

The effect of digital marketing communications on Adit Sopo Jarwo's animation brand awareness and brand reputation through children's educational content

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Abstract

Indonesian animation should be able to compete with foreign animation, but in fact the broadcast of Indonesian animation in Indonesia is still inferior, especially on national television. To keep up with overseas animation, especially in the national market, there needs to be a creative strategy in marketing these local animations to increase brand awareness and a good brand reputation so that Indonesian animation can be a major choice for animation shows, as MD Animation does by utilizing the technology. Social media is a means of presenting educational content to children to increase the brand awareness and reputation of their product, the Adit Sopo Jarwo animation. This study aims to find out the effect of digital marketing communication on Adit Sopo Jarwo's brand awareness and animation reputation through child education content, a survey was conducted on followers of @mdanimation's Instagram account. In this study, the theory used is digital marketing communication theory, brand awareness, brand reputation and stimulus, organism, and response (SOR) theory, which is to see how the response from the audience affects brand reputation. This study used a positivist paradigm with a quantitative approach and used survey research methods and data analysis techniques using path analysis. The samples used in this study were 387 respondents with sample determination using purposive sampling. The results of this study were obtained in that digital marketing communication was shown to have a direct and significant influence on brand reputation. In addition, the results of the analysis with the Sobel test show the influence of the brand awareness variable as an intervening variable between the digital marketing communication variable and the brand reputation, so it can be said that the indirect effect or indirect influence is significant.

Keywords: Digital Marketing Communications, Brand Awareness, Brand Reputation, Animation.

Introduction

An animation is a form of mass media from mass communication products that have profound effects on human life. Animation represents a wide range of messages, both moral, humanitarian, social, political, economic, and cultural. Animation films can be described as a powerful medium of communication, not only as entertainment but also as education. One of his roles was to Transmission of Values.

According to Kurnianto (2015), looking in the context of films based on production aspects, the animation is a complex and expensive medium. Until, naturally, the growth of animation in Indonesia in a global context is very slow, even though the relationship with the world of film and animation has been going on for quite a long time in this country. Moreover, if viewed from the history of film as an animation medium, the growth of film in Indonesia can be said to be the same as the world film that has been going on since the Dutch colonial period. The growth of Indonesian animated films once created momentum in the early television era, but declined again in the 80s to the 90s, when animation in Indonesia was dominated by Japanese and American animation. The subsequent growth of Indonesian animation again created momentum in the digital era, although it was almost 10 years late when viewed in the context of global animation growth, either through form or technology. Children who are the most consumers of animation in Indonesia watch foreign-made competition with outside animation can be challenged. And Indonesian animators can also dominate animation broadcasts in their own countries. There are several local animation products, but there are still few available. Animation is now one of the visual media to consider. Almost all visual media

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use animation, although it's just an addition. But the effect is incredible. Animation can give its impression and meaning to those who see it.

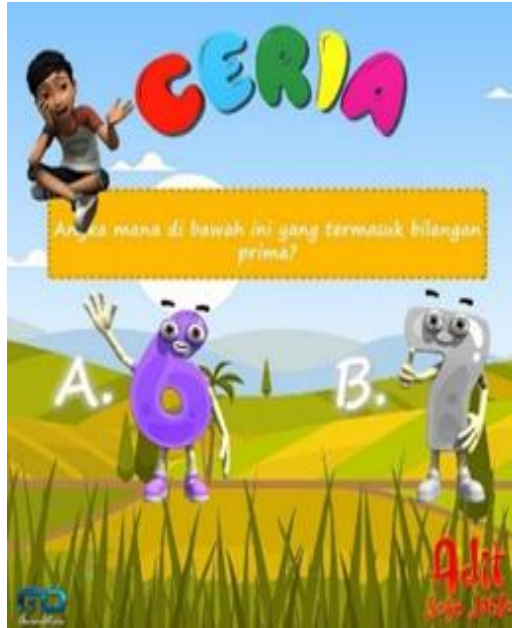
As an overview of RTV's television stations up to 19/05/22 the most animated television series than any other television on that day, a total of approximately 12 hours of animation programming from morning to night consisting of 8 animation programs and only 3 (three) of them are local animation products, Adit & Sopo Jarwo, Santri Boy, and Riko, with a total of 3.5 hours of broadcasting, however, the number of hours is still down from two overseas animation series, Upin & Ipin from Malaysia which aired on MNCTV with 6 hours a day and Spongebob Squarepants from the United States which aired on GTV even reached 7.5 hours a day. This illustrates the lack of local animation hours on national television. This is reinforced by data collected from the Indonesia Animation Report published by the Indonesia Animation Report published by Asosiasi Industri Animasi dan Konten Indonesia or AINAKI (2020) that in 2018 local animation titles broadcast on 7 Indonesian national television were only 19.6% with 9 animated series titles, while the remaining 80.4% (37 titles) accounted for the total. is an animated work imported from abroad. In addition, based on data from the Instagram account @performance reporting dated 30/06/22 shows that from the list of top TV programs, there are only two animation programs that can be in the top 25 of the highest TV program ratings, namely Upin Ipin and Spongebob Squarepants, there are no local animation programs that can be in the top 25 ratings. The top ten in terms of ratings.

The competition of IP (Intellectual Property) animation products mainly with overseas products in the national domain as described above requires that an animation product pay attention to its brand reputation. Brand reputation represents the brand's overall understanding and past information and experience (Parhizgar, 2015). Product quality and message content can increase brand awareness so that consumers' decisions to choose animated shows can be determined. The product will eventually gain a good reputation for continuing to compete with other local animations as well as overseas animations, and the reason why digital marketing communications are chosen primarily on social media also determines how much is known especially if content and advertising forms are created. If the audience is presented with high educational value, then it will be easier to remember by those who see it. It can be said that digital marketing communication strategies are planned and systematically structured brand promotional activities that build brand interactions with users through entertainment, culture, social, or other activities that attract attention using new media or digital marketing. This is currently an important part of achieving consumer targets (Kartajaya & Setiawan, 2014).

Media often used in digital marketing communications is social media or social networking. Social media is currently used as one of the must-do tools for modern businesses, not least in the animation industry, but marketing animation products requires more creative content because, in addition to attracting audiences, creative marketing can also make local animations able to compete with outstanding products. The country has begun to enter Indonesia. One of them is by using a campaign or educational program like MD Animation did on Instagram.

MD Animation, which experienced visual effects 20 years ago, as a local animation product, has proved to make their animation popular and still exists on television today, as not many local animation products can survive on national TV, although in 2015 animations are still available on television. After the release of hundreds of employees due to internal problems, a freeze on the Adit Sopo Jarwo animation series caused the animation's reputation to decline slightly, but this did not stop the creative process and production of Adit Sopo Jarwo animation, slowly but slowly. His reputation began to improve with several awards and even in 2021 he released his first feature film "Adit Sopo Jarwo The Movie".

Picture 1. CERIA @mdanimation content



(Source: Instagram MD Animation)

To increase the reputation and brand awareness of MD Animation to continue to compete with overseas animation, MD Animation has used social media Instagram to create educational content for children named CERIA (Cerdas & Bahagia) Bersama Adit Sopo Jarwo. Various forms of educational content for children such as letter learning, puzzles, word compiling, and puzzle pieces they show on their Youtube channel "MD Animation", the concept of promotion using more educational and interactive content has been shown to increase the number of @mdanimation Instagram followers by up to 5/6/22 numbered 11.5 thousand followers.

Picture 2. @mdanimation Instagram Followers Graph



(Source: socialblade.com)

Although not only children but many adults are watching, the concept of using social media can attract parents' attention to take their children to see the animation because of the educational value both on social media and in the movies. However, can the steps taken by MD Animation increase their animation product reputation, so that they can compete with overseas animation products? Based on this problem, this study was conducted to see the effect of digital marketing communication on brand awareness and animation reputation of Adit Sopo Jarwo through child education content.

Marketing communication is a tool used by companies to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell (Kotler & Keller, 2012). Furthermore Firmansyah (2020) suggests that marketing communication is the most important thing in introducing, offering, informing, and influencing the public about a product. In this process, it is also determined which type of communication to use (advertising, personal selling, sales promotion, public relations, or direct marketing).

Online marketing is currently widely chosen by businesses. This is chosen because it is easier and more efficient to use time, digital marketing communication is a situation where marketers must master three things from consumers: mind, heart, and soul referring to electronic Internet-based marketing (Joseph, 2011 in Octavia & Sari, 2019). Social media efficiency has made it easier for marketers and customers with the speed of interaction and communication processes to improve customer service, increase brand awareness and build strong relationships between customers and brands (Severi, Choon Ling, & Nasermodeli, 2014). However, based on research from Kim & Ko (in Irawan & Hadisumarto, 2020), digital marketing communication has 5 factors, which are: (1) Entertainment, is the appeal of content shared so that the audience can enjoy content, (2) Interaction, on social media, occurs when users can access content, tend to the audience. It allows users to communicate and exchange opinions or information easily with other users in the online community. (3) Trendiness, is the tendency to connect with news and update information, (4) Customization, is the tendency to provide information that users need and freely express their thoughts, and (5) Word of Mouth, is a continuation of the dissemination of information or opinions that a person obtains.

Furthermore, the theory of stimulus, organism, & response (SOR) that Effendy (in Ananda, 2017) believes is a special reaction to special stimuli so that one can expect and estimate correspondence between messages from communication reactions. Furthermore, Effendy also suggests that stimuli or messages delivered in communication can be accepted or can also be rejected. Communication will take place if there is concern about communication. The next process is understanding communication. This ability to communicate continues the next process of processing and receiving, so there is a willingness to change the attitude.

In this study, the media used to conduct digital marketing communication activities, namely Instagram social media, is a combination of technological development and communication that fall into the new media category (Aisah & Prasetyawati, 2018). In the book *Mass Communication Theory*, McQuail describes the main characteristics of the new media: its relevance, access to individual audiences as recipients or senders, its interactivity, its diverse uses as open characters, and its nature (Nurfadila, 2017). Marketing through Instagram is indeed prevalent among businesses in Indonesia. The number of Instagram accounts that market goods, services, and culinary products are proof that marketing through social media is the choice of business people to market and attract prospective consumers. By utilizing the features provided by Instagram, marketers can easily manage accounts as desired. Because Instagram focuses on visuals in its use (Kusuma & Sugandi, 2019).

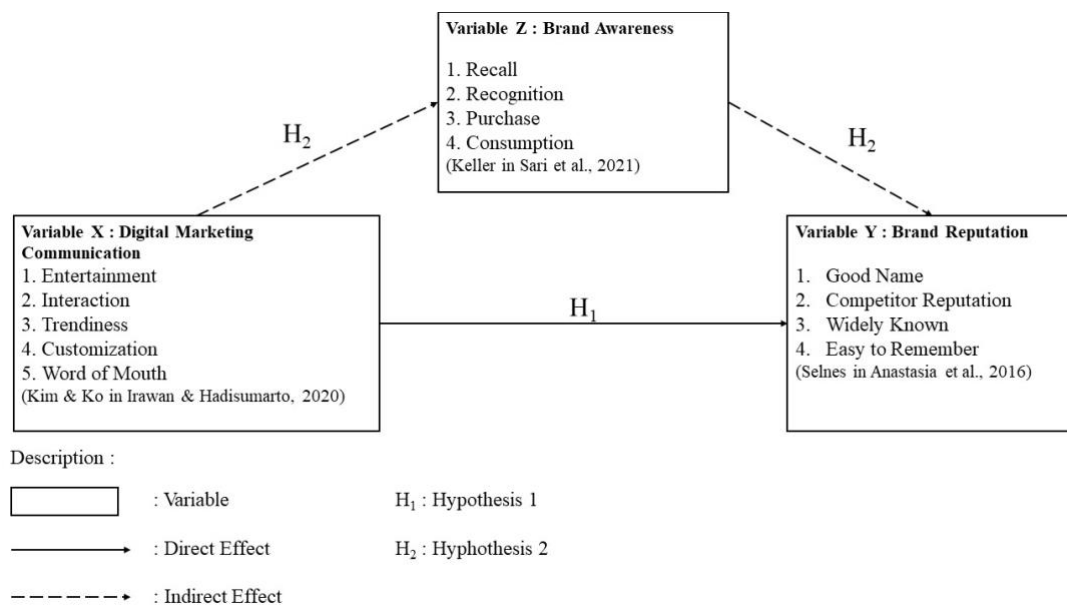
The media used to conduct digital marketing communication activities in this study are Instagram social media, which is a combination of technological and communication developments that fall into the new media category (Aisah & Prasetyawati, 2018). In his book *Mass Communication Theory*, McQuail describes the main characteristics of the new media: its relationship, and access to individual audiences. For an animated product, especially locally, the thing that needs to be built first is brand awareness. Durianto (in Nujulia, 2015) defines brand awareness as the ability of a prospective buyer to recognize a brand as part of a particular product category. Each company has various communication media to deliver brand awareness programs. The proper use of media will affect the implementation of a company's brand awareness program. The term brand awareness that we hear a lot comes from strong competition, a strong brand of competitors who create new brands so that they have brand power. So when it comes to brand awareness is one of the strategies to achieve brand power. 4 indicators can be used to determine how far consumers know a brand, according to Keller (in Sari, Syamsuddin, & Syahrul, 2021): (1) Recall, which is how far consumers can remember when asked what brand is remembered, (2) Recognition, is how far consumers can recognize, (3) Purchase, is how far a consumer will put a brand into an alternative of choice when purchasing a product, and (4) Consumption, is how far a consumer remembers a brand when using a competing product.

Reputation and good names are essential so that a product can be trusted more by its consumers and thus be able to compete with its competitors. Donney and Cannon (in Tarigan, 2014) said that reputation relating to history of the product primarily concerns the other party, whether they have a better relationship or not. Brand reputation refers to the consumer's opinion of whether a brand is good and reliable, its reputation can be developed through advertising, public relations, product quality, and product performance (Garnis dalam Pujiyanti, 2018). A reputation indicator in this study from the Selnes research (Makalew, Mananeke, & Tawas, 2016) namely: (1) Good name, is the consumer's perception of the extent to which a product is successfully built for a company,

maintaining a good name is certainly one of their main obligations to support the smooth marketing of its business. (2) Competent reputation, which means characteristics are indispensable in a product. (3) Widely known, this shows consumer perception, whether product names are already widely known to the public, a company wants products to be widely known to both new and old products, and (4) Easy to remember, easy to remember, and easy to remember product names. You're on a search engine or in the real world. Reputation is one of the factors that can affect a company's purchasing decisions on a product or service. Reputation or brand is a matter of attitude and confidence in brand awareness (Tarigan, 2014). Having a good reputation for an animation product is a must because it is indispensable in dealing with competition with overseas animation products that are increasingly entering Indonesia.

In this study two regression models were used to determine the hypothesis, the first being the direct influence relationship between digital marketing communication variables on brand reputation symbolized by using a straight line (H₁) in Figure 3 below. The second model is to describe the indirect influence relationship between digital marketing communication variables and brand reputation through brand awareness symbolized by using dotted lines (H₂) in Figure 3 below. For more details, the frame-of-mind chart in this study takes a reference to the path analysis framework of Ghozali's book (2021), as follows :

Figure 3. Conceptual Framework



(Source: Processed by researchers, 2022)

Based on the framework above, the research hypotheses that can be formulated are as follows: (1) Hypothesis 1 (H₁), namely digital marketing communication has a direct significant effect on reputation, and (2) Hypothesis 2 (H₂), namely digital marketing communication has an indirect significant effect directly to reputation through brand awareness.

Method

This study uses a positivist paradigm, this paradigm looks at whether there is a real reality and stably follows an existing pattern or sequentially so that it can be predicted, the positivist paradigm eventually gives rise to a quantitative approach (Neuman, 2014). Meanwhile, according to (Muslim, 2016), the quantitative approach has several characteristics of the approach: (1) relying on the collection and analysis of quantitative (numeric) data, (2) using survey and experimental strategies, (3) carrying out measurements and observations, and (4) conducting tests theoretical with statistical tests.

The population of this research is followers from the Instagram account @mdanimation. The distribution of this questionnaire was carried out from 10 July 2022 to 13 September 2022. To determine the number of samples to be taken (n), the formula from Taro Yamane is used which is cited by (Unaradjan, 2019) as follows:

$$n = \frac{N}{N \cdot d^2 + 1} = \frac{11.521}{(11.521)(0,05)^2 + 1} = \frac{11.521}{29,8} = 386,611$$

$$n = 387 \text{ (rounding)}$$

Information :

n = Sample

N = Population

d = Precision

With the precision level set at 5% or $d = 0.05$, the number of samples obtained was 387 respondents.

This study used simple random sampling and survey methods, which in the data collection process used questionnaires or written questionnaires submitted to 387 respondents who had the following criteria: (1) Ever watched Adit Sopo Jarwo's animation, and (2) Instagram account followers @ mdanimation, as well as the measurement scale used in the questionnaire, namely the Likert Scale. Then the data is processed through data compatibility testing, validity testing using the Pearson correlations formula where the questionnaire statements are declared valid if the $r_{count} > r_{table}$ value, then a reliability test that follows the criteria (Cronbach's alpha value > 0.70) suggested by (Ghozali, 2021), and hypothesis testing using the SPSS 26 program. Next, multiple linear regression analysis was performed to determine the direct effect of digital marketing communications on brand reputation and to perform a path analysis using the Sobel Test to determine the indirect effect of digital marketing communications on brand reputation. through brand awareness as a mediating variable.

Results and Discussion

This study examined an animation production house that conducted educational programs using new media as a medium to present its content, namely MD Animation. One of the main social media actively used by MD Animation is Instagram with the account name @mdhanimation. The establishment of MD Animation originated from Dana Riza and Arnas Irmal who had worked in animation for a long time, then met Manoj Punjabi from MD Entertainment, who was known to have been unfortunate in the world of Indonesian film production. The same vision and mission finally made the three agree to start a new era of Indonesian animation through MD Animation. MD Animation is the home of animation production focusing on the development of animation products or better known as IP (Intellectual Property). Through social media platforms, MD Animation strives to build brand awareness and its product reputation, especially to provide educational value for children.

Research Result

This research used a survey method so it was necessary to do a validity test first to find out the accuracy of each instrument item before the questionnaire was distributed to the respondents. As a test instrument, the data used in the validity test were 30 respondents who were a sample of the study population. The number of samples taken was 30 respondents, this is in accordance with the opinion (Sugiyono, 2016) in testing the validity was carried out using 30 respondents because the test results were close to the normal curve.

Table 1. Test the Validity of Digital Marketing Communication Variables (X)

Items	R _{count}	R _{table}	Interpretation
X1	0,655	$\geq 0,0997$	Valid
X2	0,726	$\geq 0,0997$	Valid
X3	0,652	$\geq 0,0997$	Valid
X4	0,705	$\geq 0,0997$	Valid
X5	0,394	$\geq 0,0997$	Valid
X6	0,724	$\geq 0,0997$	Valid
X7	0,716	$\geq 0,0997$	Valid
X8	0,581	$\geq 0,0997$	Valid

Items	R _{count}	R _{table}	Interpretation
X9	0,720	≥ 0,0997	Valid
X10	0,759	≥ 0,0997	Valid
X11	0,709	≥ 0,0997	Valid
X12	0,627	≥ 0,0997	Valid
X13	0,740	≥ 0,0997	Valid
X14	0,758	≥ 0,0997	Valid
X15	0,802	≥ 0,0997	Valid
X16	0,462	≥ 0,0997	Valid
X17	0,735	≥ 0,0997	Valid
X18	0,716	≥ 0,0997	Valid

Table 2. Test the Validity of Brand Reputation Variables (Y)

Items	R _{count}	R _{table}	Interpretation
Y1	0,842	≥ 0,0997	Valid
Y2	0,749	≥ 0,0997	Valid
Y3	0,694	≥ 0,0997	Valid
Y4	0,670	≥ 0,0997	Valid
Y5	0,695	≥ 0,0997	Valid
Y6	0,641	≥ 0,0997	Valid
Y7	0,700	≥ 0,0997	Valid
Y8	0,680	≥ 0,0997	Valid
Y9	0,628	≥ 0,0997	Valid
Y10	0,503	≥ 0,0997	Valid
Y11	0,539	≥ 0,0997	Valid
Y12	0,625	≥ 0,0997	Valid
Y13	0,486	≥ 0,0997	Valid
Y14	0,750	≥ 0,0997	Valid
Y15	0,798	≥ 0,0997	Valid
Y16	0,773	≥ 0,0997	Valid

Table 3. Test the Validity of Brand Awareness Variables (Z)

Items	R _{count}	R _{table}	Interpretation
Z1	0,773	≥ 0,0997	Valid
Z2	0,588	≥ 0,0997	Valid
Z3	0,539	≥ 0,0997	Valid
Z4	0,726	≥ 0,0997	Valid
Z5	0,627	≥ 0,0997	Valid
Z6	0,670	≥ 0,0997	Valid
Z7	0,443	≥ 0,0997	Valid
Z8	0,650	≥ 0,0997	Valid
Z9	0,777	≥ 0,0997	Valid
Z10	0,704	≥ 0,0997	Valid
Z11	0,657	≥ 0,0997	Valid
Z12	0,321	≥ 0,0997	Valid
Z13	0,608	≥ 0,0997	Valid
Z14	0,627	≥ 0,0997	Valid
Z15	0,613	≥ 0,0997	Valid
Z16	0,783	≥ 0,0997	Valid

Source: Processed by researchers, 2022)

From the results of the validity test on the variables used above, it is known that each questionnaire statement item produces a r_{count} value greater than r_{table} , meaning that the questionnaire statement items are declared valid or in other words the questionnaire statement has been able to measure the variables studied.

Table 4. Reliability Test Results on Research Variables

Research Variables	Reliability Statistics		Interpretation
	Cronbach's Alpha	Total Statement	
Digital Marketing Communications (X)	0.931	20	Reliable
Brand Reputation (Y)	0.912	16	Reliable
Brand Awareness (Z)	0.888	16	Reliable

(Source: Processed by researchers, 2022)

Based on table 4, it shows that the results of the research variable reliability test, it is clear that each Cronbach's alpha value acquisition, namely for the digital marketing communication variable, obtains $\alpha = 93.1\%$, then the brand reputation variable obtains $\alpha = 91.2\%$ and the variable brand awareness obtains $\alpha = 88.8\%$, which according to the criteria (Ghozali, 2021) can be said to be reliable. Because the value of Cronbach's alpha is greater than 70%, it means that the research questionnaire data is stated to be consistent in measuring the research variables.

In this study the data normality test used the Monte Carlo exact test in carrying out the Kolmogorov-Smirnov test with a confidence level of 95%. The results of the normality test on the research data can be seen in Figure 4.

Figure 4. Normality Test Results

		Unstandardized Residual	
N		387	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	4.48659745	
Most Extreme Differences	Absolute	.067	
	Positive	.067	
	Negative	-.048	
Test Statistic		.067	
Asymp. Sig. (2-tailed)		.000 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.070 ^d	
	95% Confidence Interval	Lower Bound	.044
		Upper Bound	.095

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 387 sampled tables with starting seed 1310155034.

(Source: Processed by researchers, 2022)

Based on the results of the data normality test above using the Kolmogorov-Smirnov (K-S) method and a total sample of 387 respondents, it shows that the Monte Carlo Sig. (2-tailed) or a significance value of 0.070. Thus the data in this study are normally distributed because the significance value is greater than 0.05. Seeing the results of the characteristics of respondents based on age, it is stated that followers from Instagram @mdanimation are dominated by respondents aged 17-25 years as many as 176 people (46%) who are known as late teenagers according to the Indonesian Department of Health (2009). Followed by 136 people (35%) aged 26-35 years. In addition, based on the data that has been collected, the youngest age of the respondent is 7 years and the oldest is 49 years, so if viewed from the age distribution of the respondents it can be said that followers of the @mdanimation Instagram account are dominated by young people and children,

especially for children this shows that there are already many social media users from among children, regardless of themselves or their parents who manage social media.

Furthermore, based on gender, there were more female respondents with a total of 237 respondents with a percentage of 61% and the remaining 39% were male respondents. And from the characteristics of the respondent's work, from the various types of work of the respondent, the author categorizes it into four categories to make it easier to map it, the first category is Students, which consists of students from Elementary, Junior, to Senior high school, Islamic Boarding Schools and College Students. The second category is Housewives, the third category is animation workers, which consist of Animators, Dubber, Designers, Scriptwriters, Directors, and other creative arts work related to the animation industry, and the last category is Non-Animation Workers, which consist of non-animation office employees, Employees Banks, Teachers, and other public works.

Of these four categories, 182 respondents were dominated by non-animation workers with a percentage of 47%, while from the animation sector only 16% of the total number of respondents, and the remaining 13% were housewives and 24% students. Based on these data, it shows that quite a lot of Adit Sopo Jarwo's animation viewers and Instagram followers @mdanimation come from the general public, not only animation workers, this also includes housewives and students to college students.

Table 5. Test the Coefficient of Determination of Model 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.467	.466	5.839

a. Predictors : (Constant), Digital Marketing Communication (X)

(Source: Processed by researchers, 2022)

From the above model 1 coefficient test, it can be seen that the adjusted R Square coefficient value is 0.466. This shows that changes in brand reputation have an influence of 46.6% of digital marketing communications. The remaining 53.4% change in brand reputation can be due to other causes outside the study variables.

Table 6. Test the Coefficient of Determination of Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.806 ^a	.650	.648	4.738

a. Predictors : (Constant), Brand Awareness, Digital Marketing Communication (X)

b. Dependent Variable : Brand Reputation

(Source: Processed by researchers, 2022)

From the above data, it can be seen that the coefficient of determination (adjusted R Square) is 0.648. This indicates that changes in brand reputation can be explained by 64.8% due to the influence of digital marketing communication and brand awareness. The remaining 35.2% change in brand reputation can be explained by other causes outside the research model.

Table 7. Model 1 t test

Model		Unstandarized B	Coefficients Std. Error	Standardized Coefficients Beta	t.	Sig.
1	Constant	29.402	2.281		12.891	.000
	Digital Marketing Communication (X)	.497	.027	.684	18.380	.000

a. Dependent Variable : Brand Reputation (Y)

Model		Unstandarized B	Coefficients Std. Error	Standardized Coefficients Beta	t.	Sig.
1	Constant	28.892	2.309		12.514	.000
	Digital Marketing Communication (X)	.499	.027	.681	18.228	.000

a. Dependent Variable : Brand Awareness (Z)

(Source: Processed by researchers, 2022)

From the results of the t model 1 statistical test above, the results of the analysis are that the Digital Marketing Communication variable has a t_{count} (18.380) $>$ t_{table} (1.966) and a significance value of 0.000 $<$ 0.05 is positive, which means that the Digital Marketing Communication variable has a significant effect on Brand Reputation. Thus Hypothesis 1 (H_1) of this study can be accepted, Digital Marketing Communication has a direct significant effect on Brand Reputation.

Table 8. Model 2 t test

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t.	Sig.
2	Constant	12.679	2.195		5.776	.000
	Digital Marketing Communication	.208	.027	.684	6.952	.000
	Brand Awareness	.579	.041	.584	14.168	.000

a. Dependent Variable : Brand Reputation

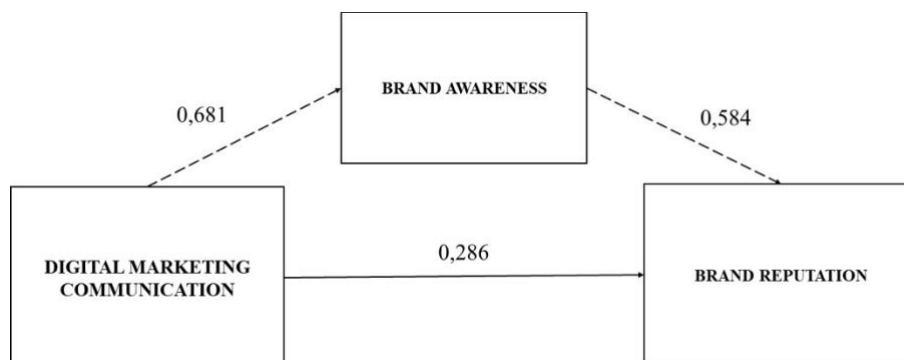
(Source: Processed by researchers, 2022)

From the results of the t statistical test above, the t_{count} value of the Digital Marketing Communication variable is 6.952 and the t_{table} is 1.966, so the $t_{count} >$ t_{table} . A significance value of 0.000 with a significance level of 0.05, so a significant value $<$ 0.05 means that the digital marketing communication variable has a positive and significant effect on brand reputation. And the Brand Awareness variable has a t_{count} value of 14.168 and a t_{table} of 1.966, so the $t_{count} >$ t_{table} . A significance value of 0.000 with a significance level of 0.05, so that a significant value $<$ 0.05, the brand awareness variable has a positive and significant influence on brand reputation.

In this study, Brand awareness is used as an intervening variable or mediating variable which will act as an intermediary between the independent variable (Digital Marketing Communication) and the dependent variable (Brand Reputation). Based on the regression results, it shows that the regression coefficient value of Digital Marketing Communication (a) is 0.497 with a standard error (Sa) of 0.027 and a significance value of 0.000. Then the regression results show that Brand Awareness has a coefficient value (b) of 0.579 with a standard error (Sb) of 0.041 and a significance value of 0.000. In addition, based on the standardized beta coefficients from Table 3 above, it is known that the influence of the digital marketing communication variable (X) on the brand awareness variable (Z) is 0.681 so that it is positive, and the influence of the brand awareness variable (Z) on brand reputation (Y) based on the value of standardized coefficients beta from Table 4 of 0.584 so that it is positive.

The results of the path analysis test showed that Digital Marketing Communication can have a direct effect on Brand Reputation and can also have an indirect effect, namely from Digital Marketing Communication to Brand Awareness (as an intervening) and then to Brand Reputation. The magnitude of the direct effect is 0.286 while the magnitude of the indirect effect must be calculated by multiplying the indirect coefficient, which is 0.397 or the total influence of Digital Marketing Communications on Brand Reputation is 0.683.

Figure 5. Path Analysis Result



(Source: Processed by researchers, 2022)

To test the mediation hypothesis this study was carried out using the procedure developed by Sobel in 1982, which obtained a t_{count} value of 11.223 greater than t_{table} (1.966), so it can be said that the mediation coefficient (ab) is 0.28776 significant and there is a mediating influence Brand Awareness in mediating the relationship between Digital Marketing Communication and Brand Reputation. And based on the output of the Sobel test, the results are the same as the manual test above. So it can be said that hypothesis 2 (H_2) can be accepted that digital marketing communications have a significant indirect effect on reputation through brand awareness.

The results of the study state that entertainment and trendiness are the dominant factors influencing brand reputation. That is, the presentation of content that is interesting, entertaining, and educative can increase the reputation of the animated product being promoted, besides that the novelty of the information provided and the liveliness of uploading content on Instagram make the audience interested in finding information on the @mdanimation Instagram account, this is indicated by the results of descriptive data on entertainment and trendy factors were 4.29 (very good).

Originality and characteristics of an animated product are also strong factors that can increase the brand reputation of an animated product, this is shown from the results of the descriptive data on the recognition factor of 4.53 (Very good). This means that Adit Sopo Jarwo's animation is easily recognized by the audience because it has a distinctive feature to the story by bringing Indonesian culture, apart from that the opening song, the voices of the characters, and the dialogue are uniquely familiar so that everyone can easily remember them.

When an animation program has inherent characteristics of both the character and the story, then this will support its good name to be maintained, this is supported by the results of descriptive data on the reputation factor of 4.55 (Very Good). That is, from this study respondents agreed that Adit Sopo Jarwo's animation had good quality, especially in terms of educational value for children so it could be a good example in society, besides that most respondents agreed that Adit Sopo Jarwo's animation had a good name among the public.

Implementation of S-O-R Theory in Digital Marketing Communications

This study used S-O-R theory that suggests that there is a concentration of psychic development occurring in the audience. This study also involved Instagram's social media as a medium of communication with audiences, so that the brand's reputation built up will be related to educational content presented on Instagram's social media @mdanimation. MD Animation uses Instagram's social media to interact in real-time and more easily with audiences. The interaction is to like, comment, share, and send messages via direct messages. Utilizing existing features can help MD Animation to find, recognize and reach potential consumers who fit its animation products. Audience stimuli after viewing MD Animation uploads will process information as a form of stimulus and organize the information seen as a form of organism, then if the audience is interested, they will give Action in response to the upload, making it easy for MD Animation as a marketer, to customize content for the user. The company also encourages audiences to be interested in giving actions such as likes, comments, shares, and giving messages via direct messages.

Looking back to the theory of S-O-R (Stimulus, Organism, & Response) that mass communication is a secondary process of communication, namely the process of transmitting messages to others using tools or means as a second medium (letter, telephone, internet, newspapers, magazines, radio, television, etc.) if the element of the stimulus is present. If a message is a message of the content, an organizational element of concern, understanding, and acceptance of communication, and a response element is an effect on brand reputation, then it is appropriate that researchers use S-O-R theory to use it as a theoretical foundation in research.

The Effect of Digital Marketing Communication on Brand Reputation

Based on the results of testing and data processing that has been carried out, it is found that Digital Marketing Communications are proven to have a significant positive effect on Brand Reputation as evidenced by the t_{count} value of this relationship of 18.380 which is greater than the t_{table} of 1.966, thus H_1 can be accepted.

This is in line with the research conducted by Hafidz Fitrianna and Derista Aurinawati (2020) in the INOBIS journal Vol.3 No.3 on 200 respondents who empirically explained the influence of digital marketing on brand awareness and brand image on Monggo chocolate product purchase decisions in Yogyakarta. In this study, especially the second hypothesis shows that the use of digital

marketing with a strengthening effect on brand image is strongly stated, which means that the better digital marketing is done, the better the brand image can be in the eyes of consumers.

The Effect of Digital Marketing Communication on Brand Reputation through Brand Awareness as an intervening variable

The results of the analysis using the Sobel test show that the statistical value (t_{count}) for the effect of the Brand Awareness variable as an intervening variable between the Digital Marketing Communication and Brand Reputation variables is 11.223 and is significant on the two-tailed probability with the number 0.000. Because $t_{count} > 1.966$ or significance $< \alpha = 0.05$, it can be said that the indirect effect is significant, so the mediation hypothesis is supported. This means that the second hypothesis can be accepted.

In this study, it was found that by utilizing educational content, especially by raising local wisdom, Indonesian culture was able to increase brand awareness of local animation products and the results would also improve the reputation of the product. In addition, a good product reputation will also increase the audience's interest in choosing Adit Sopo Jarwo's animation. This is supported by the results of a study conducted by (Mei, Rahayu, & Ritonga, 2021), the research shows that brand reputation is the opinion of others that the brand is widely known and well-known. A positive brand reputation will affect consumer trust in the brand and also decide to be loyal to the product, because customer loyalty can arise from consumer trust in the product. This is because the use of online media as a tool for promoting a film is quite effective, apart from the fast dissemination of information and direct feedback, online media is also seen as a very important requirement in today's digital era (Safeii, Arif, Sultan, & Bahfiarti, 2017).

Conclusion

Based on the results of the study, there is a direct and significant influence between digital marketing communication activities on Instagram @mdanimation on the brand reputation of Adit Sopo Jarwo's animation. In addition, there is also an indirect and significant effect of digital marketing communications on the reputation of the animation brand Adit Sopo Jarwo through brand awareness of the product. The most dominant influence factor on the reputation of the Adit Sopo Jarwo animation brand is its entertaining and educative content. That is, one of the keys to increasing the brand reputation of an animated product through digital marketing communication activities is content that is entertaining and has educational value so that apart from being a means of entertainment it can also provide good benefits for the audience.

Digital marketing communications have a significant role in building Adit Sopo Jarwo's animation reputation both directly and indirectly through the influence of the product's brand awareness, so to continue to maintain this positive reputation, digital marketing communication activities carried out by MD Animation can continue. This is done by utilizing educative content. In addition, for further research, other supporting variables such as brand trust and consumer loyalty can be added, to obtain more in-depth results, especially in terms of increasing the brand reputation of a local animation product so that it can continue to compete with foreign animation products.

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