ABSTRACT

***INFLUENCER MARKETING STRATEGIES TO INCREASE BRAND AWARENESS FOR* TOKO KUE MEERA CAKE**

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This study aims to understand how influencer marketing strategies can enhance brand awareness for Toko Kue Meera Cake*, a Small and Medium Enterprise (SME) in the bakery industry. The research background stems from the growing role of social media in digital marketing, particularly for small and medium-sized enterprises (SMEs) that face resource limitations in expanding their market reach. By leveraging influencer marketing, SMEs are expected to build a stronger brand image, increase consumer engagement, and broaden their customer base.*

The research method used is a descriptive qualitative approach, with data collection techniques including in-depth interviews, observations, and documentation. The research informants consist of the SME owner, consumers, and influencers involved in the promotional strategy. The collected data is analyzed using data reduction, data presentation, and conclusion-drawing techniques to illustrate the effectiveness of influencer marketing strategies in increasing brand awareness.

The findings show that the implementation of influencer marketing strategies significantly enhances the brand awareness of Toko Kue Meera Cake. Influencers selected based on appropriate audience segmentation successfully built a positive brand image and expanded marketing reach. Moreover, consumer engagement through social media interaction also strengthened customer loyalty. Therefore, influencer marketing is proven to be an effective digital promotion tool for SMEs to compete in the era of digital transformation.

Keywords: Influencer Marketing, Brand Awareness, SME, Digital Marketing, Promotional Strategy.

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