THE INFLUENCE OF SOCIAL MEDIA PROMOTION FEATURES AND STRATEGIES TO INCREASE BRAND AWARENESS IN LINE APPLICATIONS

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Abstract

The problem discussed in this study is the influence of features and promotional strategies on brand awareness at PT. Line in 2023. The purpose of this study is to determine the influence of features and promotional strategies on brand awareness at PT. Line. The population used in this study is students of management study program and accounting study program at Yogyakarta University of Technology who use the LINE application. The determination of the sample in this study used the slovin formula of 80 respondents. Data collection method using questionnaire/questionnaire. The data that has been collected is then processed with data processing techniques, namely by conducting validity and reliability tests. Data analysis techniques used are Normality Test, Heteroscedastic Test and Multicollinearity Test. The hypothesis tests used are simple linear regression tests, t-tests, significance tests, determination coefficient tests, multiple linear regression tests and simultaneous tests. The result of the research obtained is that each brand may have a combination of different features depending on the industry, target market, and business goals. In this case, it is important to develop a brand awareness strategy that is in accordance with the characteristics and values of the brand. By combining various elements in a promotional strategy, a brand can achieve a higher level of brand awareness among the target market of the business undertaken, so it is important to continuously monitor and evaluate the effectiveness of the promotion strategy to identify the necessary changes. And simultaneously in research it was found that it is important to strike the right balance between superior product features and appropriate promotional strategies. The synergy between the two can create a strong experience for consumers and strengthen the brand's position in the company's mind.

Keywords: Feature, Promotion Strategy, Brand Awareness

1. Introduction

The rapid changes of the times affect many aspects ranging from aspects of social, economic, cultural, educational and technological fields. The use that is often used is information technology. One of them is information technology to communicate that has made it easier for humans to interact with each other quickly, practically without meeting face to face and changing the way of communicating between humans ranging from small things like sending messages to big things like socializing. Social media has become an important part of community life activities.

Internet and social media users in Indonesia itself have grown very rapidly and have become a trend to share with fellow social media users. According to data from Wear

social, an institution that focuses on innovative, creative and effective social media marketing and communication, at the beginning of January 2021 internet users in Indonesia reached 202.6 million people and those who actively use social media there are 170 million people, out of a total population of 274.9 million in Indonesia.

People use media to meet various kinds of needs, some use media to find information, entertainment, or personal identity. This shows that people use media because they are driven by their various motives with the aim of satisfying these motives. In his book, Endis Citra PR (2020), states that the media is seen as a force in the form of information that can influence the thoughts, affections, and even behavior of individuals in society. In other words, the media has a role to play in accelerating progress and social change.

Social media itself is divided into several platforms whose functions vary. Some are indeed made and intended to build connections and socialize, but there are also those who do focus on being social chat for communication such as messengers for example: WhatsApp, Facebook Messenger, LINE, and Telegram. The number of mediums and platforms is also a challenge for each platform (social media company), especially for LINE which is quite different in position compared to since its launch in Indonesia.

LINE is an instant messaging from a Japanese company called NHN Corporation. In fact, LINE has become the number 1 downloaded instant messaging in the world. In Indonesia alone, LINE entered on May 28, 2013 and even within one month of launching LINE managed to raise funds of Rp750,000,000 in support of orangutan conservation programs by WWF Indonesia, not only that LINE in Indonesia also ranks 5th in the world among 43 countries with 23 million downloads in five months since its launch.

LINE does not just offer instant messenger, because in reality users can call fellow LINE members with this voip-based (voice internet protocol) which slightly distinguishes LINE from similar services, users can switch to PC. The rise of the phenomenon of using social media in Indonesia, of course, makes marketers, entrepreneurs, organizations and companies start competing to use social media as a communication medium to promote goods and services (social media marketing), including LINE. This is because the reach of social media is very wide, unlimited and low cost, making it a very attractive alternative in doing promos over the internet. This means, there is a media that is so potential to be used for brand holders, of course, its important role cannot be separated from marketing. Companies that in this global era can use social media as a means of marketing utilizing social media users, social media is counted as the most effective media to market company products.

Since the advent of social media, marketing has dramatically changed from using ads in brochures, television, newspapers, etc. to a more modern form with digital content. Increasing brand awareness is one of the outputs targeted by marketers. Marketers do this because of the ability of social media that can do viral and buzz marketing that uses online WOM (Word of Mouth). This is in line with one of the reasons or individuals use social media, namely to share information, opinions, and experiences. One of the advantages of social media is that it can display ads that suit the tastes of users. For marketers, this can be beneficial because it can make it easier to segment target customers.

The tendency to utilize internet-based marketing is the basis for the use of social media as an alternative to various existing marketing methods. Lately, many businesses have used social media to increase interaction and product information to consumers. Many features contained in social media make it a complete package that can be used as an intermediary for marketing communications, one of which is the existence of a brand page commitment as a place to interact and share information about a brand. The

definition of brand page commitment as the belief that the products consumed are able to give birth to communication and interaction among existing customers. In a strong brand there are a large number of customers who are committed to the brand.

LINE has always been considered a "youthfull" and "cute" messenger platform, which is more intended for young people. While its competitors in terms of target audience are much wider. This is sometimes an obstacle in the growth of LINE users. Even though with various features owned by LINE such as news (LINE Today), split bills, and so on, LINE should be a messenger platform intended for all groups, from young people to adults. This is where the importance of brand awareness where the audience must better understand the advantages of LINE. The purpose of this study is to determine the effect of social media promotion features on brand awareness.

2. Theoretical Background

2.1 Feature

Features are a means to distinguish from other products, features are also a product as a function with different characteristics. With the feature of choosing a product to choose the product it wants. For a marketer, features are an important key for companies so that they can compare with other competitors' products (Nurya Dina Abrilia, 2020).

According to Mumtaz Nasyayaa, Isma Adilab (2019) the types of features are: (1) Voice and Video Calls: are voice and video call features; (2) LINE Sticker: is the main feature in the form of emoticons and stickers that are useful for expressing the mood of the user (sender) and making the chat more exciting; (3) Timeline: Timeline is a feature that allows users to share text, video, image, or link uploads with all friends in their LINE contacts; (4) LINE Themes: means themes provided by LINE to users that can be applied to the app; (5) LINE Today : LINE Today is a feature of the LINE app that provides a variety of informational content, ranging from news, sports info, entertainment, movies. The information contained in LINE Today is provided by other parties who have been selected or selected by LINE; (6) LINE Store: is a store that allows users to purchase official stickers, creator stickers, official emoticons and creator emoticons, official themes, and games; (7) LINE Pay: is an e-cash service from LINE that collaborates with Bank Mandiri as a means of sales transactions; (8) People Nearby: a feature that allows users to add friends and find other LINE users nearby. While the feature has indicators that are as follows:

a) Features of the line application are many complete features such as chat, voice call, video call, story, group, sticker and theme, line shopping, line webtoon, split bill, etc.
b) Feature Needs The function of the feature itself becomes a medium of personal and public communication, it can also be entertainment or business media from the Line application, users can also access unlimited friend networks
c) Interest Features to entertain line app users
d) The ease of use of the line application can be used for free to make it easier for users, the number of grub members to invite friends in the application is quite a lot and presents a variety of funny stickers.

2.2 Promotion Strategy

Promotion strategy is a step that must be taken into account in the series of marketing management activities. Activities in the Promotion Strategy are steps in the field of marketing in the form of interaction / communication carried out by the company with consumers or customers. Interactions formed in marketing promotion strategies in the

form of providing information, inviting, and influencing a product. The definition of a sales promotion strategy was put forward by Fandy Tjiptono in the marketing strategy book. Understanding sales promotion strategy is the planning of activities carried out in order to increase demand from consumers to increase sales volume and turnover. This activity is carried out by directly influencing consumers in purchasing decisions (Muhammad Yusuf Saleh, Miah Said, 2019).

Marketing promotion strategy is a marketing variable intended to measure the implementation of marketing promotion strategies on related objects. So far there has been no conceptual description from experts who write in full about marketing promotion strategies, there are only strategies, promotions, marketing, promotional strategies, or marketing strategies, which have related but different discussions (Onny Fitriana Sitorus and Novelia Utami, 2017)

According to Anang Fimansyah (2020). The promotion mix that marketers want to manage strategically in order to influence consumers to buy is:
a) Advertising is the presentation of non-personal information about a product, brand, company, or store that is done for a certain fee.
b) Personal Selling: This promotion involves direct personal interaction between a potential buyer and a salesman.
c) Sales Promotions Are direct stimuli aimed at consumers to make purchases.
d) Public relations (publicity) Are forms of communication and information about the company, product, or brand of marketers that do not require payment.
e) Direct Marketing is a marketing system where organizations communicate directly with target customers to generate responses or transactions.

According to Muhammad Yusuf Saleh, Miah Said, 2019 Explains what affects Promotion strategies are:
a) Increase Production and Sales Volume: Promotional strategies in sales and marketing activities are usually carried out for the short and long term in a business.
b) Attracting Potential Buyers: The target market contains regular customers and potential buyers. For regular customers, it may be easier to take persuasive promotional actions because they already know and understand a product.
c) Adding Repeat Orders: The application of promotional strategies in addition to targeting potential buyers also to regular customers and buyers who have tried a product but in small quantities. The application of appropriate promotions can make customers make repeat orders because they are reminded of a product plus satisfaction with the product. This promotional strategy can be focused on repurchase decisions from consumers.
d) Grow Customer Loyalty: Continuous promotional steps will stick in the minds of customers. More specifically on promotions that emphasize the usefulness of products and long-term services in the eyes of consumers. This will foster loyalty in customers to continue using the product even though there are many similar products on the market. Examples of promotional strategies in this case are providing information on product usefulness, providing vouchers to subscribe or access certain facilities.
e) Add Utility / Usability; The usefulness of a product may disappear with time or era. In this condition, an accurate promotional strategy must be immediately thought of to increase product sales, both goods and services. For example, the service promotion strategy is delivery services such as taxis. When customers are quiet, it can be added with school pick-up and drop off services. In addition, there are currently variations of

promotions on transportation services such as providing tour package services around the city or tourist attractions. This step can be done by collaborating with other parties.

The indicators used in increasing sales of promotional strategies according to Muhammad Yusuf Saleh, Miah Said (2019) are:
a) Advertising / Advertising, a form of indirect promo through various media used with the intention to invite consumers to make purchase transactions.
b) Publication, to encourage customer demand for a product inpersonally / indirectly containing commercial content. The content is used to promote products disseminated through print, electronic, or interviews/discussions on these media.
c) Sales Promotion, promotional activities other than the previous three steps aimed at encouraging customers to buy certain products.

2.3 Brand Awareness
According to Kotler, Keller, Brady, Goodman, Hansen (2019). Saying that brand awareness (Brand Awarenss) is the ability of consumers to recognize and identify the brand in their minds. Meanwhile, according to Aaker (2020). Finding that brand awareness is the ability of consumers to recognize or remember a brand based on a particular product category. Brand awareness itself concerns how many consumers in the market are able to recognize or remember about the existence of a brand in a particular brand. If more consumers are able to recognize a brand, it means that they are aware of the existence of a brand which will make it easier for consumers to make buyer decisions about the product (Sunday Ade Sitorus, Nada Arina Romli, et al 2020)

Expert definitions of brand awareness can be drawn and concluded that brand awareness is the general purpose of marketing communications. The existence of high brand awareness and it is expected that whenever for the needs of the category that arises, the brand awareness will reappear from previous memories as a consideration for various alternatives in decision making. Brand awareness shows consumer knowledge of the existence of a brand. Anang Firmansyah, (2019)

Various dimensions used to measure brand awareness are proposed by Kotler, Keller, Brady, Goodman, Hansen (2019). which are as follows:
a) Brand Recall, which is how strong the consumer's memory is when consumers are asked questions about what brands they remember where the brand first became the first question related to the product category.
b) Brand Recognition, which is how strong the consumer's memory is in recognizing brands in a certain category by providing assistance related to asking questions while mentioning the characteristics of the company's product brand for company brand recognition.
c) Purchase Decision, which is how strong the consumer's memory is to include the company's product brand in their alternative shopping cart choices when they are about to buy a product or service.
d) Consumption, that is, consumers buy the company's product brand because the brand has become top of mind in the minds of consumers.

The following are some of Anang Firmansyah's brand objectives, (2019): (1) Build brand awareness; (2) Creating an emotional connection; (3) Differentiate your products; (4) Creating credibility and trust; (5) Motivate purchases: launched in the market.

The indicators used to measure brand awareness by Dhurup, Mafini and Dumasi in Gima and Emmanuel (2017), are as follows:

a) Top Of Mind, A brand is first remembered when consumers think of a category of a product that can be recalled spontaneously without assistance.
b) Brand Recognition, which is how far consumers can recognize the brand in one particular category
c) Brand Image as a consumer's perception of a brand as a reflection of brand associations that exist in the minds of consumers.
d) Consumption, where consumers buy a brand because the brand has become the top of consumers' minds.

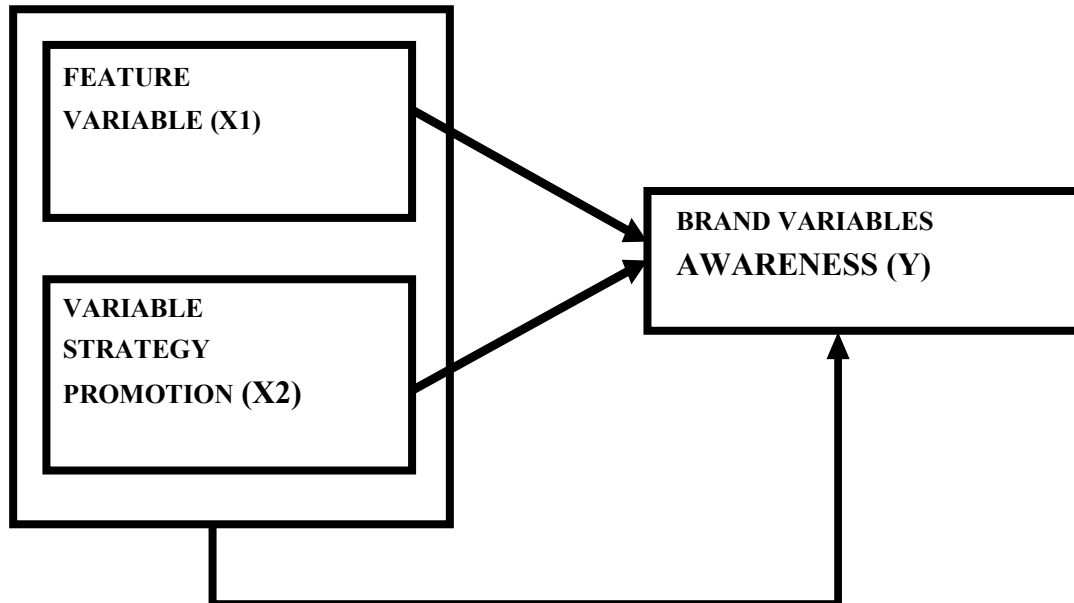The framework of this research can be described as follows:

Figure 1. Framework

3. Method

The type of research used in this study is quantitative. According to Sugiyono (2018) quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers to be measured using statistics as a calculation test tool, related to the problem studied to produce a conclusion. Data sources in this study use primary data obtained from respondents through questionnaires, focus groups, and panels, or also data from researchers' interviews with resource persons (Ismail Nurdin, Sri Hartati, 2019). The population in this study amounted to 100 students, namely students of management study program and accounting study program totaling 100 students who used the LINE application. While the sample size used in the study using the Slovin formula, amounted to 80 respondents. The research data were analyzed using SPSS version 26 as an analytical tool consisting of: descriptive statistics, data quality testing, namely the reliability test and validity test, classical assumption test, and hypothesis test with the multiple-regression equation as follow :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:
Y   : Brand Awareness
α   : Konstanta
X1   : Feature
X2   : Promotion Strategy

β1, β2 : Koefisien Regresi
e   : error

4. Results and Discussion
This section presents main results and followed by discussions.
The results of the characteristics of respondents in this study can be seen in this table:
Table 1. Characteristics of respondents by gender

				Valid	Cumulative
	GENDER	Frequency	Percent	Percent	Percent
Valid	Laki-laki	38	47.5	47.5	47.5
	perempuan	42	52.5	52.5	100.0
	Total	80	100.0	100.0	

Source: Data Primer diolah, 2023

Table 2. Characteristics of respondents by age

				Valid	Cumulative
	AGE	Frequency	Percent	Percent	Percent
Valid	1.00	64	80.0	80.0	80.0
	2.00	16	20.0	20.0	100.0
	Total	80	100.0	100.0	

Source: Primary Data processed, 2023

Table 3. Characteristics of respondents by major

					Cumulative
	Major	Frequency	Percent	Valid Percent	Percent
Valid	1.00	53	66.3	66.3	66.3
	2.00	27	33.8	33.8	100.0
	Total	80	100.0	100.0	

Source: Primary Data processed, 2023

4.1 Description of Research Variable Data
The result of descriptive statistics in this research can be seen in Table below:
Table 4. Description of the Data Variable

Statistics		TOTAL X1	TOTAL X2	TOTAL Y
N	Valid	80	80	80
	Missing	0	0	0
Mean		20.5500	21.0000	20.6375
Median		21.0000	21.0000	20.0000
Mode		19.00[a]	18.00	23.00
Skewness		-.174	.311	.065
Std. Error of Skewness		.269	.269	.269
Kurtosis		-.376	.158	-.530
Std. Error of Kurtosis		.532	.532	.532

Source: Primary Data processed, 2023

Based on the table above, it can be seen that the mean value for the Feature variable is 20,550. The median value obtained based on the table above is 21,000. While the mode value obtained is 19.00, this means that many respondents answered in agreement to the questions asked to examine the Feature variable. The skewness value obtained also has a value of -0.174, this means that the skewness value is still between -3 and +3 which means that the distribution of data is even.

4.2 Promotion Strategy Variable Data Description

Meanwhile, based on the results of the study, it is known that the description of the distribution of data on the variables of the Promotion Strategy is presented in the following statistical table.

Table 5. Promotion Strategy variable data description

Statistics		TOTAL X1	TOTAL X2	TOTAL Y
N	Valid	80	80	80
	Missing	0	0	0
Mean		20.5500	21.0000	20.6375
Median		21.0000	21.0000	20.0000
Mode		19.00ᵃ	18.00	23.00
Skewness		-.174	.311	.065
Std. Error of Skewness		.269	.269	.269
Kurtosis		-.376	.158	-.530
Std. Error of Kurtosis		.532	.532	.532

Source: Primary Data processed, 2023

From the table above, it can be seen that the mean value for the Promotion Strategy variable is 21,000 The median value obtained based on the table above is 21,000. While the mode value obtained is 18.00, this means that many respondents answered in agreement to the questions asked to examine the variables of Promotion Strategy. The skewness value obtained also has a value of 0.311, this means that the skewness value is still between -3 and +3 which means the distribution of data is even.

4.3 Brand Awareness Variable Data Description

Based on the results of the study, it is known that the description of the distribution of Brand Awareness variable data is presented in the following statistical table.

Table 6. Brand Awareness variable data description

Statistics		TOTAL X1	TOTAL X2	TOTAL Y
N	Valid	80	80	80
	Missing	0	0	0
Mean		20.5500	21.0000	20.6375
Median		21.0000	21.0000	20.0000
Mode		19.00ᵃ	18.00	23.00
Skewness		-.174	.311	.065
Std. Error of Skewness		.269	.269	.269
Kurtosis		-.376	.158	-.530
Std. Error of Kurtosis		.532	.532	.532

Source: Primary Data processed, 2023

From the table above, it can be seen that the mean value for the Brand Awareness variable is 20,637. The median value obtained based on the table above is 20,000. While the mode value obtained is 23.00, this means that many respondents answered in agreement to the questions asked to examine the Brand Awareness variable. The skewness value obtained also has a value of 0.650, this means that the skewness value is still between -3 and +3 which means the distribution of data is even.

4.4 Data Quality Test
4.4.1 Validity Test Results

Based on the results of the validity test, which was measured by comparing the Pearson correlation value with r table. Then the results of the validity test in table 2 are as follows:

Table 7. Feature Variable Validity Test Results

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1 Q1	38.1625	45.758	.228	.	.526
X1 Q2	38.5500	47.542	.145	.	.547
X1 Q3	38.1250	45.149	.223	.	.527
X1 Q4	37.7500	47.709	.122	.	.553
X1 Q5	38.2625	46.550	.190	.	.536
X1 Q6	38.1875	45.850	.260	.	.520
X1 Q7	38.1125	48.380	.080	.	.564
TOTAL X1	20.5500	13.035	1.000	.	-.094[a]

Source: Primary Data processed, 2023

Based on the Validity Test table for the Feature Variable above, it is known that all questions have a pearson correlation (r- Calculate) value above the r-table value of 0.219 therefore all questions used to assess the Feature Variable are declared valid.

Table 8. Feature Variable Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardize d Items	N of Items
.548	.418	8

Source: Primary Data processed, 2023

Based on the results of reliability tests, it is known that the Cronbach Alpha value obtained is 0.548, this number means it is classified as a reliable category.

Table 9. Promotion Strategy Variable Validity Test Results

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2 Q1	39.1500	54.256	.073	.	.600

X2 Q2	39.0000	52.911	.183	.	.573
X2 Q3	38.7000	48.668	.423	.	.520
X2 Q4	39.3875	52.696	.196	.	.570
X2 Q5	38.9000	52.952	.146	.	.582
X2 Q6	38.8875	52.658	.172	.	.576
X2 Q7	38.9750	49.999	.310	.	.544
TOTAL X2	21.0000	14.582	1.000	.	.033

Source: Primary Data processed, 2023

Based on the Validity Test table for the Promotion Strategy Variable above, it is known that all questions have a pearson correlation (r-Calculate) value above the r-table value of 0.219 therefore all questions used to assess the Promotion Strategy Variable are declared valid.

Table 10. Promotion Strategy Variable Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.580	.479	8

Source: Primary Data processed, 2023

After reliability testing, it is known that the Cronbach Alpha value obtained is 0.580, this number means it is classified as a reliable category.

Table 11. Brand Awareness Variable Validity Test Results

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y Q1	38.1375	54.449	.095	.	.605
Y Q2	38.3625	53.804	.160	.	.589
Y Q3	38.3375	50.986	.273	.	.564
Y Q4	38.3250	53.134	.191	.	.582
Y Q5	38.3500	52.180	.251	.	.570
Y Q6	38.4250	51.969	.252	.	.569
Y Q7	38.3500	49.800	.326	.	.551
TOTAL Y	20.6375	14.690	1.000	.	.073

Source: Primary Data processed, 2023

Based on the Validity Test table for the Brand Awareness Variable above, it is known that all questions have a pearson correlation (r-Calculate) value above the r-table value of 0.219 therefore all questions used to assess the Brand Awareness Variable are declared valid.

Table 12. Brand Awareness Variable Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.589	.488	8

Source: Primary Data processed, 2023

After reliability testing, it is known that the Cronbach Alpha value obtained is 0.589, this number means that it is classified as a reliable category.

4.5 Classic Assumption Test

The classical assumption test carried out in this study consists of: (1) (Normality Test; (2) Multicollinearity Test; (3) linearitas test which can be seen in tables 4, 5 and 6 below:

Table 13. Output of Normality Test by Kolmogorov Smirnov Method

One-Sample Kolmogorov-Smirnov Test		TOTAL X1	TOTAL X2	TOTAL Y
N		80	80	80
Normal Parametersa,b	Mean	205,500	210,000	206,375
	Std. Deviation	361,046	381,867	383,272
Most Extreme Differences	Absolute	.087	.072	.081
	Positive	.054	.072	.079
	Negative	-.087	-.054	-.081
Test Statistic		.087	.072	.081
Asymp. Sig. (2-tailed)		.200c,d	.200c,d	.200c,d

Source: Primary Data processed, 2023

Based on the table above, it is known the value of Asym. Sig. (2-tailed) for the Feature variable has a value of 0.200, the value of Asym. Sig. (2- tailed) for the Promotion Strategy variable has a value of 0.200, the value of Asym. Sig. (2-tailed) for the Brand Awareness variable has a value of 0.200, out of the overall value of Asym. Sig. (2-tailed) for the Feature, Promotion Strategy and Brand Awareness variables has a value greater than 0.05. So based on these data, it can be concluded that the data used to examine the influence of Features, Promotional Strategies on Brand Awareness is normally distributed and can be continued to the next stage.

Table 14. Multicollinearity Test Results

	Coefficientsa			
Model			Collinearity Statistics	
			Tolerance	VIF
1	FEATURE		.991	1,010
	STRATEGY PROMOTION		.991	1,010

Source: Primary Data processed, 2023

Based on the table above, it is known that the value of Tolerance for the Feature variable is 0.991 This number is greater than 0.05, for the Promotion Strategy variable the Tolerance number is 0.991 This number is greater than 0.05. The VIF value for the

Feature variable has a value of 1.01 this number is less than 5.00, the VIF value for the Promotion Strategy variable is 1.01 this number is less than 5.00. So based on these data, it can be concluded that the data used to examine the influence of Features, Promotional Strategies on Brand Awareness passes the multicollinearity test and can be continued to the next stage.

4.6 Test the hypothesis

Furthermore, the results of the t-test , F-test dan test of the coefficient of determination can be seen in table 16 to 19 in bellow:

Table 16. Effect of Features on Brand Awareness

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,787	2,782		11,068	.000
	FEATURE	.667	.133	.493	5,000	.000

Source: Primary Data processed, 2023

Based on the table above, it is known that the value of B for the coefficient is 30.787, the value of B for the variable Feature is 0.667, both of these values can be written in the following equation:

Equation 1: Brand Awareness = 30.787 + 0.667 Features + errors

From the equation above, without being influenced by any variable, the value of Brand Awareness is 30.787 times but if the company adds the Feature variable, the value of Brand Awareness will increase again by 0.667.

Table 17. R-Squared Test Results Feature Variables on Brand Awareness

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493a	.243	.233	427,916

Source: Primary Data processed, 2023

The R-Squared value obtained is 0.243 multiplied by 100% then it becomes 24.3%. The figure of 24.3% means that the equation can be trusted at 24.3% which means that Features contribute 24.3% of the increase in Features while the rest is influenced by other variables.

Table 18. Effect of Promotion Strategy on Brand Awareness

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficient s	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.240	2.269		11.563	.000
	PROMOTION STRATEGY	.869	.106	.679	8.171	.000
a. Dependent Variabel: BRAND AWARENESS						

Source: Primary Data processed, 2023

Based on the table above, it is known that the value of B for the coefficient is 26.240, the value of B for the Promotion Strategy variable is 0.869, both of these values can be written in the following equation:

Equation 2: Brand Awareness = 26,240 + 0,869 Promotion Strategy + error

From the equation above is: without being influenced by any variable, Brand Awareness has a value of 26,240 times but if the company adds the Promotion Strategy variable, the value of Brand Awareness will increase again by 0.869.

Table 19. R-Squared Test Results Variable Promotion Strategy on Brand Awareness

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679[a]	.461	.454	3.60945

Source: Primary Data processed, 2023

The R-Squared value obtained is 0.461 multiplied by 100% to 46.1%. The figure of 46.1% means that the equation can be trusted at 46.1% which means that the Promotion Strategy contributes 46.1% of the increase in Promotion Strategy while the rest is influenced by other variables.

Table 20. Multiple Linear Regression Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.078	2.209		4.110	.000
	FEATURE	.763	.073	.564	10.417	.000
	PROMOTION STRATEGY	.939	.069	.734	13.555	.000

Source: Primary Data processed, 2023

Based on the table above, it is known that the value of B for the coefficient is 9.078, the value of B for the variable Feature is 0.763, the value of B for the variable Promotion Strategy is 0.939, these three values can be presented in the following equation:

Equation 3: Brand Awareness = 9.078 + 0.763 Features + 0.939 Promotion Strategy + Error

From the equation above is: without being influenced by any variable, the value of Brand Awareness is 9.078 times but if the company adds the Feature variable, then Brand Awareness will increase by 0.763 and if you add the Promotion Strategy variable then the Y value will increase again by 0.939 assuming other variables are fixed or ceteris paribus.

Table 21. Coefficient of Determination Test Results

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881ᵃ	.776	.771	2.34051

Source: Primary Data processed, 2023

Based on the table above, it is known that the value of Adjusted R-Squared is 0.771, this value must be multiplied by 100%, then the coefficient obtained is 77.1%, this means that 0.771% increase or decrease in the Brand Awareness variable is influenced by the Feature variable, Promotion Strategy Variable, while the rest is influenced by other variables that are not studied in this study.

Table 22. Concurrent Test Results (Test -F)

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1464.182	2	732.091	133.642	.000ᵇ
	Residual	421.805	77	5.478		
	Total	1885.988	79			

Source: Primary Data processed, 2022

Based on the table above, it is known that the calculated F value is 133.642 and the F-Table value is 3.109, it can be seen that the value of 133.642 is greater than the value of 3.109, or in other words the Feature variable, the Promotion Strategy Variable simultaneously affects Brand Awareness.

4.7 Discussion of Research Results

4.7.1 Effect of Features on Brand Awareness

Based on the results of research that has been done, it was found that the feature affects Brand Awareness, namely the sticker feature from LINE is very entertaining and makes it easier for users to express to other users. With the Split Bill feature in LINE, it makes it easier for users to share bills with friends. And at home in the LINE app, we can see features from LINE shopping that can make it easier for customers to shop, the many brands in the Official Account on the LINE app help you get many promos and benefit users. Customers also find it helpful when using the LINE app because they can add friends around you with people nearby, and open chat from the LINE app helps us find chat topics that suit customer interests. So, when customers are asked the category of applications from LINE that comes to mind is a fun chat application, applications that have many features, namely in the form of Stickers, LINE Today, and Split Bill are some of the features of the LINE application. With many LINE features suitable for all ages, namely practical and easy-to-use applications, many new innovations in the application that other applications do not have and every day customers can use the LINE app.

From the results of this study, eating brand awareness is the level to which consumers recognize and remember a brand. There are several features and factors that can affect brand awareness, so there are several features that must and are considered to have a major impact on the product, namely: (1) Memorable Logo: A simple, unique, and memorable logo can help increase brand awareness. An effective logo helps a brand differentiate itself from competitors; (2) Strong Slogan: Short and memorable slogans

can make a deep impression on consumers. A strong slogan can be an important part of building brand awareness; (3) Quality of Products or Services: Good quality of products or services can increase consumer satisfaction and provide reasons for them to recommend the brand to others; (4) Creative Marketing Campaigns: Innovative and creative marketing campaigns can attract the attention of consumers. The use of social media, television commercials, online advertising, and other marketing methods can play an important role in increasing brand awareness; (5) Partnerships and Sponsorships: Partnering with well-known brands or supporting major events through sponsorships can help increase brand exposure and build relationships with a wider audience; (6) Positive Customer Experience: A positive customer experience can create a good impression and encourage consumers to speak positively about the brand. Positive reviews and recommendations from consumers can help expand brand awareness; (7) Brand Engagement on Social Media: Active activity on social media platforms can help create consumer engagement and build relationships with audiences. Engaging content campaigns and sharing relevant information can increase brand awareness; (8) Product Innovation: Brands that continuously innovate in their products or services tend to stand out more in the minds of consumers. Innovation can create new interest and increase brand appeal; (9) Branding Consistency: Consistency in branding elements, such as color, graphic style, and tone of voice, can help strengthen brand identity and make it more memorable.

Each brand may have different combinations of features depending on its industry, target market, and business goals. It is important to develop a brand awareness strategy that is in accordance with the characteristics and values of the brand.

4.7.2 Effect of Promotion Strategy on Brand Awareness

Based on the results of the study, it was found that social media is useful for spreading a product, to introduce a product or business that is running requires a product introduction to buyers and the role of influencers is very influential on decisions in determining a product so that many customers know the LINE application from social media and still have to promote a business to run smoothly. Promotion is one alternative to open a business and make a profit in selling. Promotion through social media has many opportunities to sell a product. So when customers are asked the category of applications from LINE that comes to the minds of customers because of a fun chat application that has many features, namely in the form of With many features LINE is an application that is practical and easy to use and releases many new innovations in its application that other applications do not have.

Promotion strategy has a very important role in influencing brand awareness. Effective promotion can help increase the level of brand recognition in the eyes of consumers. In this discussion are some of the influences of promotional strategies on brand awareness obtained from the results of this study: (1) Maximum Media Exposure: Through appropriate promotional strategies, such as advertisements in print, television, radio, or digital platforms, brands can achieve greater exposure among their target market. The use of media relevant to the target audience can help increase the level of brand awareness. (2) Creativity in Advertising: Creative and innovative promotional campaigns can attract the attention of consumers. Ads that are unique, funny, or touch emotions can leave a deep impression on your audience and help increase brand recall. (3) Social Media Promotion: Promotional activities on social media platforms are becoming increasingly important in increasing brand awareness. Social media-focused

campaigns, content, and ads can reach a wider audience and increase engagement with brands. (4) Rewards and Discount Programs: Incentive-based promotional strategies, such as rewards or discount programs, can stimulate consumer participation and accelerate the dissemination of information about brands. This can provide a positive boost to brand awareness. (5) Partnerships and Sponsorships: Using partnership or sponsorship strategies with events, athletes, or other brands that have a significant audience can help increase brand exposure. Involvement in major events or familiar campaigns can create positive relationships with consumers. (6) Education-Focused Content Marketing: Including educational elements in promotional campaigns can help increase consumers' understanding of a product or service and in turn, increase brand awareness. This can be done through blogs, webinars, or other marketing materials. (7) Consumer Engagement: Building promotional strategies that drive consumer engagement, such as contests or quizzes, can create active interaction with brands. This activity can increase consumer awareness of the brand and create deeper engagement. (8) Customer Testimonials and Reviews: Using customer testimonials and positive reviews as part of a promotional strategy can provide social proof that can build consumer trust and increase brand awareness. (9) Consistency in Communication: It is important to maintain consistency in promotional messages. Consistent and persistent messaging can help build a strong brand identity and increase brand recall.

By combining various elements in a promotional strategy, a brand can achieve a higher level of brand awareness among their target market. It is important to constantly monitor and evaluate the effectiveness of promotional strategies to identify necessary changes.

4.7.3 Effect of Features, Promotional Strategies on Brand Awareness

Based on the results of feature research, promotional strategies for brand awareness are obtained that: when this research variable combines superior features with a good promotion strategy, it will create a strong synergy that supports increasing brand awareness. Here are ways the influence of promotional features and strategies can interact with each other in building brand awareness, namely (1) Memorable Features and Creative Promotion Strategies: Memorable features, such as a unique logo or a strong slogan, can be strengthened through creative promotional campaigns. Creativity in promotional strategies can increase brand appeal and help consumers remember key features. (2) Media Exposure and Brand Features: When brand features are exposed through various media channels in a promotional strategy, it can increase brand recognition significantly. For example, a logo or product that appears consistently in television, online, and social media ads will increase brand awareness. (3) Partnerships and Product Features: If a brand partners with another entity or brand, superior features can be a focal point in a joint promotion strategy. Co-marketing with leading brands can increase exposure to key features and expand brand awareness. (4) Customer Testimonials and Experience-Based Promotion Strategies: Including customer testimonials or success stories in promotional strategies can help build a positive image. Features that create a positive experience for customers can be amplified through these stories, increasing brand awareness organically. (5) Social Media Promotion and Consumer Engagement: Brand features can be introduced and promoted through social media platforms. Campaigns that engage consumers, such as photo contests or the use of custom hashtags, can strengthen consumer engagement with brand features and increase brand awareness. (6) Discounts and Incentive-Based Promotion Strategies:

Product features advertised with discount offers or other incentives in promotional strategies can attract the attention of consumers. This not only increases sales but can also create an additional incentive to share information about the brand, increasing brand awareness. (7) Branding Consistency in Promotion: Consistency in branding, including the use of key features, should be maintained in all promotional channels. Consistent messaging and uniform visual expression can strengthen brand awareness by creating a strong impression. (8) Use of Educational Content Marketing Strategies and Product Features: Promotional strategies that highlight product features with an educational approach can increase consumer understanding. Informative and relevant content marketing materials can help build brand awareness by adding value to the audience.

It is important to strike the right balance between superior product features and a suitable promotional strategy. The synergy between the two can create a strong experience for consumers and strengthen the brand's position in the company's mind.

5. Conclusion

The conclusions obtained from this study are:

a) Features affect Brand Awareness, this is evidenced Each brand may have a different combination of features depending on the industry, target market, and business goals. It is important to develop a brand awareness strategy that is in accordance with the characteristics and values of the brand.

b) Promotion Strategy affects Brand Awareness, this is evidenced by combining various elements in a promotional strategy, a brand can achieve a higher level of brand awareness among their target market. It is important to constantly monitor and evaluate the effectiveness of promotional strategies to identify necessary changes.

c) Features and Promotion Strategy together affect Brand Awareness. It is evident that it is important to strike the right balance between superior product features and appropriate promotional strategies. The synergy between the two can create a powerful experience for consumers and strengthen the brand's position in their minds.

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