

# ANALYSIS OF THE EFFECTIVENESS OF MEDIA BRANDING IN INCREASING BRAND EQUITY

by Nur Kholifah, Triyanto, Noor Fitrihana, Hanifah Nur Istanti, Gina Eka Putri

## ABSTRACT

The growth of the advertising industry and the increasing number of social media forces the industry to compete to strengthen its position and increase brand equity through media branding. Technological advancement is a challenge for the industry to access more media and market products or services effectively. Therefore it is important for the industry to know the effectiveness of media branding in increasing brand equity. However, industry resources are limited and investment in media branding must bring commensurate results, therefore the industry must understand the effectiveness of media branding in increasing brand equity. Analysis of the effectiveness of media branding in increasing brand equity is important because of the role of media branding in building the image and reputation of a brand. The purpose of this research is to help batik sembung increase the effectiveness of media branding and strengthen brand equity to ensure success in a competitive market. The research method used is quantitative. Data collection techniques in this study used survey methods, interviews and documentation. Empirical studies regarding the effectiveness of media branding are still limited, based on research in 2021 the media branding used is in a fairly good category so that in 2022 research will be carried out related to the development of media branding that is suitable for use so that there is sustainability for the importance of conducting research on the effectiveness of media branding in increasing brand equity .

Kata Kunci: *effectiveness\_media branding; branding\_media analysis; case studies\_media branding; brand equity*