Instagram followers, and also to those who have the Youtube Music application.

These results also indicate that Youtube Music as a brand has succeeded in using Marketing Public Relations (MPR) well, because according to Rosady Ruslan (in Azizah and Yuningsih, 2007) MPR is a process of planning, implementing, and evaluating programs that enable consumers to obtain satisfaction in the form of a good communication process. What is meant by good communication is if the brand can give a positive impression of the brand's products and / or services, to the targeted consumers. Rahmat (2022, p. 319), also said that MPR is an activity commonly carried out by brands to be able to build a good image of their brand in front of the public.

The results that show Top Of Mind based on a total mean value of 0.88 also indicate that Youtube Music has succeeded in communicating the essence of the brand relatively well to @youtubemusic Instagram followers, who also have the

Youtube Music application. Not only that, as a brand, Youtube Music has also succeeded in using its Instagram as one of the main means of increasing brand awareness. This is because most of Youtube Music's followers can reach the Top Of Mind level, when identifying brand elements owned by Youtube Music. It is also seen based on the results of the answers obtained by researchers through the questionnaires that have been distributed, that the respondents also have a fairly good view of Youtube Music as a brand.

But at the same time, it can be seen in the packaging element which gets a relatively less than optimal value, that Youtube Music can still maximize existing facilities to help increase its brand awareness. When increasing brand awareness, the target can be various, be it users who are already loyal in using the brand for the services it provides, or potential users who can become potential loyal consumers in the future.

## CONCLUSION

Based on the results of research and data analysis, the brand awareness of Instagram followers @youtubemusic towards Youtube Music has reached the Top Of Mind level, which is the highest level of brand recognition by consumers. This study aims to measure the level of brand awareness of four elements of the Youtube Music brand: Brand Name, URL (Website), Logo & Symbol, and Packaging.

In the Brand Name element, table 4.7 shows a mean value of 0.97, which indicates that Instagram followers @youtubemusic strongly recognize this brand name and associate it as the main brand. Brand name is not only an identification tool, but also a means of communication and differentiation between brands and their competitors in the industry.

The URL (Website) element also has a high mean value of 0.902. A total of 90% of respondents successfully recognized the URL and appearance of the Youtube Music website, and 92.5% could select the correct display page. This shows that Youtube Music's URL has been well communicated and is easily recognized and used by its users.

The third element, Logo & Symbol, serves as a visual representation that is easily recognized by consumers. This element has a mean value of 0.91 and reaches the Top Of Mind level. A total of 91% of respondents successfully identified the Youtube Music logo and symbol. In addition, 374 out of 400 respondents can recognize the font used, and 355 respondents managed to choose the color that matches the Youtube Music logo.

Meanwhile, the Packaging element, which includes the design, name, and content of Instagram @youtubemusic and the Youtube Music app, obtained a mean value of 0.746, equivalent to the Brand Recall level. While 88% of respondents can

recognize the appearance of the Instagram feed, other elements such as the playlist name and genre design are less prominent, with only 65.5% of respondents able to identify them. This shows that the Packaging element still has room for improvement compared to other brand elements.

By knowing the explanation above, it can be concluded that the Youtube Music brand has succeeded in achieving a fairly high level of brand awareness on Instagram followers @youtubemusic. In the process of achieving the Top Of Mind brand awareness level, Youtube Music has used brand elements well and effectively. The various brand elements are Brand Name, URL (Website), Logo & Symbol, and also Packaging. This high level of brand awareness can help Youtube Music as a brand to gain insight when improving a good and effective Marketing Public Relations strategy to a wide audience.

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