



The Effect of Billboard Ads and Social Media on Brand Awareness

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Abstract: This study discusses the influence of billboard advertising and social media on brand awareness is a literature review scientific article. The purpose of writing this article is to build a hypothesis of influence between variables that can be used in further research, within the scope of marketing management science. The method of writing articles is quantitative, data obtained from questionnaires submitted to respondents via google form with several indicators related to billboard advertisements and social media. The population in this study amounted to 200 people with a research sample of 50 respondents. The sampling technique used is accidental sampling. The tests carried out are t-tests, f-tests and determination coefficient tests. The results of this study include: 1) Billboard advertising has an effect on brand awareness partially; 2) Social media has a partial effect on brand awareness; and 3) Billboard advertising and social media affect brand awareness simultaneously. Apart from these 2 exogen variables that affect endogenous variables of brand awareness, there are still other factors including promotion, co-branding and advertising.

Keyword: Brand Awareness, Billboard Ads, Social Media

INTRODUCTION

In making sales, the brand is one of the identities attached to a company's product. The brand becomes a characteristic and marker on every product owned by the company. With the brand, it makes consumers recognize the products offered and brand awareness. In addition, the brand becomes a strength in a product, be it brand image, product quality and company image. Some factors that support brand awareness are billboard ads and social media. Billboard advertisements are advertisements placed on boards made of iron frames, wood and the like. Billboards are advertisements in the form of billboards, and make the most widely used media for advertising. The size of a billboard can vary depending on the company that provides advertising services. In addition, to support the awareness of potential buyers, billboard ads are placed in places that are easily visible, easily accessible and

strategic. The price offered on billboard ads varies depending on the size of the billboard itself, the duration of the advertisement, taxes and permit fees.

Based on the background, problems can be formulated that will be discussed in order to build hypotheses for further research, namely:

1. Does billboard advertising affect brand awareness partially?
2. Does social media affect brand awareness partially?
3. Do billboard ads and social media affect brand awareness simultaneously?

LITERATURE REVIEW

Brand Awareness

Brand awareness is the ability of a prospective buyer to recognize or recall a brand as part of a particular product category. People are more likely to like or buy a familiar brand because they feel secure with something known (Mahaputra & Saputra, 2021). Brand awareness is the ability of a prospective buyer to recognize or recall a brand as part of a particular product category. People are more likely to like or buy a familiar brand because they feel secure with something known (Novansa & Ali, 1926). Brand awareness is the ability of a prospective buyer to recognize or recall a brand as part of a particular product category. People are more likely to like or buy a familiar brand because they feel secure with something known (Saputra & Sumantyo, 2022).

The dimensions of brand awareness include: 1) Brand recognition; 2) Back reminder; and 3) Peaks of thought. Brand awareness indicators include: 1) Brand recall; 2) Brand recognition; 3) Purchase decision; and 4) Consumption (Sivaram et al., 2019).

Billboard Ads

Billboard advertising is a billboard, promotional board, media that conveys a message that can reach consumers wherever billboards are placed such as on the street, and in public places. Boards that contain advertising messages or visualizations are generally placed in the center of the game, roadside or strategic places that are visited by many people who are generally in the open. Billboards are posters in large sizes. This large poster is designed to be seen by people who travel by vehicle. The term billboard or billboard comes from the name of bills (Wang & Yao, 2020).

Billboards are still considered an effective way to introduce a product to consumers. Usually advertising companies place large billboards prominently in strategic places, business centers or protocol streets that many people travel. The goal is for the billboard to be easily visible to people. Placement of advertisements through billboards is very useful to build a positive view of product brands in the community. The choice of billboards as a means of advertising was chosen by entrepreneurs because of the restrictions on the display of cigarette advertisements set by the government. The decision of cigarette manufacturers to divert their promotional budgets to advertise using billboard media has an impact on the number of overlapping billboards in strategic corners of the city (Khan et al., 2016).

Billboard advertising indicators include: 1) Providing information; 2) Persuade; and 3) Remind.

Social Media

Social media is a medium on the internet that allows users to present themselves and interact, cooperate, share, communicate with other users, and form social bonds (Gholipour Soleimani & Einolahzadeh, 2018). Social media is a tool or way done by consumers to share information in the form of text, images, audio, and video to other people and companies or vice versa (Alwashdeh et al., 2022). Social media is a media platform that focuses on the existence of users who facilitate their activities and collaboration (Borchers & Enke, 2021). Therefore, social media can be seen as an online medium (facilitator) that strengthens

relationships between users as well as a social bond. Social media indicators include: 1) Convenience; and 2) Trust (Rahmayani & Nofrialdi, 2022).

Table 1: Relevant Previous Research

No	Author (year)	Previous Research Results	Similarities with this article	Differences with this article
1	(Amanah & Harahap, 2018)	The Effect of Corporate Marketing Communication on Customer Brand Awareness	Discuss brand awareness	Discuss the company's marketing communications
2	(Watajdid et al., 2021)	Systematic Literature Review: The Role of Instagram Social Media on the Development of Digital Marketing	Discussing social media	Discussing the development of digital marketing
3	(Alrwash deh et al., 2022)	The mediating role of brand credibility between social media influencers and patronage intentions	Discussing social media	Discusses brand credibility and patronage intentions
4	(Putra & Widayat moko, 2019)	The Effect of Exposure to Lazada Billboard Ads Reversed Version and Word of Mouth Promotion on Lazada's Brand Awareness Level	Discuss billboard advertising and brand awareness	Talking about word of mouth
5	(Ferdy & Sari, 2020)	The influence of Gojek billboard advertising version # uninstallworry about brand awareness	Discuss billboards and brand awareness	Discussing the #uninstallkhawatir version of gojek ads
6	(Mahaputra & Saputra, 2021)	Relationship Word Of Mouth , Advertising And Product Quality To Brand Awareness	Discuss brand awareness	Discusses word of mouth, advertising and product quality

METHOD

The method of writing articles is quantitative, data obtained from questionnaires submitted to respondents via google form with several indicators related to billboard advertisements and social media. The population in this study amounted to 200 people with a research sample of 50 respondents. The sampling technique used is accidental sampling. The tests carried out are t-tests, f-tests and determination coefficient tests (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Result

T Test

Table 1. Coefficient

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.995	2.971		3.966	,000
B.A	.199	.089	.225	2.324	.027
S.M	.567	.077	.704	7.266	,000

a. Dependent Variable: Brand Awareness

b. Source: SPSS 27 Output

The T test uses a significance value of alpha (α) = 5%. The measurement results are based on the output of SPSS version 27, obtained the value of $t\text{-table} = (0.05/2) = 0.025$ and $df = n-k-1 = (n-2-1) = (50-2-1)$, so the result of $t\text{-table}$ is 2.011. The $t\text{-count}$ result $> t\text{-table}$ ($2.324 > 2.011$) and the alpha significance value (α) is $0.027 (<) 0.05$. So billboard advertising affects brand awareness partially. The $t\text{-count}$ result $> t\text{-table}$ ($7.266 > 2.011$) and the alpha significance value (α) is $0.000 (<) 0.05$. So social media affects brand awareness partially.

F-Test

Table 2. Anova

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	421.224	2	211.319	29.637	,000 ^b
Residuals	334.887	47	7.166		
Total	757.051	49			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Billboard Ads, Social Media

If the significant value < 0.05 , the independent variable has a significant effect on the dependent variable. Based on the results of the table above, the significance value is obtained at $0.000 < 0.05$. So the independent variable has a significant effect on the dependent variable simultaneously. This means that billboard advertising and social media affect brand awareness simultaneously (H3 is accepted). Based on the results of SPSS 27 output above, an F value of $29.637 > 10.00$ was obtained. So billboard and social media ads have a positive and significant effect on brand awareness simultaneously.

Coefficient of Determination

Table 3. Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,757	,569	,557	2.689

a. Predictors: (Constant), B.A, S.M

b. Dependent Variable: Brand Awareness

Based on the model summary table above, an r-square value of 0.569 or (56.9%) is obtained. This shows the percentage of influence of independent variables, namely billboard ads and social media on dependent variables, namely brand awareness of 56.9%. This means that $1 - 0.569 = 0.431$ or 43.1% were influenced by other variables that were not studied in this study.

Discussion

Based on the relevant literature review and previous research, the results and discussion of this literature review article are as follows:

1. The effect of billboard advertising on brand awareness partially.

Billboard advertising is a billboard, promotional board, media that conveys a message that can reach consumers wherever billboards are placed such as on the street, and in public places. If in doing billboard advertising the company is able to pay attention to: 1) billboard location: where the company is able to pay attention to the location of the billboard installed, a strategic and good location will affect public awareness of an advertisement; 2) billboard size: meaning that the larger the advertisement placed on the billboard, the more it will increase public awareness; and 3) Billboard advertising period: where companies or those who use billboards need to pay attention to the right period or time when advertising, it will affect brand awareness which includes: 1) Brand recognition: meaning that people will be aware of advertisements placed on billboards; 2) Reminder back: aims to remind the product or service that is not rising / trend; and 3) Peak of thought: meaning that a brand posted on a billboard will be the first brand mentioned by consumers, as well as appear in the minds of consumers (**H1 Accepted**).

Billboard advertising has an effect on brand awareness, this is in line with research conducted by: (Richardo et al., 2020), (Firmansyah & Ali, 2019), (Hermawan, 2021).

2. The influence of social media on brand awareness is partial.

Social media is a medium on the internet that allows users to present themselves and interact, cooperate, share, communicate with other users, and form social bonds. Social media is a tool or way done by consumers to share information in the form of text, images, audio, and video to other people and companies or vice versa. If the company is able to implement social media as a means of promotion, including: 1) Convenience: meaning that consumers can easily obtain information related to the products or services offered; and 2) Trust: meaning providing trust or confidence in consumers. If the company is able to implement convenience and trust, it will have an impact on brand awareness which includes: 1) Purchase decision: where prospective buyers will easily decide on a purchase; and 2) Consumption: means a product or service used by buyers (**H2 Accepted**).

Social media affects brand awareness, this is in line with research conducted by: (William & Wuryandari, 2020), (Widodo et al., 2017), (Wahono & Ali, 2021).

3. The influence of billboard and social advertising on brand awareness simultaneously.

Billboards are posters in large sizes. This large poster is designed to be seen by people who travel by vehicle. The term billboard or billboard comes from the name of bills. Social media is a medium on the internet that allows users to present themselves and interact, cooperate, share, communicate with other users, and form social bonds.

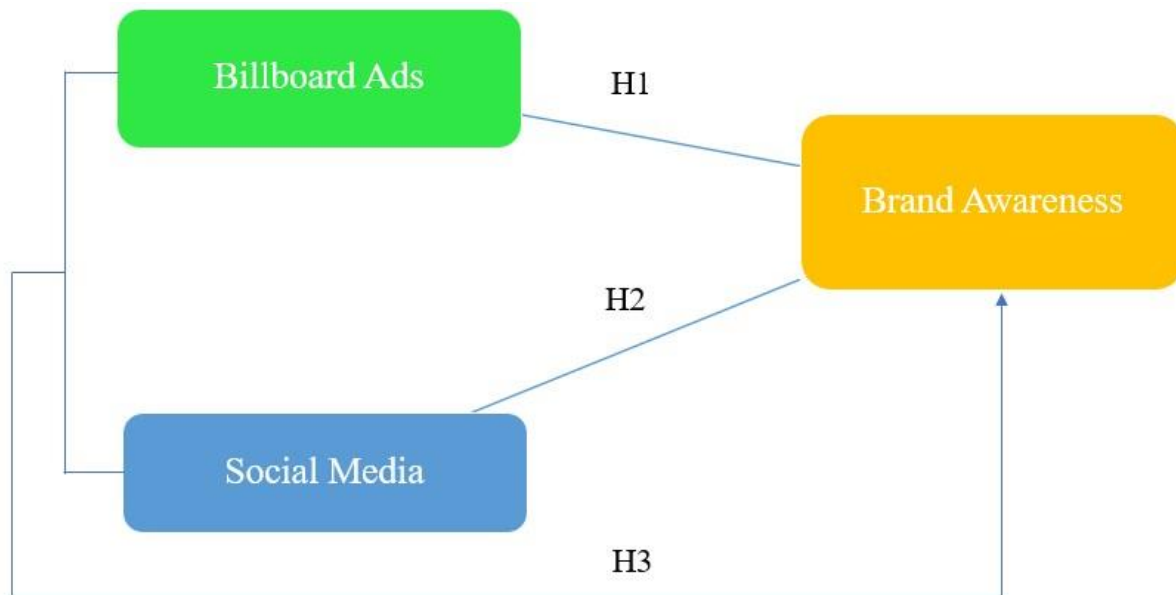
Based on the results of the table above, the significance value is obtained at $0.000 < 0.05$. So the independent variable has a significant effect on the dependent variable simultaneously. This means that billboard advertising and social media affect brand

awareness simultaneously (H3 is accepted). Based on the results of SPSS 27 output above, an F value of $29.637 > 10.00$ was obtained. So billboard and social media ads have a positive and significant effect on brand awareness simultaneously (**H3 Accepted**).

Billboard and social media advertisements affect brand awareness, this is in line with research conducted by: (Munawar & Mahaputra, 2022b), (Arista & Astuti, 2011), (Mahaputra & Saputra, 2021).

Conceptual Framework

Based on the literature review and discussion above, the researcher determines the following frame of mind:



Picture 3. Conceptual framework

This study discusses the influence of billboard and social media advertising on brand awareness. There are other factors that influence brand awareness, including:

- 1) Promotions: (Hermawan, 2021), (Munawar & Mahaputra, 2022a), (Sutrisno & Haryani, 2017).
- 2) Co-branding: (William & Wuryandari, 2020), (Sutiksno et al., 2017), (Kholisoh & Ali, 2020).
- 3) Advertisements: (Hernikasari et al., 2022), (Widodo et al., 2017), (Wahono & Ali, 2021).

CONCLUSION

Based on the literature review and discussion above, the researcher determined the following conclusions:

1. Billboard advertising has a partial effect on brand awareness.
2. Social media has a partial effect on brand awareness.
3. Billboard advertising and social media affect brand awareness simultaneously.

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