

ABSTRAK

Skripsi dengan judul “Pengaruh Promosi Media Sosial dan Potongan Harga terhadap *Brand Awareness* konsumen pada Produk UMKM *Car Free Day* Tulungagung” ini ditulis oleh Salna Ayu Satiti, NIM. 126405211014, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing bapak Didik Setiawan, S.E., MM.,

Kata Kunci: Promosi Media Sosial, Potongan Harga, *Brand Awareness*, UMKM, *Car Free Day*

Penelitian ini bertujuan untuk mengetahui pengaruh promosi media sosial dan potongan harga terhadap peningkatan *brand awareness* pada pelaku UMKM yang berpartisipasi dalam kegiatan *Car Free Day* (CFD) di Tulungagung. UMKM memegang peran penting dalam mendorong pertumbuhan ekonomi lokal, namun masih banyak yang belum optimal dalam membangun kesadaran merek di tengah persaingan pasar. Strategi promosi digital melalui media sosial dan pemberian potongan harga dinilai efektif untuk menarik perhatian konsumen sekaligus memperkuat citra merek.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Sampel diambil dengan teknik sampling jenuh sebanyak 116 responden yang merupakan pelaku konsumen UMKM aktif di CFD Tulungagung dan menggunakan media sosial sebagai sarana promosi. Pengumpulan data dilakukan melalui kuesioner. Teknik analisis yang digunakan meliputi uji validitas, reliabilitas, uji regresi linier berganda, uji determinasi, uji simultan (F), dan uji parsial (t).

Hasil penelitian menunjukkan bahwa promosi media sosial dan potongan harga secara simultan berpengaruh signifikan terhadap peningkatan *brand awareness*. Secara parsial, kedua variabel independen tersebut juga memiliki pengaruh positif dan signifikan terhadap *brand awareness*. Dengan demikian, strategi promosi digital dan pemberian potongan harga menjadi langkah efektif yang dapat diterapkan oleh konsumen UMKM dalam meningkatkan daya saing dan eksistensinya di pasar lokal.

ABSTRACT

The thesis with the title "The Influence of Social Media Promotion and Discounts on Consumer *Brand Awareness* on *Car Free Day* Tulungagung UMKM Products" was written by Salna Ayu Satiti, NIM. 126405211014, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, with Supervisor Mr. Didik Setiawan, S.E., MM.,

Keywords: Social Media Promotion, Discounts, *Brand Awareness*, UMKMs, *Car Free Day*

This study aims to determine the influence of social media promotion and discounts on increasing *brand awareness* among UMKM actors who participate in *Car Free Day* (CFD) activities in Tulungagung. UMKMs play an important role in encouraging local economic growth, but there are still many that are not optimal in building *brand awareness* in the midst of market competition. Digital promotion strategies through social media and providing discounts are considered effective in attracting consumer attention while strengthening brand image.

This study uses a quantitative approach with a correlational method. The sample was taken using a saturated sampling technique of 116 respondents who are active UMKM consumers in CFD Tulungagung and use social media as a means of promotion. Data collection was carried out through questionnaires. The analysis techniques used include validity, reliability, multiple linear regression tests, determination tests, simultaneous tests (F), and partial tests (t).

The results of the study show that social media promotion and discounts simultaneously have a significant effect on increasing *brand awareness*. Partially, these two independent variables also have a positive and significant influence on *brand awareness*. Thus, digital promotion strategies and the provision of discounts are effective steps that can be applied by MSME consumers in increasing their competitiveness and existence in the local market.