

Integrated Marketing Communication Strategies in Increasing Brand Awareness: A Case Study of Almaz Fried Chicken in the Country Printing

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Abstract

This research is motivated by the importance of implementing an Integrated Marketing Communication (IMC) strategy to enhance brand awareness amid the increasingly competitive fast-food industry. Almaz Fried Chicken Percetakan Negara, a fried chicken restaurant with a Middle Eastern concept, needs to build strong brand awareness in order to be recognized and remembered by consumers. This study aims to analyze the Integrated Marketing Communication strategy implemented by Almaz Fried Chicken Percetakan Negara in improving brand awareness. The research employed a qualitative approach using a case study method. Data were collected through in-depth interviews, observations, and documentation. The informants consisted of the Store Leader, Local Store Marketing staff, and consumers of Almaz Fried Chicken Percetakan Negara. This study applied the Integrated Marketing Communication theory proposed by Kotler and Keller, along with Aaker's Brand Awareness theory. The findings reveal that Almaz Fried Chicken Percetakan Negara implements six IMC elements, namely Advertising, Sales Promotion, Public Relations, Direct Marketing, Event and Experience, and Word of Mouth Marketing. These strategies have successfully enhanced consumers' brand awareness, as reflected in their ability to recognize the brand (brand recognition), recall the brand (brand recall), and place Almaz Fried Chicken among the first brands that come to mind (top of mind).

Keywords

Integrated Marketing Communication, Brand Awareness, Marketing Communication Strategy, Almaz Fried Chicken



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INTRODUCTION

In the last decade, the development of the food and beverage business has played an important role in Indonesia's economy. The surge in the number of business actors in the current era of globalization is increasingly rapid and competitive. The high public interest in running culinary businesses, driven by the increasing need for food and beverage providers, necessitates strategies to enhance brand awareness among customers (Badan Pusat Statistik,

2024). According to data from the Central Bureau of Statistics (BPS) in the 2023 Food and Beverage Services Statistics, there were 4.85 million businesses operating in the food and beverage sector in Indonesia. This number increased by 21.13% compared to 2016. This increase indicates that the food and beverage sector is one of the continuously growing economic sectors with promising prospects in Indonesia. The growing number of business actors also reflects the high public interest in managing culinary businesses as well as increasing consumer demand for food and beverage products (Badan Pusat Statistik, 2024).

According to BPS, the food and beverage services sector in Indonesia is dominated by other business categories with a share of 57.21%. Furthermore, restaurants and eateries rank second with a contribution of 24.75%, followed by mobile food and beverage businesses at 14.56%, and catering services at 3.48%. These figures indicate that restaurants and eateries are among the largest subsectors in Indonesia's food and beverage industry, thus playing a crucial role in supporting national economic growth (Badan Pusat Statistik, 2024). The large scale of restaurant and eatery businesses indicates that competition in this sector is increasingly intense. Every business actor must be able to generate competitive advantages in order to maintain business continuity amid the many options available to consumers. This competition is not only related to product quality and price, but also the company's ability to build brand image and attract consumer interest through various marketing communication activities (Kotler & Keller, 2016).

The fast food business in Indonesia is a sector that is growing very rapidly. Based on BPS data, fried chicken is a very popular food in Indonesia, both among children and adults. Katadata noted that 79% of Indonesia's population has consumed crispy fried chicken in the last three months, and 91% of consumers eat fast food 1–3 times per week, with KFC as top of mind (Fitriani, 2025). Changes in more dynamic lifestyles, the desire for practical food, and increased outdoor activities have driven the rising demand for fast food products. This situation makes the fast food sector highly competitive and continuously growing each year. The increasing number of food business actors in the competitive culinary business world, especially fast food or ready-to-eat food, creates intense business competition. These conditions require companies to continuously adapt to market changes and understand the evolving needs and desires of consumers. Amid the abundance of fast food options available from various companies, both foreign and local, marketing activities play an important role in maintaining business sustainability. Therefore, effective marketing activities become a very important primary reference for companies to win significant competition (Tjiptono, 2019).

Marketing communication is an effort to convey information to the public, especially target consumers, about the presence of products in the market. According to Kotler and Keller (2016), there are eight types of promotional mix communication: advertising, sales promotion, public relations, direct marketing, personal selling, event and experience, interactive marketing, and word of mouth. To achieve effective communication objectives, communicators can choose one medium or combine several media, depending on the goals

to be achieved, the message to be conveyed, and the techniques used. No single communication medium can be claimed to be the most superior because each has its own advantages and disadvantages (Firmansyah, 2020). Marketing is not just about selling products, but also about how to build good communication relationships between companies and their consumers. In this case, companies need effective strategies to compete in the industrial sector. One concept that can be used in marketing activities is the concept of Integrated Marketing Communication (IMC). According to Don E. Schultz (in Prasetyo, 2023), Integrated Marketing Communication is a process of enhancing and implementing various forms of persuasive communication programs with customers and prospects over time.

Other experts, Kotler and Keller (2016), add that Integrated Marketing Communication is an approach that unites various promotional tools to produce consistent messages and provide maximum impact. The implementation of IMC is aimed at building strong interactions and good relationships between companies and consumers through various promotional media used. Meanwhile, the definition of IMC according to the American Association of Publicity and Public Relations Agencies (in Prasetyo, 2023) is a strategic communication marketing concept that enhances value in in-depth planning by assessing the strategic role of various communication disciplines, then combining them to obtain accuracy, consistency, and optimal communication impact through the integration of separate messages. With effective strategies, companies can also increase brand awareness among customers. Brand awareness is also one of the aspects that must be considered by companies to win market competition. According to Kotler (in Azma, 2025), the higher the level of brand awareness, the greater the chance that consumers will choose that brand when making purchasing decisions. David A. Aaker (1991), an expert in the field of brand awareness known for his contributions to brand management, especially in the development of brand concepts and models, in his book *Managing Brand Equity* stated that brand awareness is a vital component in the formation of brand equity, which can influence consumer choices in purchasing goods. He also explained the impact of brand awareness on how consumers assess the quality and credibility of a brand (Aaker, 1991).

In modern marketing practice, the integration of online and offline media has become an important element in IMC strategy. Online media such as Instagram, TikTok, and WhatsApp are utilized to reach consumers widely and quickly, while offline media such as events, direct promotions, banner installations, and community activities are still needed to create real experiences for consumers. The combination of these two types of media produces more effective marketing communication because it can reach consumers through various touch points (Belch & Belch, 2018). Almaz Fried Chicken Percetakan Negara, as one of the branches under the management of PT Abuya Berkah Sejahtera, the eighty-first branch, was opened on April 9, 2025. Various strategies implemented by Almaz Fried Chicken Percetakan Negara are also based on company policies. Almaz Fried Chicken operates in the fast food industry with very tight competition, especially in the fried chicken

product segment. This industry is dominated by various competitors, ranging from international brands with solid brand equity to local brands that continue to grow by offering advantages in price, taste, and proximity to consumers. In anticipating the development of marketing strategies, researchers want to better understand how the implementation of Integrated Marketing Communication is applied by Almaz Fried Chicken Percetakan Negara to increase brand awareness among consumers.

The selection of Almaz Fried Chicken Percetakan Negara as the research location, in addition to the Almaz Fried Chicken brand being a pioneer of chicken restaurants with Middle Eastern flavors, is also because its location is the only one in Percetakan Negara. This is what underlies the researcher's interest in examining the strategy of Almaz Fried Chicken Percetakan Negara. Various business sectors have been the subject of many studies on Integrated Marketing Communication (IMC). For example, research by Prasetyo (2023) examined the implementation of IMC in promoting KOPTUL (Kopi Tuli). The findings of this study indicate that KOPTUL utilizes various integrated marketing communication elements to strengthen promotional activities and increase public awareness of their business. However, the main focus of that research was on promotional tactics and the company's digital marketing activities. Meanwhile, there is still a lack of research that specifically examines how Integrated Marketing Communication strategies can increase consumer brand awareness in the local fast food restaurant industry. Furthermore, the nature of KOPTUL's business as a coffee shop that empowers people with disabilities is clearly different from Almaz Fried Chicken, which operates in the fast food sector and competes fiercely with other fried chicken brands. Therefore, this research was conducted to address this gap by conducting an in-depth analysis of the Integrated Marketing Communication strategy practiced by Almaz Fried Chicken Percetakan Negara in an effort to increase brand awareness among consumers.

Based on the above explanation, the researcher intends to conduct a study entitled "Integrated Marketing Communication Strategy in Increasing Brand Awareness (Case Study: Almaz Fried Chicken Percetakan Negara)". The research problem formulated in this study is how the Integrated Marketing Communication (IMC) strategy is implemented by Almaz Fried Chicken Percetakan Negara branch in increasing brand awareness. The objective of this research is to analyze how the Integrated Marketing Communication (IMC) strategy implemented by Almaz Fried Chicken Percetakan Negara branch enhances brand awareness. This research is expected to provide theoretical benefits in the form of adding knowledge, particularly in the field of marketing communication, and enriching the literature on IMC. It also offers practical benefits for Almaz Fried Chicken Percetakan Negara as evaluation material, for culinary industry actors as a reference in designing promotions, for communication and marketing practitioners as additional understanding of IMC implementation in local businesses, and for future researchers as a source of information and reference to develop studies on integrated marketing communication, consumer behavior, and brand awareness enhancement strategies in other business sectors.

METHODS

This research employs a qualitative approach with a descriptive case study method, chosen to analyze in depth the phenomenon of Integrated Marketing Communication (IMC) strategy implemented by Almaz Fried Chicken Percetakan Negara in enhancing consumer brand awareness. According to Creswell (in Ramdhan, 2025), qualitative methods emphasize deep understanding of social phenomena by collecting non-numerical data through interviews, observation, and document review, with the researcher serving not only as data collector but also as the primary interpreter. Moleong (in Ratnaningtyas, 2023) adds that qualitative research aims to understand phenomena experienced by subjects, including behavior, motivation, attitudes, perceptions, and actions. The case study method was selected because the research focuses on a single specific object, allowing comprehensive examination of the company's marketing communication strategies. This study is descriptive in nature as it aims to systematically describe the company's marketing communication strategies through various promotional activities including advertising, digital marketing, public relations, event marketing, and direct consumer promotions.

The research was conducted at Almaz Fried Chicken Percetakan Negara branch located on Jl Percetakan Negara No.20, Rawasari, Central Jakarta, from April 16 to June 15, 2026. This location was chosen because the company actively implements various marketing strategies through both digital and direct media, as well as community-based promotions such as local events, school and university booths, and social media activities, making it highly relevant to the IMC research focus. The unit of analysis comprises two main aspects: (1) Integrated Marketing Communication strategy, analyzed based on Kotler and Keller's (2016) eight elements including advertising, sales promotion, public relations, direct marketing, personal selling, word of mouth, interactive marketing, and event and experience; and (2) brand awareness enhancement among consumers, measured using Aaker's (1991) four levels from unaware of brand to top of mind. This dual-unit approach enables examination of both how IMC strategies are implemented and how they impact consumer brand recognition and preference.

Informant selection employed purposive sampling techniques (Sugiyono, 2017), with informants classified into two categories: primary informants consisting of internal company personnel responsible for IMC implementation such as the store leader and Local Store Marketing crew, and supporting informants comprising consumers who have experienced the company's marketing activities. Data collection techniques included in-depth semi-structured interviews, non-participant observation, and documentation of company archives, photos, and videos. Primary data were gathered directly through interviews with two primary informants and one supporting informant, while secondary data were obtained from existing company documents and literature. This combination of techniques provides comprehensive understanding of the marketing strategies employed, consistent with the qualitative case study approach emphasizing contextual and realistic understanding of the

research phenomenon.

Data processing and analysis followed Miles and Huberman's three-stage model (in Saleh, 2020): data reduction involving selection and organization of relevant information, data presentation through systematic descriptive narratives based on research categories, and conclusion drawing with verification through interpretation of relationships between themes. To ensure data credibility, this research employed source triangulation comparing information from various primary and supporting informants, and technique triangulation comparing interview results with direct observation of IMC activities. This triangulation approach helps verify and strengthen findings while enhancing confidence in the research results. Through this methodology, the researcher expects to gain comprehensive understanding of how Integrated Marketing Communication strategy implementation contributes to enhancing consumer brand awareness at Almaz Fried Chicken Percetakan Negara.

RESULTS AND DISCUSSION

IMC Strategy of Almaz Fried Chicken Percetakan Negara

1. Advertising

The research findings reveal that Almaz Fried Chicken Percetakan Negara employs an advertising strategy by maximizing social media as the primary means of conveying information to consumers. Marketing activities are conducted through Instagram and TikTok platforms, utilized to disseminate various information about products, offers, and events organized by the outlet. Additionally, social media is used to introduce the Almaz Fried Chicken brand identity to the public who are not yet familiar with the product. The findings indicate that the company chooses digital media over conventional media because it is considered more effective in reaching a wider audience and aligns with the characteristics of today's consumers who are active social media users. This finding aligns with the advertising theory proposed by Kotler and Keller (2016), which states that advertising is any form of nonpersonal presentation and promotion of ideas, products, or services by an identified sponsor through various media. Through advertising activities, companies attempt to convey information to a broad audience to introduce products, create brand image, and influence consumer behavior. In the context of this study, the use of Instagram and TikTok demonstrates that Almaz Fried Chicken Percetakan Negara utilizes digital platforms as marketing communication tools to deliver brand messages to customers efficiently. The utilization of social media for advertising purposes also reflects the company's adaptation to technological advancement and changing consumer lifestyles.

This finding strengthens previous research conducted by Avie et al. (2026), which indicated that Brain Coffee's marketing approach combining digital media with live events successfully increased brand awareness through strengthening consumer interaction and experience. Similarly, Azma (2025) found that PT Ahlam Aulia Mandiri successfully enhanced brand awareness through a structured digital communication strategy on Instagram. The consistency of these findings affirms that digital advertising through social

media platforms has become an effective strategy for building brand awareness in the modern marketing landscape. However, this study provides a distinct contribution by demonstrating how a local fast-food brand utilizes social media not only for promotion but also for establishing a unique brand identity—specifically, Almaz Fried Chicken's positioning as a Middle Eastern-flavored fried chicken restaurant, which differentiates it from mainstream competitors.

2. Sales Promotion

Based on the research findings, Almaz Fried Chicken Percetakan Negara employs a sales promotion strategy through various promotional programs aimed at attracting consumer interest and encouraging product purchases. The types of promotions implemented include Buy 1 Get 1 programs, voucher distribution, direct prizes, MyKids Day programs, and various promotional activities combined with specific events. This strategy is not only utilized to drive quick sales but also serves as a means to introduce the Almaz Fried Chicken brand to a wider audience. These findings align with the theory proposed by Kotler and Keller (2016), which explains that sales promotion consists of various temporary incentives designed to encourage consumers to purchase products or services more quickly and in larger quantities. Unlike advertising, which focuses on image building and information delivery, sales promotion emphasizes providing direct stimuli that can influence consumer purchasing decisions. The various marketing programs implemented by Almaz Fried Chicken reflect the company's efforts to provide added value to consumers to increase interest in the products offered.

This finding reinforces Prasetyo's (2023) research on KOPTUL, which demonstrated that IMC elements effectively strengthen promotional activities and increase public awareness. However, this study provides a novel contribution by revealing how sales promotions in the fast-food context—particularly programs like MyKids Day that combine promotional incentives with family-oriented experiences—create not only immediate transactions but also lasting brand recall. The finding that consumers can remember various promotional activities and events indicates that well-designed sales promotions contribute to brand recall, supporting Aaker's (1991) assertion that brand awareness is a vital component in forming brand equity.

3. Public Relations

Based on the research findings, Almaz Fried Chicken Percetakan Negara implements a public relations strategy through various activities involving the community directly, especially social and religious activities that align with the brand identity as an Islamic-themed fried chicken restaurant with distinctive Middle Eastern flavors. These activities aim not only to introduce products to the public but also to establish harmonious relationships with the surrounding environment to create a positive company image. This finding is consistent with Kotler and Keller's (2016) theory, which states that public relations encompasses various programs designed to promote or maintain the image of the company and its products. Unlike advertising, which focuses on directly conveying promotional

messages, public relations emphasizes efforts to create good relationships between the company and its publics. Thus, the success of public relations is not only measured by increased sales but also by the formation of positive public perception toward the company.

This finding strengthens Putri and Sartika's (2025) research, which showed that GrosirOne successfully implemented all IMC elements, thereby building consumer trust and loyalty. However, this study offers a distinctive contribution by demonstrating how a local fast-food brand leverages religious and social values—specifically Islamic identity—as a public relations tool to build emotional connections with the community. The distribution of free food boxes during religious moments and other social activities reflects the company's efforts to position itself not merely as a business entity but as a community member contributing to social and religious life. This strategy has proven effective in creating positive brand associations and strengthening brand recognition among consumers, a finding that has not been extensively documented in previous IMC research on the food and beverage sector.

4. Direct Marketing

According to the research findings, Almaz Fried Chicken Percetakan Negara employs direct marketing as a means to reach customers directly and create more personal communication. The types of direct marketing conducted include flyering, canvassing, and WhatsApp Blast to consumers already registered in the customer database. Unlike other marketing communication strategies that typically target larger audiences, direct marketing provides the company with opportunities to directly engage with potential customers and previous buyers.

These findings align with the theory proposed by Kotler and Keller (2016), which states that direct marketing is the use of direct communication channels to specific consumers to obtain immediate responses and build long-term customer relationships. Through direct marketing, companies can deliver more personalized messages compared to marketing communications conducted through public media. Therefore, this strategy is considered effective in creating close relationships between companies and consumers because messages are more tailored to target market needs.

This finding supports Kurniawan et al.'s (2025) research, which proved that Almaz Fried Chicken Kenten branch's marketing communication strategy successfully created emotional engagement, increased customer loyalty, and built a halal local brand image. However, the present study extends this finding by demonstrating how direct marketing through WhatsApp Blast—a relatively underexplored channel in IMC research—enables consistent and personalized communication that enhances brand recall. The integration of traditional direct marketing methods (flyering and canvassing) with digital tools (WhatsApp Blast) represents a hybrid approach that previous studies have not extensively documented, providing a valuable contribution to the understanding of how local businesses adapt direct marketing to contemporary communication habits while maintaining personal touch.

5. Event and Experience

Based on the research, the Event and Experience strategy is the most dominant

Integrated Marketing Communication element used by Almaz Fried Chicken Percetakan Negara. This is evident from the numerous events organized by the outlet to directly engage with the community, such as open booths in various locations, Almaz Go To School programs, coloring competitions, tahfidz competitions, fashion shows, and MyKids Day programs. These activities are aimed not only at marketing products but also at creating memorable experiences for consumers to strengthen the relationship between the brand and the community.

This finding aligns with Kotler and Keller's (2016) theory, which states that events and experiences are company-supported activities designed to generate interaction between the brand and consumers through meaningful experiences. This strategy is designed to create emotional bonds between consumers and the brand so that consumers not only know the product but also have lasting memories. In this study, the various activities organized by Almaz Fried Chicken reflect the company's efforts to build enjoyable experiences that can strengthen consumer relationships with the brand. This finding provides strong reinforcement for Avie et al.'s (2026) research, which indicated that combining digital media with live events successfully enhances brand awareness through strengthening interaction and consumer experience. Additionally, it extends Prasetyo's (2023) findings by demonstrating that in the fast-food context, event marketing serves a dual purpose: not only as a promotional tool but also as a primary mechanism for embedding the brand in consumers' memory. The finding that consumers still remember events they participated in—such as competitions their family members joined—demonstrates that experiential marketing creates deeper and more lasting impressions than conventional advertising. This study offers a significant contribution by revealing that for local fast-food brands competing with established international chains, event-based marketing becomes a critical differentiator, allowing them to build emotional connections that compensate for their smaller advertising budgets and limited brand recognition.

6. Word of Mouth

The research findings indicate that word-of-mouth marketing is one of the Integrated Marketing Communication elements present in Almaz Fried Chicken Percetakan Negara's marketing activities. Unlike other marketing communication strategies designed and implemented directly by the company, word-of-mouth marketing in this study emerged organically from consumer experiences and satisfaction with the products and various events organized by Almaz Fried Chicken. The findings show that consumers willingly share information about Almaz Fried Chicken with people around them, including family, friends, and colleagues. Based on Kotler and Keller (2016), word-of-mouth marketing is communication conducted orally, in writing, or electronically by consumers about their experiences with a product or brand. This communication can be in the form of advice, opinions, experiences, or information given to others. In practice, word-of-mouth marketing is considered one of the most trusted marketing communication methods because information comes from people who have no direct interest in selling the product.

This finding significantly strengthens previous research by Avie et al. (2026), which noted that word of mouth and personal selling effectively reach audiences while building interpersonal relationships with consumers. Moreover, it reinforces Kurniawan et al.'s (2025) findings on the importance of emotional engagement in building customer loyalty. However, this study provides a distinctive contribution by demonstrating how word-of-mouth marketing functions as an amplifier of other IMC strategies. The research reveals that consumers sharing their experiences—such as bringing Almaz Fried Chicken to the office and sparking curiosity among colleagues—represents the culmination of successful IMC implementation. This finding suggests that word-of-mouth marketing should not be viewed as a standalone strategy but rather as the natural outcome of effective integration of advertising, events, direct marketing, and public relations. This integrated perspective challenges previous studies that may have treated word-of-mouth marketing primarily as a separate promotional tactic.

Consumer Brand Awareness

The research findings demonstrate that the various Integrated Marketing Communication strategies implemented by Almaz Fried Chicken Percetakan Negara contribute to increasing consumer brand awareness. The marketing communication activities encompassing advertising, public relations, direct marketing, events and experiences, and word of mouth build a gradual brand recognition process in consumers' minds. The findings reveal that consumers not only recognize the existence of Almaz Fried Chicken as a fried chicken brand but also can recall the characteristics, promotions, and various activities conducted by the company. According to Aaker (1991), brand awareness is the ability of potential customers to identify and remember a brand as part of a specific product category. Brand awareness is a crucial aspect of brand equity because it determines how well a brand can emerge in consumers' memory when they face a need for a product. Aaker categorizes brand awareness into several levels: brand recognition, brand recall, and top of mind. The research findings indicate that all three levels are present among Almaz Fried Chicken Percetakan Negara consumers.

1. Brand Recognition

The first level identified in this study is brand recognition. At this stage, consumers can identify the brand's existence when given specific cues or information about the product. The findings show that consumers can identify Almaz Fried Chicken as a fried chicken restaurant with unique characteristics compared to other competitors. Consumers recognize that Almaz Fried Chicken is known for its Middle Eastern-style fried chicken concept, use of distinctive Arabic spices, and additional menu items like nasi kebuli that differentiate it from regular fried chicken restaurants. This finding aligns with Aaker's (1991) theory that brand recognition occurs when consumers can recognize a brand when prompted with certain cues. The IMC strategies implemented—particularly advertising through social media and event marketing—have successfully conveyed the brand's unique identity to the public. This finding reinforces Azma's (2025) research, which indicated that structured digital

communication effectively builds brand recognition, while extending it by demonstrating how offline experiences further strengthen the recognition process through direct product interaction.

2. Brand Recall

The second level identified in this study is brand recall. Aaker (1991) states that brand recall is the consumer's ability to remember a brand without needing assistance or specific cues. At this stage, the brand is already embedded in consumer memory so that it can reappear when consumers think about a particular product category. The interview findings indicate that consumers can still remember various events ever organized by Almaz Fried Chicken Percetakan Negara. A consumer informant stated that they still remember competitions their family members participated in. They also understand various activities conducted by Almaz Fried Chicken, such as children's activities and various programs held at the outlet.

This finding provides strong confirmation of Prasetyo's (2023) research, which demonstrated that IMC helps branding and increases consumer brand awareness through various communication media. However, this study offers a novel contribution by revealing that event-based experiences are particularly effective for building brand recall in the fast-food sector. Unlike promotional information that may be perceived as temporary, direct experiential engagement through events creates lasting memories. This finding suggests that for local brands competing in crowded markets, investing in experiential marketing may yield higher returns in terms of brand recall than increasing advertising frequency alone, a consideration that previous studies have not extensively explored.

3. Top of Mind

The highest level in Aaker's brand awareness pyramid is top of mind. At this stage, a brand becomes the first that comes to consumers' minds when they consider a particular product category. The research findings indicate that one consumer informant mentioned that when they wish to purchase or look for fried chicken products, Almaz Fried Chicken becomes one of the brands immediately thought of. This result indicates that Almaz Fried Chicken is not only recognized by consumers but has also achieved a strong position in their memory. The achievement of top-of-mind awareness for Almaz Fried Chicken is not produced by a single marketing communication strategy alone. This position results from the combination of various IMC elements that support one another. Advertising activities introduce the brand to the public, sales promotions attract consumer interest, public relations build a positive image, direct marketing establishes personal communication, events and experiences create memorable moments, and word-of-mouth marketing helps disseminate information naturally. These combined strategies ultimately create a stronger level of brand awareness in consumers' minds.

This finding provides significant reinforcement for Putri and Sartika's (2025) research on GrosirOne, which showed that IMC builds consumer trust and loyalty. It also strongly aligns with Kurniawan et al.'s (2025) findings on Almaz Fried Chicken Kenten branch, confirming

that the brand's marketing communication strategy successfully builds brand image and customer loyalty. However, this study offers a distinct contribution by demonstrating how a relatively new branch (opened April 2025) achieved top-of-mind awareness within a short period through integrated strategies. This finding challenges the assumption that top-of-mind awareness requires years of established presence, suggesting that well-executed IMC strategies can accelerate brand positioning even in competitive markets. The presence of natural word-of-mouth marketing among consumers who bring the product to their workplaces demonstrates how organic consumer advocacy strengthens the brand's position and reinforces the effectiveness of the overall IMC approach.

CONCLUSION

The research findings on "Integrated Marketing Communication Strategy in Increasing Brand Awareness (Case Study: Almaz Fried Chicken Percetakan Negara)" demonstrate that Almaz Fried Chicken Percetakan Negara has implemented six Integrated Marketing Communication elements synergistically to enhance consumer brand awareness: Advertising through Instagram and TikTok social media platforms, Sales Promotion through various promotional programs including coupons, gifts, and purchase offers, Public Relations through social and religious activities involving the surrounding community, Direct Marketing through flyering, canvassing, and WhatsApp Blast activities, Event and Experience as the most dominant strategy through activities such as MyKids Day, coloring competitions, tahfidz competitions, fashion shows, open booths, and Almaz Go To School, and Word of Mouth Marketing emerging organically through positive user experiences. The research findings indicate that the implementation of these IMC strategies successfully increased consumer brand awareness across all three levels of Aaker's brand awareness pyramid: brand recognition, where consumers can identify Almaz Fried Chicken's unique characteristics; brand recall, where consumers remember the brand and various activities conducted by the company; and top of mind, where Almaz Fried Chicken becomes one of the first brands that comes to consumers' minds when thinking about fried chicken products, demonstrating that the integrated approach effectively embedded the brand in consumer memory despite the outlet's relatively recent establishment.

Based on these findings, several recommendations are proposed. For Almaz Fried Chicken Percetakan Negara, it is recommended to maintain and strengthen the Event and Experience strategy as it emerged as the most memorable marketing communication activity, enhance consistency and creativity in Instagram and TikTok social media content to expand marketing communication reach, and expand collaborations with schools, communities, and community organizations to increase brand recognition. For consumers, it is suggested to utilize promotional information and events through social media, participate in various activities organized by Almaz Fried Chicken, and provide feedback to help the company improve product quality and service. For future researchers, this study recommends developing IMC research with different objects to obtain comparative insights, employing quantitative or mixed method approaches to measure the influence of each IMC element on

brand awareness more deeply, adding other variables such as brand image, customer engagement, customer loyalty, or purchase decisions to broaden marketing communication effectiveness studies, and conducting research in other culinary industries to provide a more comprehensive understanding of IMC implementation in enhancing brand awareness.

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