

The Influence of Facebook Ads Strategy on Increasing Brand Awareness of Products in Dunia Akrilik

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Article Information		Abstract
Submission date	14/03/2025	<p>Research aim : This study aims to explore and analyze the influence of Facebook Ads strategies on increasing brand awareness and product sales at Dunia Akrilik.</p> <p>Design/Method/Approach : This study uses a quantitative approach with a purposive sampling technique on 40 relevant respondents. Data were collected through an online questionnaire and analyzed using simple linear regression to measure the relationship between Facebook Ads strategy and brand awareness.</p> <p>Research Findings : The results of the analysis show that the Facebook Ads strategy has a significant influence on increasing brand awareness, with a coefficient of determination (R Square) of 0.768. Visual elements and audience segmentation have proven to be the main factors in the success of an advertising campaign.</p> <p>Theoretical contribution/Originality : This study extends the digital marketing literature by focusing on the creative industry, especially art and decoration-based products such as acrylic. Its originality lies in the exploration of visual elements and advertising narratives as determinants of campaign effectiveness.</p> <p>Practitioner/Policy Implications : This study provides recommendations for business actors in designing more effective Facebook Ads strategies, with an emphasis on visual design and audience segmentation to increase product appeal.</p> <p>Research limitations : This study has limitations in the small sample size and does not involve a qualitative approach, so the results may be less representative. Future research is recommended to use a mixed approach and expand the sample size.</p> <p>Keywords : Facebook Ads, Brand Awareness, Digital Marketing Strategy, Creative Industry</p>
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1. Introduction

In the context of modern marketing, many companies face significant challenges in creating strong brand awareness and increasing sales of their products. Facebook Ads, with over 2.89 billion monthly active users in 2023, has emerged as one of the most influential tools

in achieving these goals. According to a report by eMarketer, over 70% of marketers consider social media advertising to be critical to their business growth. However, challenges remain: although many businesses are investing in Facebook advertising, only 49% are satisfied with the results they get, as revealed by a survey by HubSpot.

An interesting phenomenon is the high level of user engagement with ads on Facebook; around 58% of users admitted to being influenced to buy a product after seeing an ad on the platform. On the other hand, many companies, including Dunia Akrilik, need to understand more about how Facebook Ads strategies can be utilized to significantly increase brand awareness and sales. Data shows that well-segmented campaigns can increase click rates up to 5 times compared to unfocused ads. Therefore, it is important to examine how much influence this advertising strategy has on Dunia Akrilik's business results. This study aims to answer this question and provide valuable insights for companies in formulating more effective and efficient marketing strategies.

In recent years, many studies have shown the significant role of Facebook Ads in increasing brand awareness and product sales. Research by Atiq and Syaichu [1], for example, highlights the positive influence of promotions using Facebook Ads on the sales volume of Japo chocolate products in Nganjuk. The results of the regression analysis showed that the use of Facebook Ads had a significant impact with an increase in sales volume of 20.3%. Facebook Ads allows companies to target audiences specifically, based on demographic variables that match consumer profiles, resulting in a significant increase in sales.

Another study by De Caprio Dior [2] corroborates this finding, where the use of Facebook Ads and brand equity elements proved effective in building purchasing decisions on e-commerce platforms such as Tokopedia. Dior noted that strong brand equity elements, when supported by social media campaigns such as Facebook Ads, are able to drive higher consumer loyalty, thus positively influencing purchasing decisions. The gap in previous research lies in the lack of focus on the effectiveness of Facebook Ads strategies in the context of the acrylic industry in particular, which potentially has different audience characteristics and market behavior.

Previous studies generally discuss the effectiveness of Facebook Ads in increasing sales and brand awareness in various types of businesses, such as food products and e-commerce services [1,2]. However, more specific research related to the application of Facebook Ads strategies in the acrylic industry, especially in the context of artistic or decorative products, is still limited. The studies of Atiq and Syaichu and Dior focused on fast-moving consumer goods such as chocolate and e-commerce platforms that have broad and direct target audience needs, so they have different consumer behavior patterns compared to the acrylic industry which tends to serve more segmented and design-based market demands [1][2].

The novelty of this article lies in the application of Facebook Ads strategies in the acrylic industry, which requires a marketing approach tailored to the characteristics of decorative and artistic products. The aesthetic and custom nature of acrylic products demands a campaign that is able to display product visuals effectively to attract consumer attention and increase brand

recall. Thus, this study is expected to fill the gap in the literature by evaluating the extent to which Facebook Ads can influence brand awareness and sales of more niche acrylic products, as well as how creative elements in Facebook Ads can be utilized to strengthen the visual appeal of products on social platforms [3,4]. This study offers new insights into digital marketing strategies that are more relevant to acrylic business actors, who face different challenges in terms of market targeting and product visual representation compared to more generic consumer products.

This article attempts to fill this gap by presenting a more comprehensive approach to understanding the role of Facebook Ads not only as a promotional tool, but also as a long-term marketing strategy to build brand equity and maintain consumer loyalty. The novelty of this study lies in its focus on specific elements of Facebook Ads, such as visual components, narratives, and audience segmentation, which have not been widely discussed in the context of successfully building brand awareness and consumer retention in local markets. This article aims to provide a new contribution to the literature by explaining in detail how these elements can be optimized to achieve sustainable marketing success, allowing businesses to not only achieve brand awareness but also increase sales and customer loyalty consistently.

Brand awareness is the level of consumer awareness or knowledge of a brand, which includes how well consumers recognize and remember the brand. This is an important aspect in marketing because it is the first step in building customer loyalty and influencing purchasing decisions. Brand awareness consists of two main types, namely brand recall, which is the ability of consumers to remember a brand without assistance, and brand recognition, which is the ability of consumers to recognize a brand through a logo, slogan, or other visual elements. To increase brand awareness, various strategies can be carried out, such as advertising, social media campaigns, sponsorships, or collaborations with influencers. With high awareness, a brand has a greater chance of becoming the consumer's first choice and being more competitive in the market.

How to measure the effectiveness of Facebook Ads for brand awareness can be done through several indicators. On Facebook ads, metrics such as reach, impressions, and click-through rate (CTR) show how broad and interesting your ads are, while engagement (likes, comments, shares) and ad recall lift describe the appeal and recall of users. On the brand awareness side, you can see brand lift, share of voice (SOV), increased direct traffic to the site, and branded search volume, all of which reflect user interest in your brand. Combining these indicators provides a clear picture of the campaign's impact on increasing brand awareness.

This article aims to explore the strategic influence of Facebook Ads in increasing brand awareness and product sales in Dunia Akrilik. In an increasingly competitive context, this study will identify key elements that can optimize advertising campaigns, such as audience selection, attractive visual design, and the use of relevant content, thus providing in-depth insights for business actors in the creative industry.

The structure of this article will be arranged systematically to facilitate understanding. It begins with a literature review that outlines the basic concepts of brand awareness and the

effectiveness of Facebook Ads, and highlights the results of previous related studies. Then, the methodology section will explain the approach used, including data collection and analysis techniques. After that, the results and analysis section will present the key findings, followed by a discussion that explores the practical implications of the research results. Finally, this article will end with a conclusion that summarizes the findings and provides recommendations for further research in the field of digital marketing, especially in the context of acrylic-based products. With a structured approach and in-depth analysis, it is hoped that this article can provide a meaningful contribution to the development of marketing strategies in the creative industry in Indonesia.

1.1. Statement of Problem

With the rapid growth of social media usage, many companies, including Dunia Akrilik, face challenges in increasing brand awareness and sales of their products. Although Facebook Ads is one of the most effective advertising platforms, there is no deep understanding of how this strategy can be optimized specifically for acrylic-based products. Data shows that although many businesses use Facebook Ads, the results achieved are often inconsistent and varied. Previous studies have focused more on general product categories and have not explored the impact of Facebook Ads in the creative industry sector. Thus, there is a gap in the literature that requires further study on the influence of Facebook Ads on increasing brand awareness and product sales in Dunia Akrilik.

1.2 Research Objectives

The purpose of this study is to explore and analyze the influence of Facebook Ads strategy on increasing brand awareness and product sales at Dunia Akrilik. Specifically, this study aims to:

1. Identifying key elements in a Facebook Ads campaign that contributed to increased brand awareness for acrylic products.
2. Analyzing the relationship between the effectiveness of Facebook Ads campaigns and increased sales at Dunia Akrilik.
3. Providing practical recommendations for business actors in the creative sector in designing more effective marketing strategies through Facebook Ads, so that they can achieve optimal results in a competitive market.

2. Method

This study uses a quantitative method, which is an approach that aims to obtain numerical data that can be analyzed statistically. The quantitative method was chosen because it is in accordance with the purpose of the study, namely to measure the extent to which the Facebook Ads Strategy influences the increase in brand awareness of Dunia Akrilik products. The data collected in this study will be analyzed numerically to obtain an objective and in-depth understanding of the phenomena that occur.

In determining the sample, this study used the Non-Probability Sampling method with a purposive sampling technique, which means that the selection of samples is based on criteria

that are relevant to the research objectives, and not all members of the population have the same opportunity to be selected. This technique was chosen so that the samples obtained are in accordance with the criteria, namely from loyal customers of Dunia Akrilik, people who have purchased products at Dunia Akrilik, and individuals who know Dunia Akrilik products through advertisements on Facebook Ads which are needed in understanding the influence of Facebook Ads strategies on brand awareness and product sales. A total of 40 respondents who were considered representative were selected as samples for this study.

This research was conducted with the stages of questionnaire preparation, questionnaire distribution, and analysis of primary data collected by providing written questionnaires to respondents via Google Form with the link: https://docs.google.com/forms/d/e/1FAIpQLSck0GmYQH1Pj0fTpDscQ0g3c1EWX_WsMdjy4BPbAZQ7fn9xpw/viewform?usp=dialog. Furthermore, the collected data was analyzed using the Simple Linear Regression Analysis method to answer the formulation of the problem of the influence of Facebook Ads strategy on the variable of increasing brand awareness. This analytical approach is expected to be able to produce objective and relevant information to identify the effectiveness of using Facebook Ads in supporting the growth of Dunia Akrilik's business.

3. Results and Discussion

The resulting regression model shows that there is a significant positive relationship between Facebook Ads Strategy and Brand Awareness. The coefficient of determination (R Square) value of 0.768 indicates that 76.8% of the variation in Brand Awareness can be explained by Facebook Ads Strategy, while the other 23.2% is caused by other variables not included in this model.

Table 1. Summary Model Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876a	.768	.762	1.92171

Source: processed by SPSS in 2024

Through the results of the Summary Model, where the coefficient of determination (R Square) is 0.768. This means that 76.8% of the variation in Brand Awareness can be explained by the Facebook Ads Strategy, while the rest (23.2%) is influenced by other factors not included in the model.

Table 2. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464,067	1	464,067	125,662	.000b
	Residual	140,333	38	3,693		
	Total	604,400	39			

Source: processed by SPSS in 2024

The results of the analysis are also supported by the model significance test through ANOVA. The F value of 125,662 with a significance level of 0.000 (<0.05) indicates that the Facebook Ads Strategy has a significant influence on Brand Awareness.

Table 3. Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.355	1,489		.910	.369
	Facebook Ads Strategy	1.145	.102	.876	11.210	.000

Source: processed by SPSS in 2024

In the Coefficient table, it is found that the regression coefficient of Facebook Ads Strategy is 1.145 with a significant value (Sig.) of 0.000. This shows that every 1 unit increase in Facebook Ads Strategy will increase Brand Awareness by 1.145 units. The standard beta coefficient value (Beta) of 0.876 also shows that Facebook Ads Strategy has a very strong influence on Brand Awareness.

These results are in line with digital marketing theory that emphasizes the importance of social media-based advertising strategies in building brand awareness. Thus, Facebook Ads Strategy is proven to be one of the effective tools in increasing Brand Awareness, as supported by the significance of the analysis results. Digital marketing, through platforms such as Facebook Ads, not only helps expand audience reach but also has a significant impact on brand awareness and purchasing decisions. Research shows that 76.8% of the variation in brand awareness can be explained by this strategy, with elements such as attractive visual design, proper audience segmentation, and relevant narratives being the keys to success [9]. In the context of Acrylic World, a digital marketing strategy that focuses on the visual strength of aesthetic acrylic products is able to attract consumer attention and strengthen customer loyalty. This confirms that digital marketing is an essential tool for business actors in building brand image and supporting business growth in a competitive market [2,3].

4. Conclusion

This study shows that the Facebook Ads strategy has a significant positive effect on increasing brand awareness of Dunia Akrilik products. The results of the regression analysis revealed that 76.8% of the variation in brand awareness can be explained by this strategy, while the rest is influenced by other factors. With a regression coefficient of 1.145, this study proves that optimizing elements such as attractive visuals and proper audience segmentation are the keys to a successful campaign.

This study provides theoretical contributions by expanding the understanding of digital marketing, especially the use of Facebook Ads in creative industries such as acrylic products. From a practical perspective, this study offers new insights for creative businesses in designing more relevant and effective digital marketing strategies. The emphasis on visual elements, audience segmentation, and narrative in advertising makes it a significant research novelty, especially in an under-explored field, namely art and decoration-based products.

This study has limitations in the number of samples that only include 40 respondents, so the results may not be representative of the wider population. In addition, the focus of the study is only on the quantitative approach without considering the qualitative aspects of consumer experience. Future research agendas should involve more samples, mixed approaches (quantitative and qualitative), and comparative exploration of the effectiveness of advertising strategies on other platforms for similar products.

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