

ABSTRAK

Nama : Muhammad Ibnu

NIM : 44320010006

Program Studi : Advertising Marketing & Communications

Judul Skripsi : Strategi Agency Grovh di Institut Teknologi Indonesia Dalam Meningkatkan Brand Awareness Melalui Search Engine Marketing (Studi Kasus Agency Grovh 2023).

Pembimbing : Dr. Yoyoh Hereyah, M.Si

Strategi Agency Grovh menggunakan *Search Engine Marketing* dalam meningkatkan kesadaran merek di Institut Teknologi Indonesia (ITI) pada tingkat *Brand recall* merek telah diteliti dengan fokus pada penggunaan *Search Engine Marketing* sebagai alat promosi. Dalam konteks ini, terdapat 6 penelitian terdahulu yang relevan dengan topik ini.

Teori yang melandasi penelitian ini mencakup *Integrated Marketing Communications*, *Internet Marketing*, *Strategi Digital Marketing*, *Brand Awareness*, dan *Search Engine Marketing*. Penelitian ini menggunakan pendekatan Deskriptif Kualitatif dengan Studi Kasus sebagai fokusnya. Data yang diperoleh terdiri dari dua kategori, yaitu Data Primer (melalui observasi non-partisipatif dan wawancara) dan Data Sekunder (melalui studi kepustakaan).

Fokus penelitian ini adalah pada strategi Agency Grovh di ITI dalam meningkatkan kesadaran melalui *Search Engine Marketing*. Hasil penelitian menunjukkan bahwa Agency Grovh berhasil merencanakan dan mengimplementasikan pesan yang sesuai dengan identitas merek ITI dengan baik. Mereka berhasil menggambarkan esensi kampus ITI sesuai dengan kebutuhan pasar, terutama calon mahasiswa.

Kata Kunci : Strategi Agency Grovh, Brand Awareness, Search Engine Marketing (SEM), Strategi Digital Marketing, Studi Kasus.

ABSTRACT

Name: Muhammad Ibnu

NIM : 44320010006

Study Program : *Advertising Marketing & Communications*

Thesis Title: Grovh Agency Strategy at the Indonesian Institute of Technology in Increasing Brand Awareness Through Search Engine Marketing (Case Study of Grovh Agency 2023).

Counsellor : Dr. Yoyoh Hereyah. M,Si

Agency Grovh's strategy of using Search Engine Marketing in increasing brand awareness at Institut Teknologi Indonesia (ITI) at the brand recall level has been researched with a focus on using Search Engine Marketing as a promotional tool. In this context, there are 6 previous studies that are relevant to this topic.

The theories underlying this research include Integrated Marketing Communications, Internet Marketing, Digital Marketing Strategy, Brand Awareness, and Search Engine Marketing. This research uses a Qualitative Descriptive approach with Case Studies as its focus. The data obtained consists of two categories, namely Primary Data (through non-participatory observation and interviews) and Secondary Data (through literature study).

The focus of this research is on Agency Grovh's strategy at ITI in raising awareness through Search Engine Marketing. The results showed that Agency Grovh managed to plan and implement messages that fit the ITI brand identity well. They succeeded in describing the essence of the ITI campus according to the needs of the market, especially prospective students.

Keywords: *Agency Grovh Strategy, Brand Awareness, Search Engine Marketing (SEM), Digital Marketing Strategy, Case Study.*