

**IMPLEMENTATION OF VIDEO MARKETING CONTENT STRATEGY TO
IMPROVE BRAND AWARENESS AT PT UTERO KREATIF INDONESIA,
MALANG CITY**

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ABSTRACT

This research aims to identify and analyze the implementation of video marketing content strategies in increasing brand awareness at PT Utero Kreatif Indonesia, a creative agency and brand consultant based in Malang City. The main focus of this study is to evaluate the role of video content in introducing the company's services and to identify the factors that strengthen the brand image in the minds of consumers. The research method used is a qualitative approach with a case study type. Data were collected through observation, documentation studies, and in-depth interviews with key informants, including internal company parties (supervisors, social media managers, technicians) as well as customers. Data analysis was conducted using NVivo software to map the dominant categories from the interview results.

Keywords: *Video Marketing, Brand Awareness, Creative Agency, Social Media, PT Utero Kreatif Indonesia.*