International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Role Of Google Maps, Social Media, And Brand Identity In Raising Brand Awareness At The Gemilang Jaya Coffe Factory, Pasar Muara Bungo Subdistrict Bungo Regency

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Abstract

This study aims to analyze the role of Google Maps, social media, and brand identity in enhancing brand awareness at the Gemilang Jaya Coffee Factory, Pasar Muara Bungo District, Bungo Regency. This focus is driven by the intensifying competition within the local coffee industry, which demands the strategic utilization of digital marketing and brand reinforcement. A descriptive qualitative research method was employed in this study. Data collection was conducted through direct observation, documentation, and in-depth interviews with six informants, including the business owners, business-to-business (B2B) clients, and individual buyers. The gathered data were analyzed using data reduction, data display, source triangulation, and conclusion drawing techniques. The results indicate that Google Maps plays a crucial role in improving geographical accessibility and expanding business visibility for new consumers and out-of-town business partners. The brand identity elements, represented by an iconic thumb logo and informative packaging design, serve as a primary differentiator that effectively establishes consumer brand recall. Conversely, social media platforms (Instagram and WhatsApp) contribute to product introduction, yet their effectiveness remains sub-optimal due to inconsistent content management and a lack of active promotional scheduling. Accumulatively, the brand awareness of the Gemilang Jaya Coffee Factory is remarkably strong in the local market, heavily sustained by consistent product quality and organic word-of-mouth recommendations. The

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implications of this study suggest that management should optimize information updates on Google Maps and implement an active social media content calendar to sustain market retention.

Keywords: Brand Awareness, Brand Identity, Google Maps, Social Media, Gemilang Jaya Coffe Factory

INTRODUCTION

Coffee is one of Indonesia's important plantation commodities and plays a significant role in the national economy. Nearly 1.5 million coffee farmers depend on coffee cultivation as a source of livelihood. In 2024, Indonesia's coffee exports reached US$1.638 billion, representing a significant increase compared with the previous year. Indonesia's tropical geographical conditions, suitable soil, and climate also provide favorable conditions for coffee cultivation. The increasing production and consumption of coffee have contributed to the growth of coffee shops, cafés, and packaged coffee products in the domestic market. As a result, competition among coffee businesses, including local coffee factories, has become increasingly intense. Competition occurs not only in product quality, price, packaging, and taste but also in marketing strategies and brand development. Indonesia's coffee industry therefore requires local businesses to develop competitive advantages in order to survive and grow in an increasingly competitive market (Ibnu et al., 2022).

Changes in consumer lifestyles have also influenced the development of the coffee industry. Coffee is no longer perceived merely as a beverage but has increasingly become part of lifestyle and self-identity. Consumers may consider brand image, product stories, and consumption experiences in addition to taste and price. Therefore, coffee businesses need to build strong and consistent brand identities that are easily recognized by consumers. Brand awareness is important because consumers tend to feel more familiar and confident with brands that they recognize and remember. High brand awareness can influence consumer preferences and purchasing considerations, making it an important aspect of competition among coffee businesses (Tjaya & Iskandar, 2023).

The development of digital technology has further changed the way businesses build brand awareness. Digital marketing enables businesses to reach broader audiences, increase brand visibility, and establish continuous communication with consumers. For small and medium-sized enterprises (SMEs), the use of digital platforms

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provides opportunities to promote products beyond their immediate geographical markets. The consistent presentation of brand identity through digital platforms, together with appropriate communication strategies, can strengthen consumer recognition of a brand. Rosyadah et al. (2023) explain that the utilization of digital platforms can support business visibility and strengthen brand positioning in the long term. Similarly, effective digital marketing can help businesses maintain relationships with customers while expanding their market reach.

One of the digital platforms that can support local business visibility is Google Maps. Google Maps allows consumers to locate businesses and obtain information such as business locations, photographs, operating hours, ratings, and customer reviews. For local businesses, accurate and informative Google Maps profiles can make it easier for potential customers to find and identify the business. The optimization of business information on Google Maps can also support consumer confidence and facilitate the process of searching for and selecting a business (Safitri et al., 2025). Thus, Google Maps is not only useful as a navigation platform but can also function as a digital marketing instrument that supports business visibility and brand awareness.

In addition to Google Maps, social media has an important role in marketing communication. Platforms such as Instagram, Facebook, and WhatsApp Business allow businesses to introduce products, provide information, communicate with consumers, and present the values associated with their brands. Through attractive and consistent content, businesses can increase the frequency with which consumers encounter and recognize a particular brand. However, simply having social media accounts does not automatically result in increased brand awareness. Social media needs to be managed actively, consistently, creatively, and strategically so that the information communicated can effectively reach the intended consumers.

Another important factor in developing brand awareness is brand identity. Brand identity includes the brand name, logo, colors, packaging design, values, and characteristics that distinguish one brand from another. A clear and consistent brand identity helps consumers recognize and differentiate a product among various alternatives available in the market. According to Yuli Sintakarini et al. (2023), branding strategies, including the development of a logo, are important in introducing products and strengthening a brand's image. Ward et al. (2020) also emphasize that elements such as logos, colors, and business characteristics can serve as distinctive features that differentiate one business from another. Therefore, brand identity functions not only as

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a visual representation but also as a strategic element in developing consumer recognition and strengthening brand awareness.

Pabrik Kopi Gemilang Jaya is a local coffee processing business established in 2022 and located in Pasar Muara Bungo District, Bungo Regency, Jambi. The business processes coffee beans into ground coffee products and offers several product variants according to consumer needs. Its customers are predominantly business buyers, including coffee shop owners, street coffee sellers, and café operators. Therefore, product quality, customer trust, and continuity of supply are important aspects in maintaining relationships with business partners.

Based on preliminary observations and interviews with the business owner, Pabrik Kopi Gemilang Jaya already possesses several elements that can support brand awareness, including a Google Maps profile, Instagram, WhatsApp, YouTube, a logo, and informative packaging. However, the utilization of these digital platforms has not yet been fully optimized. The physical location of the factory is also relatively difficult to recognize because it has only a small and simple signboard and is surrounded by larger businesses. Although Google Maps provides information about the location, operating hours, and customer ratings, its potential has not yet been strategically utilized to strengthen the company's digital visibility and brand image.

The growth of Pabrik Kopi Gemilang Jaya has largely been supported by customer trust, repeat purchases, consistent product quality, taste, and word-of-mouth recommendations. At certain periods, demand has even exceeded production capacity, resulting in the temporary suspension of orders. Meanwhile, most transactions are still conducted directly at the store or factory. Although the business has social media accounts, they are primarily used to upload product information and have not been fully utilized as channels for ordering and transactions. This condition demonstrates a gap between the potential of digital marketing platforms and their actual implementation.

The owner also has concerns regarding the management of digital platforms, particularly the possibility that increased demand may exceed production capacity and that digital communication may generate negative effects, such as inaccurate information, negative reviews, or misunderstandings that could affect consumer perceptions and trust. Consequently, increasing brand awareness does not depend solely on the existence of a business on digital platforms but also on how these platforms are managed and the readiness of the business to utilize them effectively. Pangaribuan et al. (2024) highlight the importance of appropriate management in utilizing digital platforms to support brand development.

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Based on this background, an empirical study is needed to examine the role of Google Maps, social media, and brand identity in increasing brand awareness at Pabrik Kopi Gemilang Jaya. Therefore, this study aims to analyze the role of Google Maps, social media, and brand identity collectively in increasing brand awareness at Pabrik Kopi Gemilang Jaya, Pasar Muara Bungo District, Bungo Regency. The findings are expected to provide practical and academic contributions to local SMEs, particularly in developing digital marketing strategies and strengthening brand identity in the increasingly competitive coffee industry.

Objectives

This article intends

Based on the research questions that have been formulated, the researcher then established the objectives of the study. The objective of this study is to determine and analyze the extent to which Google Maps, social media, and Brand Identity collectively contribute to increasing brand awareness at Pabrik Kopi Gemilang Jaya in Bungo Regency.

Research Benefits

1. Pratical Benefits

a. This study is expected to provide an additional contribution to the existing literature on the role of *Google Maps*, social media, and *Brand Identity* in efforts to increase brand awareness among local coffee businesses, particularly within the context of Micro, Small, and Medium Enterprises (MSMEs) in regional areas.

b**.** This study is expected to serve as a reference for future research in the fields of digital marketing and brand management, particularly research examining the relationship between the utilization of digital platforms and the level of brand awareness.

2. Theoretical Benefits

a. For Pabrik Kopi Gemilang Jaya, the findings of this study are expected to serve as a consideration in designing and optimizing strategies for utilizing *Google Maps*, social media, and *Brand Identity* so that brand awareness can be increased in a more targeted and sustainable manner.

b. For other MSMEs, particularly those operating in the coffee sector, this study can serve as a reference for developing more effective digital marketing strategies

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to expand market reach and strengthen brand positioning amid increasing market competition.

DISCUSSION

The findings of this study indicate that *Google Maps*, social media, and *Brand Identity* play important roles in increasing *Brand Awareness* at Pabrik Kopi Gemilang Jaya, although the contribution of each aspect varies in nature. Based on interviews, observations, and documentation involving the business owner as well as business and individual customers, *Google Maps* primarily contributes to increasing business visibility and facilitating access to the business location. Social media serves as a medium for disseminating information and introducing products, while *Brand Identity* plays a stronger role in helping consumers recognize and recall the brand. These findings indicate that the brand awareness of Pabrik Kopi Gemilang Jaya is established through a combination of digital media utilization, visual identity, product quality, customer experience, and recommendations from the surrounding community.

The Role of Google Maps in Increasing Brand Awareness

The findings indicate that *Google Maps* plays a role in facilitating consumers' ability to locate and recognize the existence of Pabrik Kopi Gemilang Jaya. Information regarding the business location on *Google Maps* is particularly helpful for customers from outside the area and consumers who have never visited the business before. The business owner also reported that some consumers became aware of the business and subsequently visited the location after obtaining information through *Google Maps*. Thus, the presence of a business profile on *Google Maps* functions not only as a location guide but also increases business visibility when consumers conduct online searches.

Findings from customers further support this result. Several informants stated that *Google Maps* helped them obtain directions and locate the business during their first visit. In addition, some customers considered ratings and reviews as initial sources of information regarding product quality and service. However, the influence of ratings and reviews was not perceived equally by all informants. Some customers relied more heavily on their personal experiences and recommendations from others than on the information available on *Google Maps*. This indicates that the role of *Google Maps* in building *Brand Awareness* is more prominent in terms of **brand visibility** and accessibility of information than as a primary factor influencing purchasing decisions.

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Therefore, *Google Maps* can be regarded as a supporting digital medium that helps consumers enter the initial stage of brand recognition. The availability of location information, business details, ratings, and reviews provides a digital touchpoint through which consumers can more easily discover Pabrik Kopi Gemilang Jaya. However, based on the findings, its effectiveness remains relatively limited because most of the company's transactions are conducted online and a large proportion of its customers belong to the *business-to-business* (B2B) segment.

The Role of Social Media in Increasing Brand Awareness

The findings indicate that Pabrik Kopi Gemilang Jaya utilizes several social media platforms, including Instagram, TikTok, Facebook, and YouTube, as channels for promotion and information dissemination. However, their utilization has not yet been fully optimized. Publication activities remain relatively infrequent and largely consist of *reposts* or occasional posts containing specific information that needs to be communicated. The business owner also acknowledged that a structured and consistent content strategy is still in the preparation stage.

Although the intensity of social media utilization remains limited, interviews with customers indicate that social media nevertheless contributes to introducing the brand and providing information about its products and business activities. Some informants had encountered promotional content through Instagram and WhatsApp and acknowledged that social media could serve as an additional source of information about Pabrik Kopi Gemilang Jaya. Nevertheless, social media has not yet become a primary factor in purchasing decisions. Several informants relied more on personal experience, recommendations from friends, and direct business relationships with the company.

These findings indicate that social media at Pabrik Kopi Gemilang Jaya currently functions more as a **supporting medium for brand recognition** than as a primary instrument for influencing purchasing decisions. This condition is associated with the limited frequency and consistency of content publication. The business owner recognizes that social media has considerable potential to expand market reach and increase the number of customers if it is managed systematically and consistently and supported by relevant content.

Therefore, the more consistently information regarding products, business activities, and brand identity is communicated through social media, the greater the opportunity for consumers to be exposed to the brand. In the context of this study, social

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media has substantial potential to expand *Brand Awareness*, particularly among the general public who are not yet familiar with Pabrik Kopi Gemilang Jaya.

The Role of Brand Identity in Increasing Brand Awareness

In contrast to the relatively limited utilization of social media, *Brand Identity* at Pabrik Kopi Gemilang Jaya demonstrates a stronger role in helping consumers recognize and recall the brand. This identity is represented through the name "Gemilang Jaya," the thumbs-up logo, packaging design, the *user-friendly* characteristics of its products, and consistency in product quality and service. The brand name also has historical significance for the business owner, as it was previously used in the family's business.

Interviews with customers indicate that the logo and packaging are perceived as simple, attractive, neat, and easy to recognize. Consumers are able to identify Pabrik Kopi Gemilang Jaya's products by their packaging. In addition to visual elements, the user-friendly characteristics of the products and consistent quality also constitute aspects of the brand identity that distinguish Pabrik Kopi Gemilang Jaya from its competitors. This demonstrates that *Brand Identity* is not formed solely through visual elements but also through consumers' experiences with the products and services provided.

The strength of the *Brand Identity* can be observed from the relatively high level of brand recognition within the B2B segment. The business owner stated that the Gemilang Jaya name is already relatively well known among coffee businesses and coffee shops in several areas, whereas recognition among the general public remains relatively limited. This finding indicates that the *Brand Awareness* of Pabrik Kopi Gemilang Jaya has been established more strongly within the market segment that has traditionally been the company's primary focus.

Therefore, *Brand Identity* can serve as an important foundation for building *Brand Awareness*, as a consistent identity helps consumers distinguish, recognize, and recall a brand. In this study, the brand name, logo, packaging, product quality, and user-friendly characteristics function as complementary elements in establishing the identity of Pabrik Kopi Gemilang Jaya.

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https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Combined Role of Google Maps, Social Media, and Brand Identity in Increasing Brand Awareness

Based on the overall findings, *Google Maps*, social media, and *Brand Identity* perform complementary functions in building *Brand Awareness*. *Google Maps* enhances brand visibility and facilitates consumers' ability to locate the business, social media provides a channel for communicating information and introducing products, while *Brand Identity* provides distinctive characteristics that differentiate Pabrik Kopi Gemilang Jaya from other brands. The triangulation findings also demonstrate that these three aspects were identified through interviews, observations, and documentation, although their levels of utilization varied.

The *Brand Awareness* of Pabrik Kopi Gemilang Jaya is ultimately not established solely through digital media. Customer experiences, consistent product quality, service, business relationships, and word-of-mouth recommendations also contribute to strengthening brand recognition. Several customers stated that they became familiar with Gemilang Jaya through recommendations from others and direct experiences before encountering promotional content on social media.

Therefore, the three aspects examined in this study should be viewed as components of an interconnected marketing ecosystem. *Google Maps* strengthens the brand's presence in local searches, social media expands information dissemination and brand exposure, while *Brand Identity* strengthens consumers' ability to recognize and recall the brand. Consistent optimization of these three aspects has the potential to expand the *Brand Awareness* of Pabrik Kopi Gemilang Jaya from the B2B segment to the general public. This is consistent with the company's efforts to increase digital promotional activities, improve its business profile, regularly upload product-related information, and encourage customers to provide reviews.

CONCLUSION

Based on the findings of this study, it can be concluded that *Google Maps*, social media, and *Brand Identity* play important roles in increasing *Brand Awareness* at Pabrik Kopi Gemilang Jaya. *Google Maps* helps consumers locate the business and obtain information about it, although its utilization has not yet been fully optimized. Social media contributes to introducing the products and brand; however, its effectiveness remains limited due to inconsistent posting frequency and digital marketing strategies. Meanwhile, *Brand Identity*, through the brand name, logo, and packaging design, has helped consumers recognize and differentiate Pabrik Kopi Gemilang Jaya's products

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from similar products. Overall, these three aspects complement one another in building and increasing the company's *Brand Awareness*.

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