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How Unilever Indonesia Uses Digital Marketing To Drive Brand Growth And Boost Profits

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Abstract: *Amid rapid digital advancements, companies must adapt to remain competitive. PT Unilever Indonesia Tbk, a leading multinational in the Fast-Moving Consumer Goods (FMCG) sector, has successfully adopted digital marketing strategies to boost brand awareness and strengthen its market position in Indonesia. This study aims to: identify Unilever's digital marketing strategies to enhance brand awareness; analyze the effectiveness of social media platforms such as Instagram, TikTok, and YouTube in improving brand recognition and recall; examine how creative, interactive, and storytelling-based content increases consumer engagement; and assess the overall impact of these strategies on Unilever's market reach, consumer loyalty, and financial performance. Using a descriptive qualitative approach and secondary data analysis, this study evaluates Unilever's digital campaigns across various platforms. The findings show that Unilever's digital marketing efforts are effective in increasing brand awareness and strengthening brand positioning. Campaigns on social media have successfully engaged consumers through relevant, creative, and relatable content. While there was a decline in the Inventory Turnover ratio and ROI between 2020 and 2022, this indicates that digital marketing strategies require time to deliver measurable financial outcomes. Nonetheless, their long-term contribution to efficiency, profitability, and brand equity is promising.*

INTRODUCTION

In today's rapidly advancing digital era, companies must adapt to technology to stay relevant and competitive. PT Unilever Indonesia Tbk, a leading multinational company in the Fast-Moving Consumer Goods (FMCG) sector, continues to innovate through digital marketing strategies to boost brand awareness. According to the We Are Social report (2022), there are 204.7 million internet users in Indonesia, with 191.4 million active on social media. This creates

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a huge opportunity for Unilever to reach consumers quickly and widely through digital platforms. Using social media for digital marketing is not only effective in reaching a broader audience but also in building strong engagement with consumers. Unilever uses platforms like Instagram, Facebook, YouTube, and Twitter to run digital campaigns. One example is the “Every U Does Good” campaign, which promotes products while also highlighting the company’s commitment to environmental care. Studies show this strategy effectively increases brand awareness and improves Unilever’s image (Farlina & Al Assad, 2024).

With rising consumer concern about the environment, Unilever combines sustainability with digital marketing to build loyalty. Juanita et al. (2024) found this approach raises awareness of eco-friendly products and strengthens Unilever’s role as a sustainability leader. By using interactive content and a pull, push, and pass strategy, Unilever has successfully increased engagement, built brand recall, and encouraged consumer loyalty.

Unilever’s digital marketing success is largely due to its ability to create content that is both relevant and engaging. With well-structured and targeted campaigns, the company has achieved strong top-of-mind awareness among consumers. According to Fatika et al. (2024), digital marketing strategies can significantly improve brand recognition and recall by using social media as the main communication tool. Through creative content and consistent interaction, Unilever keeps its brand relevant in the eyes of its audience.

Beyond brand awareness, Unilever’s digital strategy also contributes to its financial performance. Digital marketing is often more cost-efficient than traditional methods, allowing the company to optimize its marketing budget. With structured digital campaigns, Unilever can improve the Return on Investment (ROI) of its marketing spend. This success is reflected in the company’s sales growth and improved inventory turnover ratio. As brand recall and customer loyalty increase, demand for Unilever products becomes more stable and consistent. This leads to faster inventory turnover, better stock management, and reduced risks of overstocking and storage costs.

Table 1. Net Sales and Average Inventory (2020–2022)

Year	Net sales	Average Inventory
2020	IDR. 42.972.474	IDR. 1.231.552
2021	IDR. 39.545.959	IDR. 1.226.935
2022	IDR. 41.218.881	IDR. 1.312.558

Table 2. Net Profit and Total Investment Data (2020-2022)

Year	Net profit	Total Investment
2020	IDR. 7.163.536	IDR. 690.216
2021	IDR. 5.756.148	IDR. 526.063
2022	IDR. 5.364.761	IDR. 681.255

Based on the table above, Unilever’s net sales dropped in 2021 to IDR 39.545 billion from IDR 42.972 billion in 2020. However, in 2022, the company's efforts to strengthen its digital marketing strategy began to show positive results, with net sales rising to IDR 41.218 billion. Although net profit fell from IDR 7.163 billion in 2020 to IDR 5.758 billion in 2021, and then to IDR 5.364 billion in 2022, Unilever’s long-term digital marketing strategy is expected to help improve profitability over time. By focusing on efficiency, interactive content, and relevance to consumers, the company aims to strengthen its financial performance. This approach is designed to boost both sales and profits in a sustainable way. Based on these issues, this research is motivated by the interest in exploring how PT Unilever Indonesia Tbk uses digital marketing to increase brand awareness. The study aims to provide insight into the effectiveness of Unilever's sustainable digital marketing strategies and how digital platforms can be used to achieve wider and more impactful marketing goals in the long run.

Based on the background above, this study focuses on examining the digital marketing strategies implemented by PT Unilever Indonesia Tbk to enhance brand awareness, including how the company utilizes social media to strengthen brand recognition and recall. It also explores the impact of these strategies on consumer interaction and engagement, as well as their role in reinforcing Unilever's brand position in the competitive Indonesian market. Furthermore, the study analyzes the contribution of digital marketing to the company's financial performance, particularly in relation to the inventory turnover ratio and Return on Investment (ROI).

This study aims to explore the digital marketing strategies implemented by PT Unilever Indonesia Tbk to enhance brand awareness. It also seeks to analyze the effectiveness of social media in strengthening the company's brand recognition and recall. In addition, the research examines the impact of digital marketing on consumer interaction and engagement, while assessing its role in reinforcing Unilever's brand position in the Indonesian market. Furthermore, this study evaluates the contribution of digital marketing to the company's financial performance, with a specific focus on the inventory turnover ratio and Return on Investment (ROI).

LITERATURE REVIEW

Digital Marketing

Digital marketing is a strategy that uses digital technology, especially the internet, to achieve goals like expanding market reach, building customer relationships, and increasing sales. Zein (2023) explains that digital marketing involves using electronic devices such as computers, smartphones, and tablets to send marketing messages directly to consumers. As technology grows, digital marketing has become a key part of modern business. One important part of digital marketing is Search Engine Optimization (SEO). SEO helps websites appear higher in search results like Google, making them more visible without paid ads. On the other hand, Search Engine Marketing (SEM) uses paid ads to reach customers more quickly.

Social media is also a powerful tool. Platforms like Facebook, Instagram, YouTube, and Twitter help businesses connect with customers, build communities, and create personal relationships (Rahman et al., 2024). Sharing interesting content especially images and videos can attract more attention and boost engagement compared to plain text. Content marketing focuses on creating useful and relevant content to attract and keep the target audience. This builds trust, improves brand loyalty, and encourages purchases. Email marketing is another effective method. It allows businesses to send personalized messages and often brings a high return on investment (ROI). According to the Data & Marketing Association (DMA), email marketing helps maintain long-term customer relationships and improves customer loyalty.

Another strong approach is running digital campaigns. These are online marketing efforts aimed at increasing brand awareness, engagement, and customer loyalty. Aulia et al. (2024) highlight four key elements of a successful digital campaign: **Exposure**: Expanding audience reach, **Engagement**: Increasing interaction, **Influence**: Shaping consumer choices, **Action**: Encouraging purchases

Companies like PT Unilever Indonesia Tbk use digital campaigns, along with data and analytics, to understand customer behavior, create relevant content, and target ads effectively.
By combining SEO, content marketing, social media, and email marketing, businesses can build

strong digital strategies. These strategies help them stay competitive, connect better with consumers, and measure their results more accurately in today's digital age.

Brand Awareness Concept

Brand awareness means how well people know and remember a brand. According to Siyamto et al. (2022), it is the base of brand strength and helps build customer loyalty. In a busy market, people usually choose brands they recognize. There are two main types of brand awareness: Brand recognition is when people know a brand by its logo, slogan, or visuals and Brand recall is when people can name a brand on their own when thinking of a product. The highest level of awareness is when a brand is the first that comes to mind.

Surabagiarta and Purnaningrum (2021) say brand awareness affects how people see a brand's value. Brands that are well-known are more likely to be chosen. That's why many companies focus on increasing brand awareness. To do this, they use ads, social media, promotions, and sponsorships. Swimbawa & Lemy (2023) explain that digital marketing and social media work well because they reach many people. Fun and interactive content helps keep people engaged, which builds stronger brand awareness.

High-quality and consistent messages are also important. Based on the Integrated Marketing Communication (IMC) approach, sending the same message across different platforms helps people remember the brand. When people see a brand often, they start to trust it more.

In short, brand awareness isn't just about being seen. It's about making a good impression that leads to loyalty. Strong brand awareness can grow market share, build brand power, and increase sales.

Marketing Strategy

A marketing strategy is a company's plan to achieve its goals, such as increasing sales, launching new products, or building a strong brand in the market. According to Santoso et al. (2024), a good strategy involves understanding the market, dividing it into segments, choosing the right target, and positioning the product effectively. The main goal is to meet customer needs while reaching long-term business targets. Key concepts in marketing strategy include:

1. **Market Segmentation**: Dividing consumers into groups based on similar needs or traits, so marketing efforts can be more focused and effective.
2. **Targeting**: Choosing which segment of the market to focus on, based on factors like market size, growth potential, and purchasing power.
3. **Positioning**: Creating a strong image of the brand or product in consumers' minds, so it stands out from competitors.
4. **4P (Product, Price, Place, Promotion)**: These four elements shape how a product is offered what it is, how much it costs, where it's sold, and how it's promoted.

The overall goal is to deliver more value to customers, build strong relationships, and stay competitive in the market.

Financial Performance

Financial performance shows how well a company uses its resources to reach business goals. It's usually assessed by analyzing financial statements to find out the company's strengths, weaknesses, and overall financial health (Rustan & Gunawan, 2024).

This evaluation helps managers, investors, and creditors understand how efficiently the company operates and whether it has growth potential (Sigalingging et al., 2024). Good financial

performance supports better decision-making and long-term planning.
Companies often measure performance using financial ratios. Two key types are:

1. **Activity Ratios**: These measure how efficiently a company uses its assets—for example, how quickly it sells inventory.
2. **Profitability Ratios**: These show how well a company turns sales into profits, helping to evaluate overall financial success (Simanullang & Chandra, 2021).

By monitoring these ratios, companies can improve operations, reduce costs, and increase profits over time.

Financial performance can be measured using different financial ratios. Two important ones used in this study are the **Inventory Turnover Ratio** and **Return on Investment (ROI)** (Simanullang & Chandra, 2021).

1. **Inventory Turnover Ratio**

   This ratio shows how fast a company can sell its inventory during a certain period. It is calculated by dividing the **Cost of Goods Sold (COGS)** by the **average inventory**. A higher ratio means the company is good at managing its stock. It also shows that the company can match production with market demand, helping to avoid having too much or too little stock (Rachmawati & Putri, 2023). According to Arsita (2020), the formula is:

   Inventory Turnover = COGS ÷ Average Inventory
2. **Return on Investment (ROI)**

   Return on Investment (ROI) is a ratio that shows how well a company uses its investment to make a profit. It is calculated by dividing net profit by the total investment used. This ratio helps management and investors see how much return the company gets from its investment (Budianto & Dewi, 2023). A higher ROI means the company is using its investment more effectively. According to Arsita (2020), the formula is:

   ROI = Net Profit ÷ Total Investment

METHOD

Type of Research and Data Collection

This research uses a descriptive qualitative method based on secondary data to explore Unilever's digital marketing strategy in increasing brand awareness. The data is taken from official company sources like annual reports, sustainability reports, social media, and the company's website. Additional information is gathered from journal articles, industry reports, and digital marketing platforms. The study analyzes patterns, effectiveness, and the impact of digital marketing on consumer awareness. It looks at campaign results such as engagement, reach, and impressions, and uses literature reviews to provide context. The goal is to give clear insights into how well Unilever's digital marketing strategy works.

Data Analysis

This study uses qualitative analysis based on secondary data from reliable sources. Company reports were reviewed to identify digital marketing strategies and platforms used, such as social media, websites, and e-commerce. Campaign performance on platforms like Instagram, Facebook, and YouTube was compared to assess effectiveness. Additional data from journals and industry reports helped provide context and support the findings. The analysis connects results to the research goal of understanding how Unilever's digital marketing improves brand awareness.

To measure financial impact, Inventory Turnover Ratio and Return on Investment (ROI) were also analyzed, reflecting operational efficiency and profitability.

RESULTS AND DISCUSSION

Digital Marketing Strategy

Unilever Indonesia has adopted several digital strategies to boost brand awareness, especially during the COVID-19 pandemic. These include increasing their presence on social media, using digital ads, and partnering with e-commerce platforms to reach more consumers. The company also created products specifically for online sales. According to Kumparan (2022), e-commerce sales rose by 100% in Q1 2022. Unilever built new capabilities like social commerce, online category management, and used data analytics to target consumers more effectively. Unilever launched creative digital campaigns, such as *Dove's Real Beauty* and *Every U Does Good*, to promote positive brand values and sustainability. These campaigns improved brand image and connected with consumers on deeper social and environmental issues. Overall, Unilever's digital marketing strategy includes expanding e-commerce, using creative campaigns, and committing to sustainability making their brand more visible and relevant in the digital age.

Effectiveness of Social Media Use

Social media platforms like TikTok and Instagram play a key role in Unilever's strategy. The @unilever_indonesia TikTok account promotes discounts, product bundles, and daily live streams. With over 22.8K followers, it helps the company engage directly with consumers. Interactive and visually appealing content improves brand recall and builds stronger consumer connections.

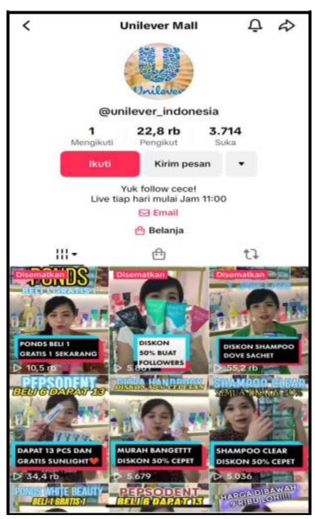

Figure 1. Tiktok Account @unilever_indonesia

Unilever also uses Instagram (@unileveridn) with 169K followers to share product info, educational content, and healthy lifestyle tips. The posts highlight not just promotions, but also Unilever's commitment to social issues and sustainability. With consistent storytelling and strong visuals, Unilever builds emotional connections with its audience. According to Sholichah &

Mardikaningsih (2024), brands with emotional value that match consumers' lifestyles are easier to remember. This shows that social media can help build a caring and trusted brand image not just promote products.

Figure 2. Instagram account @unileveridn

Unilever's social media strategy has improved brand recall through live promos on TikTok and educational content on Instagram. TikTok's daily live streams create interactive experiences, while Instagram's storytelling builds emotional connections. According to Alwan & Kusumandyoko (2023), storytelling content is more memorable because it connects with emotions. Unilever also shares values like sustainability and innovation. However, the brand faces tough competition and must adapt to social media algorithm changes. New tools like AR filters offer chances to boost interaction and keep content fresh. Overall, Unilever's social media use has effectively increased engagement and brand awareness. To stay ahead, they need to keep innovating and adapting to digital trends.

Impact of Implementing Digital Marketing Strategy

PT Unilever Indonesia Tbk uses digital marketing to boost brand awareness and engage consumers. Platforms like Instagram, TikTok, and e-commerce sites help them reach a wider audience. On TikTok, @unilever_indonesia runs daily live streams offering product promos and discounts, encouraging real-time interaction through comments and exclusive offers. On Instagram, @unileveridn shares educational, promotional, and sustainability content using strong visual branding. With 169K followers, this helps build emotional connections and drive engagement through likes, comments, and shares. Unilever also connects social media with e-commerce, offering discounts and cashback to boost purchases. This creates a smooth journey from online engagement to buying.

Personal content like eco-friendly tips or health advice makes the brand feel more relevant to daily life. Studies show this kind of content increases sharing and word-of-mouth promotion. Overall, Unilever's digital strategy has increased interaction, built loyalty, and strengthened its brand. To stay effective, they need to keep innovating and using new technologies.

Contribution of Digital Marketing Strategy in Strengthening Brand Position

Unilever's digital marketing strategy plays a big role in strengthening its brand in Indonesia. By using social media, e-commerce, and digital campaigns, Unilever reaches more consumers and builds stronger connections. During the COVID-19 pandemic, Unilever made sure its products stayed available online. This helped boost sales and showed how fast the company could adapt to changes. On social media platforms like Instagram and TikTok, Unilever runs campaigns that create emotional bonds with consumers. One strong example is Dove's "Real Beauty" campaign, which promotes natural beauty and women's empowerment. These messages help Unilever stand out from its competitors. Unilever also uses e-commerce to reach younger consumers who prefer online shopping. Sales from e-commerce grew 100% in early 2022, showing strong performance on platforms like Tokopedia and Lazada. A key part of Unilever's strategy is using data analytics to understand consumer behavior. This helps create personalized and relevant campaigns, like the "Every U Does Good" campaign that focuses on sustainability. These efforts build a positive brand image and stronger customer loyalty.

Overall, Unilever's digital strategy has helped increase brand awareness, improve engagement, and maintain its strong position in a competitive market. Continued innovation and use of new digital tools will keep Unilever ahead in the future.

Contribution of Digital Marketing Strategy to Financial Performance (2020–2022)

Financial performance can be measured using ratios like Inventory Turnover and Return on Investment (ROI), which help show how well a company manages its inventory and investment returns. This study focuses on data from 2020 to 2022an important period of change. In 2020, the COVID-19 pandemic pushed Unilever to shift quickly to digital marketing. By 2022, the company had more fully implemented its strategy, allowing for a clearer look at the long-term results. By analyzing these three years, we can better understand how digital marketing affected Unilever's financial performance, especially in terms of operational efficiency and investment returns.

Table 3. Inventory Turnover Ratio Results

Year	Inventory Turnover Ratio
2020	34.89
2021	32.33
2022	31.40

The inventory turnover ratio dropped from 34.89 in 2020 to 31.40 in 2022. This means the company is selling and restocking inventory more slowly. Possible reasons include shifts in market demand, digital marketing changes, or higher stock levels during the pandemic. However, this decline doesn't always mean poor performance. Digital marketing efforts like social media and campaigns may take time to show results. As brand awareness and customer engagement grow, inventory turnover is expected to improve in the future.

Table 4. Return on Investment (ROI) Results

Year	Return on Investment
2020	10.37
2021	10.94
2022	7.87

ROI increased from 10.37% in 2020 to 10.94% in 2021, showing early success in digital marketing. However, it fell to 7.87% in 2022, possibly due to higher costs, strategy adjustments, or weaker consumer spending. Large investments in digital campaigns may also take time to show profit gains. Overall, the Inventory Turnover Ratio and ROI from 2020 to 2022 show challenges in efficiency and returns. Still, with consistent and sustainable digital marketing, the company is likely to see better financial performance in the long term.

CONCLUSION

Unilever's digital marketing strategy has been effective in strengthening its brand in the Indonesian market. By using e-commerce, social media, and creative campaigns, the company has successfully increased brand awareness and stayed relevant to consumers' needs especially during the pandemic. Platforms like TikTok and Instagram helped boost brand recognition through engaging and interactive content. These efforts built emotional connections with consumers, increasing loyalty and promoting Unilever's sustainability values. Digital marketing also improved customer interaction. Storytelling and interactive features on social media and e-commerce platforms helped create a more personal and engaging brand experience. Unilever's use of data analytics and values-based campaigns expanded its market reach and built a positive, trusted brand image.

Although financial ratios like Inventory Turnover and ROI declined from 2020 to 2022, likely due to external challenges and the adjustment period for new strategies the long-term impact of stronger brand awareness and loyalty is expected to improve financial performance over time.

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