

## COMPARATIVE STUDY OF BRAND AWARENESS PLATFORM: FACEBOOK ADS, TIKTOK, GOOGLE DISPLAY NETWORK

Arief Bakhtiar Darmawan<sup>1</sup>, Rahmad Agus Dwianto<sup>2</sup>

<sup>1,2</sup>Universitas Jenderal Soedirman

Jl. Profesor DR. HR Boenyamin No.708, Dukuhbandong, Grendeng,

Kec. Purwokerto Utara, Kabupaten Banyumas, Jawa Tengah 53122

<sup>1</sup>email\_arief.darmawan@unsoed.ac.id

### ABSTRACT

*This study aims to compare three digital marketing platforms, namely Facebook Ads, Tiktok, and Google Display Network. The three platforms are product marketing media to increase brand awareness. The method used in this research is a literature review from various scientific sources and advertising experience with the three platforms. The aspects compared are strategy, target, cost, and content. This research shows that each platform has advantages depending on the purpose and form of advertising. Facebook Ads are effective for increasing brand awareness according to the adult target market with simple content in the form of images and persuasive text. Facebook advertising costs are low but less effective for advertising in the form of videos. While Tiktok is suitable for enhancing brands with a target market of teenagers, the content needs to be more creative and innovative so that it attracts the attention of the young and teen audience. While the Google Display Network is more effective for enhancing brand awareness with a more mature concept with a broad target market.*

**Keywords:** Brand Awareness, Facebook Ads, Google Display Network, Tiktok

### 1. INTRODUCTION

The internet provides practical and theoretical changes for entrepreneurs and the media to do marketing and brand promotion in the face of the digital era. The change in media transactional style towards interaction makes the media continue to optimize reader involvement in producing content and take advantage of new media to support production. Various social media platforms are starting to compete to attract the interest of netizens who are increasingly thirsty for content. The different concepts of each platform provide their charm as a marketing strategy that digital companies always strive for. The internet has a great impact on the running of a platform, through promotions which are essentially internet marketing communications playing an active role in it.

Brand awareness is a response as a decision given by customers to a brand or product to understand the extent to which customers care and understand the extent to which the brand exists (Cheung et al., 2019). Because the awareness possessed by customers or consumers makes a company always try to give the best in providing its products. The company's strategy to market its products can make customers have brand awareness or brand awareness. Awareness from customers affects the attitude of feedback that can help improve a company's products and services.

In the modern world of marketing, it is not enough for company management to only focus on making a product with a solid brand platform, but it is also necessary to set a competitive price for a brand and make it affordable for the target market. The climate of intense competition makes marketing management able to make their product brands communicated to their target market. Thus, the function of communicators and brand communicators cannot be avoided. And can increase the brand awareness of consumers in making purchasing decisions just as Tiktok is an open platform, where anyone and any brand can be found. Tiktok can increase awareness and Brands will find new togetherness with Tiktok creators, leverage the diverse creator community on Tiktok to create authentic and creative content through collaboration. Like-wise with Instagram and the Google Display Network a platform to increase

brand awareness and support marketing in this modern era, which uses online tools a lot to compete with existing brands.

The use of the internet is increasingly widespread and it is easy to make changes to *lifestyle*, that everything can be known and obtained by using the internet. easy to use internet help. Before the spread of the internet, to market products or services, marketers could only use media such as pamphlets, brochures, classified ads in newspapers. Meanwhile, marketers who have a high budget can market through television and radio. After the advent of the internet, marketers have a wider choice of media with a wider reach. When compared to before the spread of the internet, advertising on classifieds on average can spend a budget of IDR 50,000 per classified ad with a display that is the only text that describes the product or service and the reach of the advertisement only circulates in newspapers. Most newspaper readers are only from certain groups. After the spread of the internet, advertising has become more varied and can include visuals that are attractive to potential customers and at relatively the same price as classified ads. Advertising using the internet can reach a wider and larger market or potential customers (Databoks, 2020).

The number of internet users in Indonesia with various useful functions ranging from browsing, social media, online games, and e-commerce. With the number of internet users in Indonesia reaching 196 million users, there is a potential to market or introduce brands via the internet, or can be called digital marketing. Digital Marketing is the use of internet networks accompanied by the use of interactive technology that can connect two-way communication between companies and consumers (Coviello et al., 2001). Examples of interactive technologies are logs, websites, e-mail, AdWords, and various social media networks (Antoun et al., 2016).

The use of social media for advertising is highly recommended in times of rapid internet development, with an average internet usage of up to 8 hours/day (Databoks, 2020). This indicates that advertising on social media can increase the reach of potential customers. Major social media such as Facebook Ads, Instagram, Twitter, and Tiktok also provide advertising services that will be displayed on these social media platforms. Another way to use the internet to advertise is to use Google's services, namely Google Ads. Google ads offer 2 types of advertising methods, namely Google Adwords and Google Display Network. Google Adwords, namely ads that will appear on the Google search engine, and in the form of text and keywords. Google display network, namely ads will appear on sites that are included in the Google Display Network network. Namely, sites that install Google Adsense on their sites. Display Network can be in the form of text, images, GIFs, or video.

The variety of ways to advertise online offered by these platforms requires marketers to choose which advertising service platform is by the marketer's abilities and goals. Therefore, the author will compare some of these advertising service platforms, namely Facebook Ads, Tiktok, and the Google display network as media to increase brand awareness. The aspects compared are strategy, target, cost, and content.

### **1.1. Literatur Review**

#### **Brand**

A very unique skill of a professional and experienced marketer is his ability to create, maintain, protect, and enhance the brand to be marketed and already marketed (Dash et al., 2021). Marketers say that branding is an art and the most important part of marketing. According to the American Marketing Association, a brand is a name, term, sign, symbol, design, or a combination of these, intended to identify the goods or services of one seller or group of

sellers and to differentiate them from those of competitors (Kotler & Keller, 2016). A brand is a product or service whose dimensions differentiate the brand in some way from other products or services designed to satisfy the same need. A very unique skill of a professional and experienced marketer is his ability to create, maintain, protect, and enhance the brand to be marketed and already marketed (Dash et al., 2021). Marketers say that branding is an art and the most important part of marketing. According to the American Marketing Association, a brand is a name, term, sign, symbol, design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler & Keller, 2016). A brand is a product or service whose dimensions differentiate the brand in some way from other products or services designed to satisfy the same need (Sapatnekar, 2015). These differences can be functional, rational, or manifestly related to the product performance of the brand. This difference can also be more symbolic, emotional, or not (Michalski, 2018).

### **Social Media**

Social media is a group of applications that are built to create two-way communication through writing, photos, videos, and audio that is connected through the internet that allows the creation and exchange of content created by each user (Shareef et al., 2019). Social media has its way of showing its strengths, especially in its ability to interact with two-way communication and making it easier for users to access information without distance and obstacles. Various digital platform companies compete in communication strategies that refer to brand awareness (Chen & Lin, 2019).

According to Lake (2021), the factors that influence the increase in brand awareness are (1) the message or advertising must be able to attract consumers' attention and be able to invite consumers to participate; (2) using the right marketing channels and by the intended target consumers; (3) use brand ambassadors that are by the brand and target consumers, and (4) provide encouragement or stimulus to make consumers' intention to participate. One of the advantages of social media is that it can display advertisements according to the tastes of users.

## **2. RESEARCH METHOD**

The method used is a literature review on journals related to Tiktok, Facebook Ads, and Google Display Network research. The literature review stages include 4 stages, namely: problem formulation, literature search, data evaluation, and analysis and interpretation. Problem formulation is done by choosing a topic. In this research, the topic chosen is the comparison of Tiktok, Facebook Ads, and Google Display Network as a brand awareness platform.

The next step is to find literature that is relevant to the research topic. This step can provide an overview of the meaning of each social media in making brand awareness platforms. Journals used in the literature review were obtained through Google Scholar, scientific direct, and scholar journals. In the early stages of searching for journal articles, 75,531 articles were obtained from 2015 to 2021 using keywords: Tiktok, Facebook Ads, Google Display Network.

## **3. FINDING AND DISCUSSION**

In this digital era, internet users, especially social media, continue to increase. This increase in the number of users makes it a business opportunity for business owners to promote their products in an easy, inexpensive, and fast way in terms of information

dissemination. It's not an easy way, of course, to advertise products on social media, content creators must be creative netizens and respond quickly to *trends* that are *booming* in society. Making the details of the products to be sold into public consumption to be packaged in content is a way of promotion. Creating a product that will be sold is not only feasible but continuous product development and in accordance with the interests of the community is also very necessary. business owners can make it easier to develop their products by getting feedback from consumers, this can be obtained if many people are aware of brand awareness.

Many social media are now a field for finding potential consumers for business owners by advertising their products on these social media. Each social media has its own design to provide its advertising features. The more social media users, the more opportunities to advertise a product. For example, social media Facebook Ads, Tiktok, and Google Display Network have different designs to advertise a product on their platforms. Each of these platforms also has its own way to benefit from users who fish their products on their platform.

Social media is used as a marketing communication tool in accordance with marketing programs and targets. There are several consequences or results that can be generated through social media marketing, including increased brand awareness, improved reputation, increased relationship, brand development, and increases purchase intention. The following will describe marketing activities on social media that can produce the above output.

Aaker (1991) states that brand equity has several categories, namely brand awareness as a measure of the strength of brand existence in the minds of customers. Brand Awareness consists of brand recall and brand recognition. Increasing brand awareness is one of the outputs targeted by marketers.

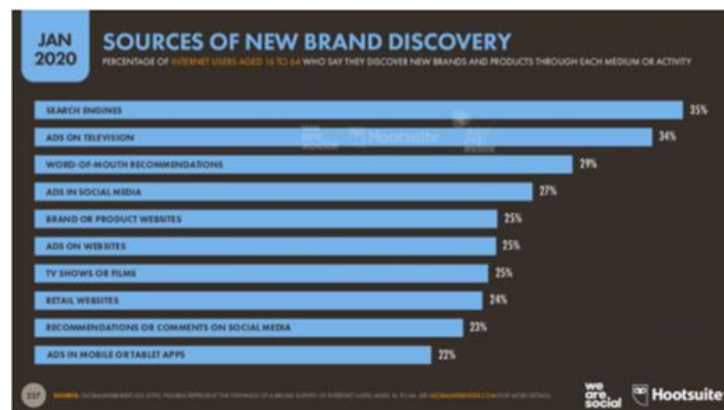
Some of the social media sites that will be compared in this research are Facebook Ads, Tiktok, and Google Display Network. Where the three clearly have different forms of communication. Facebook is a social network that can connect users with other users from various parts of the world to communicate with each other. Social media, which was established in 2004, has developed very rapidly, the media which was initially only used as communication between campuses turned out to be in great demand starting to build a community that was considered effective. Considering that this product has succeeded in collecting user databases accurately compared to other digital platforms. Internet users not only make it a place to chat and chat with each other, but also to sell, build relationships, form one movement, mailing lists, groups, photo warehouses, event organizers, networking games, and so on. The growing development of the Facebook platform in the digital world has made Facebook a marketing gateway. To date, most of Facebook's revenue comes from advertising. The current point of achievement of Facebook means very high use of personal data of its users.

It is different from the Tiktok platform which is a short social video platform combined with music. Designed for the current generation, Tiktok encourages users to imagine as freely and creatively as possible as their form of expression. Content collaboration is one of the advantages of this platform. With so many users interested in showing their talents, Tiktok is a place for imagination and a place to channel the creativity of its users to a higher level and enter a new, limitless world. Different with any platform Facebook to create a community or an association in a group, ticktock is not able to do it but with content such as videos or photos of the users to make one appeal to those who prefer the content in the form of video or image rather than writing. Not only connecting talent and having fun, but now Tiktok is also one of the platforms used to promote a product that is being sold. Not only that, with Tiktok's immense popularity in Southeast Asia, the platform has become the latest platform for young

people to voice their political aspirations. The results of his research found uniqueness in the Tiktok algorithm that allows increasing the number of views through organic promotions.

The two applications above are applications that are growing and are used as media for promotion (advertising), with the promotion through these two applications, means that the company gets benefits because a large number of users of the application is opportunities for other companies to get consumers. But unlike the Google Display Network (GDN), this application is intentionally designed as an advertising service owned by Google that has image, text, and video formats. Google Display Network is one part of Google Ads, besides that there are other types of advertising services owned by Google Ads. From the results of these ads, Google will get a balance as a form of benefit, the more ads mean the more costs that must be paid by the advertiser.

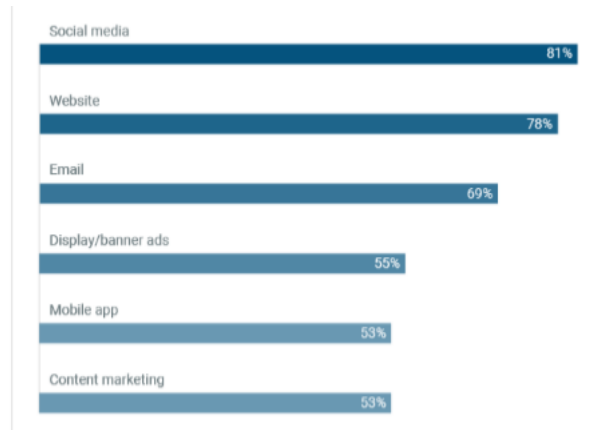
New Brand Discovery Sources according to data from Hootsuite taken in January 2020, showing where consumers get information about new brands. It is also used as the basis for the most influential media for new brands to increase brand awareness among consumers. Social media is ranked 4th with a percentage of 27%, of which Tiktok and Facebook are within the scope of social media. Ads on websites are in the 6th position with a percentage of 25%, and ads in mobile or tablet apps are in the last position or 10th with a percentage of 22%. Both sources are within the scope of the Google Display Network (GDN).



Source: We Are Social & Hootsuite, 2018

Figure 1. Sources of New Brand Discovery

There are several choices of channels that are often used for digital marketing, here are 6 channel data that are widely used for digital marketing. The survey data is sourced from Clutch and this survey was conducted in 2018. Social media is the most used channel with a percentage of 81%. Tiktok and Facebook are included in the category of social media. The website is the second most used channel with a percentage of 78%, display/banner with a percentage of 55%, and a mobile app with a percentage of 53%. The three channels are channels that are within the scope of Google Display Network.

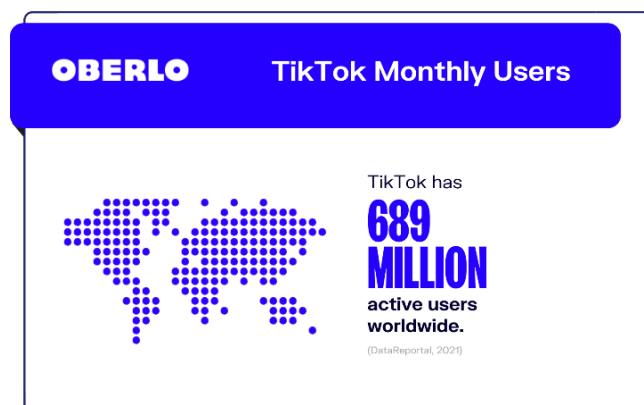


Source: Clutch, 2021

Figure 2. Top 6 Digital Marketing Channels

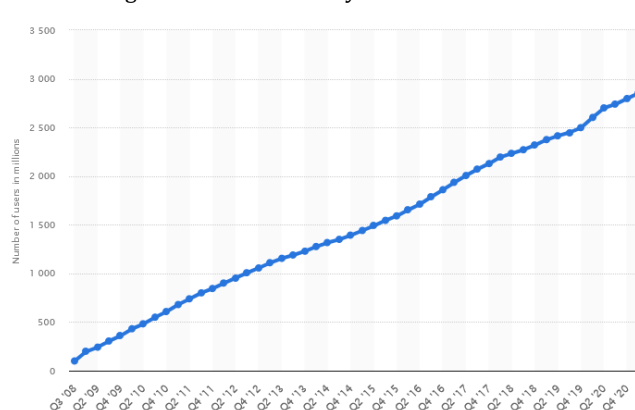
### 3.1. Consumer Reach

Looking at previous data, namely data on new brand discovery sources and digital marketing channels, it can be seen that Google Display Network has the highest consumer reach compared to social media. Tiktok and Facebook which are included in social media also have a wide consumer reach, but there are differences. Here's a comparison of the number of active users on Facebook and Tiktok.



Source: Datareportal, 2021

Figure 3. Tiktok Monthly User Worldwide



Source: Statistika, 2021

Figure 4. Facebook Monthly User Worldwide

According to data from Datereportal in 2020, TikTok's monthly active users reached 800 million users. Facebook in 2020 has monthly active users reaching 2.7 billion users. Based on this data, Facebook has more users than TikTok, this indicates that Facebook has a wider reach of consumers than TikTok. It can be concluded that from the consumer reach factor, Google Display Network is the most extensive, followed by Facebook and finally TikTok.

### **3.2. Facebook Ads**

In the application, there is a feature called Facebook Ads which is a place to promote or advertise a fan page that has previously been created by old users, which can be adjusted for different reach according to the needs of the advertiser. To determine the reach of consumers, it can be done by selecting criteria based on age, gender, location, and their respective fields of interest which will make it easier for potential consumers to visit the fan page provided by advertisers according to what they need. By visiting a fan page that is by their needs, potential consumers can directly communicate with advertisers to continue the buying and selling process. Potential consumers in the Facebook application are grouped into 3 target markets based on users, namely: (1) Core users who are grouped according to age, location, the field of interest criteria, etc.; (2) Special users, namely Facebook users who have previously interacted with advertisers in terms of business; (3) Similar users are new potential customers whose areas of interest are similar to the best customers around the advertised fan page.

The grouping of target markets/users listed above is a strategy that makes it easier for advertisers to match targets within the brand that they will advertise on the Facebook application. To benefit from the sales business and reach the target market, advertisers must be relevant in managing their business advertising.

The strategy to meet the target market carried out in the Facebook Ads application certainly costs money. The amount of costs that must be incurred by advertisers depends on the marketing strategy they want. As explained above, strategies to meet the target market can be grouped according to various criteria, as well as the costs required, there is a choice of nominal and currency to be used. In Rupiah, the lowest budget provided by Facebook Ads is around IDR 10,000 or a CPM of IDR 1000 and a CPC of IDR 650. The amount of the budget is, of course, determined by the desired advertising content. Several types of content in Facebook Ads are: (1) Simple ads that only display images; (2) Video ads, these video ads can be displayed on several sides, for example in news feeds, stories, or even in the form of a longer in-stream; (3) Video poll ads and lead ads designed specifically for mobile; (4) Carousel ads that are a mix of images or videos.



### **3.3. TikTok**

TikTok is an application that was launched in 2017 and soon grew to become the most downloaded application worldwide in less than 3 years (Sensor Tower, 2020). TikTok users compete so that the content they create can enter FYP (For Your Page) to get lots of likes or followers, with this FYP other users' video content will be recommended based on the videos the user likes, this will spur users to use their creativity. Through the continuous production of video content, some users have many followers called influencers. Due to a large number of followers an influencer has, some of the content they produce is considered a new trend or habit that will be imitated by many other users. In a platform where content gets the chance to be shown in front of millions of users, influencers on TikTok are ambitiously attracting followers.

Video content that lasts from 15 seconds to 60 seconds on this platform makes it a place for content creators who are often influencers to produce content. They gather followers through narratives of their personal lives and lifestyles using images and text, interact with audiences, and accommodate followers by inserting advertisements on blog posts or other social media (Abidin, 2015). TikTok is designed so that users are free to upload content on their platform rather than other platforms with a tendency to copy, repeat, and imitate content created by others and is often a trend. If they are linked together, content that successfully enters FYP will have the potential to get a lot of viewers, likes, and followers so that the users who create the content become influencers who influence many people and unconsciously form new habits or trends. With the increasing number of TikTok users today, more and more investors and content creators are involved in marketing using short videos with the development of a platform called "Advertising Platform" which focuses on feed advertising and by itself forms an ecosystem that provides opportunities for a brand.

As an advertising platform, TikTok has several types of advertisements, including In-Feed Video which is an advertisement that appears and blends with other content on FYP, Brand Takeover, which is a 3 to a 5-second advertisement that appears when a new user opens the TikTok application, Hashtag Challenge, namely advertisements in the form of a challenge to content creators to make videos such as the content that is given the hashtag, Branded Augmented Reality, namely advertisements consisting of stickers or filters that introduce a brand to be advertised, and TopView Ads are advertisements that will first appear on people's feeds. Of course, the rates required to advertise on TikTok vary depending on each type of ad. Generally, the owner of the ad content will give a budget of around \$50 per day to be able to advertise on the TikTok platform.



### **3.4. Google Display Network**

Google Display Network is a platform that is provided to advertise a product that will appear on a web or application in collaboration with Google AdSense. Based on data available on Google, Google Display Network can reach a percentage of 80% of internet users globally. Behind the high percentage that can be achieved by Google Display Network, of course, it has the right functions and strategies for potential users. Google Display Network's strategy of narrowing the target market so that advertisements can be directed right at the target is one of the reasons many people use Google Display Network as a medium for advertising.

The number of websites and applications that work with Google AdSense means that many types of displays serve as space for advertisements from Google Display Network, for that various visual media must be created by advertisers to adjust the available space. Its ability to narrow the target market regarding the brand or product to be promoted will support features to track the track record and activities of internet users so that potential consumers will get exposure to the products advertised by business owners. The content exposure provided by Google Display Network also varies from images, interactive videos, to GIFs that can be displayed as advertising space. Not only that, but advertisers can also add text as a description or to display testimonials of the goods to be advertised.

With interesting features, the ability to analyze results, to determine the right target customers makes the advertising budget standard in Google Display Network. Users who will promote their products on Google Display Network can estimate the number of fees they need to pay per day. In the sense that if the advertiser charges IDR 50,000 per day, it means that the costs that must be incurred every day are not far from that number. The cost is also determined from the results of the accumulated calculation between keyword intensity, the most recommended by Google in the Cost Per Click (CPC) column, and the estimated CTR (Click-Through Rate) to get a range number for the costs to be incurred. Simply put, the fees that advertisers can choose from vary depending on the facilities the advertiser requires. The reach of the target market and the length of time the advertisement is in the market make a significant difference in determining the costs required.

## **4. CONCLUSION**

Each platform has its own advantages to increase brand awareness. Facebook has the advantage of a more systematic targeting of the market. The Facebook database is neatly arranged, so it is likely that the ads will be right on target. Google Display Network has the advantage in terms of the widest reach among the other two platforms. Meanwhile, Tiktok is a platform that is currently happening among teenagers and young people. Tiktok is also very likely to increase brand awareness in a more attractive way and attract a lot of audience

participation and attention. The strategy chosen by marketers is to match the type of brand with the most suitable platform. No need to use all three platforms at once, just choose the one that is considered the most effective and efficient.

#### DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Manajemen Equitas Merek*. Jakarta: Mitra Utama.
- Abidin, C. (2015). Communicative intimacies: Influencers and Perceived Interconnectedness. *Ada: A Journal of Gender, New Media, and Technology* Vol. 8, 1-15.
- Antoun, C., Zhang, C., & Schober, M. F. (2016). Comparisons of Online Recruitment Strategies for Convenience Samples: Craigslist, Google AdWords, Facebook, and Amazon Mechanical Turk. *Field Methods*, Vol. 28 No. 3, 231-246. doi:<https://doi.org/10.1177/1525822X15603149>
- Chen, S. C., & Lin, C. P. (2018). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22-32. doi:<https://doi.org/10.1016/j.techfore.2018.11.025>
- Cheung, M. L., Pires, G. D., & Rosenberger, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research* Vol. 17 No. 3, 243-261. doi:<https://doi.org/10.1504/IJEER.2019.098874>
- Clutch. (2021). *Top Social Media Marketing Companies*. 2021 Reviews Clutch.
- Coviello, N., Milley, R., & Marcolin, B. (2021). Understanding IT-enabled interactivity in contemporary marketing. *Journal of Interactive Marketing* Vol. 15 No. 4, 18-33. doi:<https://doi.org/10.1002/dir.1020>
- Dash, G., Kiefer, K., & Paul, J. (2020). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608-620. doi:<https://doi.org/10.1016/j.jbusres.2020.10.016>
- Databoks. (2020). *Orang Indonesia Habiskan 8 Jam untuk Berinternet*. Dipetik December 12, 2022, dari Katadata: <https://databoks.katadata.co.id/datapublish/2020/02/26/indonesia-habiskan-hampir-8-jam-untuk-berinternet>
- Datareportal. (2021). *Global Social Media Stats — DataReportal – Global Digital Insights*. Dipetik December 12, 2022, dari <https://datareportal.com/social-media-users>
- We Are Social & Hootsuite. (2018). Social Media Trends 2021. *Hootsuite.com* Vol. 58 No. 10, 415-417.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (14th edition)*. Shanghai: Shanghai People's Publishing House. Diambil kembali dari <https://www.thebalancesmb.com/understanding-the-role-of-social-media-in-marketing-2296140>
- Lake, L. (2021). *Social Media: What Is Its Role in Marketing*. Dipetik December 12, 2022, dari The Balance Small Business.
- Michalski, E. (2018). Enterprise branding strategies. *Annals of Marketing Management and Economics* Vol. 3 No. 1, 49-57. doi:<https://doi.org/10.22630/amme.2017.3.1.5>
- Sapatnekar, N. (2015). Brand Positioning: Control or Influence on Buying Patterns of Customer. *IJAPRR International Peer Reviewed Refereed Journal* Vol. 2 No. 7, 12-17.
- Sensor Tower. (2020). *TikTok Crosses 2 Billion Downloads After Best Quarter For Any App Ever*. Dipetik December 12, 2022, dari Sensor Tower: <https://sensortower.com/blog/tiktok-downloads-2-billion>
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2017). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services* No. 46, 58-69. doi:<https://doi.org/10.1016/j.jretconser.2017.11.001>
- Statistika. (2021). *Facebook users by country 2021*. Dipetik December 14, 2022, dari Statista: <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>