

## ABSTRACT

### **Digital Marketing Communication Strategy for Bootcamp at Harisenin.com in Increasing Brand Awareness**

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*In the digital era, enhancing brand awareness has become a primary focus of marketing strategies for many companies, including Harisenin.com, a provider of bootcamp services. This research employs a qualitative approach using in-depth interviews to analyze Harisenin.com's digital marketing communication strategies. Data were gathered from three key informants serving as the Marketing Manager, Performance Marketing Specialist, and Social Media Specialist. Data analysis utilized open coding and selective coding techniques to identify core themes in the company's digital marketing strategy. Harisenin.com was chosen as the research focus due to its holistic approach in managing digital marketing strategies, which has proven successful in significantly increasing brand awareness in a competitive market. The study reveals compelling findings regarding the implementation of digital marketing communication strategies that effectively enhance Harisenin.com's brand awareness. In 2021, the company began implementing SEO strategies that successfully increased visibility of their website on Google Search Engine Results Pages (SERP) by 2022. An online campaign to recruit volunteers also achieved success, gathering 2,000 volunteers in the same year. Consistent social media activities since 2020 have demonstrated significant monthly and annual increases in their account visibility. These research findings underscore the importance of focusing on SEO, volunteer campaigns, and social media consistency in enhancing Harisenin.com's digital presence and engagement within the digital ecosystem.*

**Keywords:** Communication Strategy, Digital Marketing, Brand Awareness, Harisenin.com, Bootcamp.

Libraries : 34

Publication Years : 2014 – 2024