

# The Effect of Firm Generated Content Themed Corporate Social Responsibility and Brand Collaboration on Brand Awareness at Four Points by Sheraton Bali Ungasan.

*by Kal 3 Dkk*

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## The Effect of Firm Generated Content Themed Corporate Social Responsibility and Brand Collaboration on Brand Awareness at Four Points by Sheraton Bali Ungasan.

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### Abstract

Increased brand awareness was more effective through social media by created firm generated content (FGC) and collaboration. Four Points by Sheraton Bali Ungasan in build brand awareness by uploaded an FGC themed CSR Run to Give and collaboration with Garuda Indonesia on the hotel's Instagram account. This study aimed to analyze the effect of firm generated content themed corporate social responsibility (X1) and brand collaboration (X2) on brand awareness (Y) at Four Points by Sheraton Bali Ungasan. Questionnaires as the data collection technique were used and given to 100 Four @fourpointsbaliungasan's Instagram followers who seen CSR Run to Give content and collaboration with Garuda Indonesia. The data was then analyzed using multiple regression analysis, t-test, F-test, Determination Analysis (R<sup>2</sup>), and effective contribution using SPSS for Windows version 35.0. The results of the study indicated that (1) firm generated content has a positive and significant effect on brand awareness with a coefficient estimate value of 0,470 and a significance value of 0,000 < 0,05 indicating that when firm generated content increases, brand awareness also increases. (2) Brand collaboration has a positive and significant effect on brand awareness with a coefficient estimate value of 0,362 and a significance value of 0,001 < 0,05 indicating that when brand collaboration increases, brand awareness also increases. (3) Firm generated content and brand collaboration as independent variables have a significant effect of brand awareness as a dependent variable with a significance value of 0,000 < 0,05.

**Keywords:** Firm Generated Content, Brand Collaboration, Brand Awareness.

### Introduction

The Covid-19 pandemic had the potential to cause a contraction in almost all economic sectors, especially the tourism sector. This situation was caused by the closure of foreign tourists' flights and restrictions on domestic tourists' travel, causing the hotel occupancy rate to decrease. According to the CEIC Global Database, hotel occupancy rates in Bali decreased dramatically from 63% in December 2019 to only 46% in February 2020. As a result, Secretary General of the Indonesian Hotel and Restaurant Association (PHRI) Maulana Yusran revealed that almost 85% of hotels in Bali are not yet operational, causing employees who work in hotels to be laid off and terminated (Kompas, October 23, 2020). This situation made almost all hotels cut off work relations and laid off employees. One of them is the Four Points Hotel by Sheraton Bali Ungasan.

Four Points by Sheraton Bali Ungasan is a four-star hotel located in the Ungasan area, South Kuta, Bali. The phenomenon of declining occupancy rates has made Marriott International involved in preparing marketing strategies during the pandemic. The strategy was created a CSR program and collaborate with brands using social media. This strategy expected to be a marketing activity and build brand awareness, so that during the pandemic the company's brand can still be heard and remembered by potential consumers.

CSR programs carried out by Four Points by Sheraton Bali Ungasan included Run to Give and Musical Fundraising Events. This program was carried out by hotels with select categories under the auspices of Marriott International. Of the two CSR programs in question, the Run to Give CSR program gave good results. The Run to Give CSR program invited employees and the public to be donated and run with a total mileage target of 1,000km used a virtual system. This program was held on 1-31 October 2020 which is uploaded on the hotel's instagram page. Employees and the public can donate or just run. If you have met the specified target, it means that the participants have donated in accordance with the running regulations.

The efforts made by Four Points by Sheraton Bali Ungasan in the Run to Give CSR program were uploading videos and photos on the hotel's Instagram by invited the public to take part in the Run to Give CSR activity. The number of uploads made by the hotel regarded CSR Run to Give on Instagram was 20 uploaded in the form of videos and photos for instastories, 2 uploaded in the form of videos for Instagram TV, and 3 uploaded in the form of photos for the Instagram page.

The CSR Run to Give uploaded content received responses from Instagram users in the form of likes, shares, reach, profile visits, and website clicks. Like is the action of Instagram users who like uploaded content on the Instagram page. Share is the action of Instagram users who share uploaded content to other Instagram users. Reach is the total action of Instagram users who see uploaded content on the Instagram page. Profile visit is the action of Instagram users visiting other Instagram user accounts, while website click is the action of Instagram users who have accessed the official website link on the Instagram page. Arora, 2019 stated that likes and shares reflected the level of engagement of Instagram users. Action responses to reach and profile visits reflected brand awareness on Instagram (Ayuning, et al. 2019). Website click action responses reflected bought interest on Instagram (Riley et al. 2016). The following Table 1.1 was a response from Instagram users to uploads themed CSR Run to Give for the 2020 period.

Table 1: Instagram User Responses to the Run to Give CSR Uploaded at Four Points by Sheraton Bali Ungasan.

[Source: Digital Marketing Departement Four Points by Sheraton Bali.]

No.	Total Like	Total Share	Total Reach	Total Profile Visit	Total Website Click
1.	69	2	1.980	2	0
2.	195	4	3.423	17	10
3.	140	8	3.108	5	10

Based on Table 1.1, the response to likes and shares shows an increased, which means that customer engagement on the hotel's Instagram was increasing. The response to the reach and profile visit actions fluctuated, meaning that brand awareness was not balanced on Instagram Four Points by Sheraton Bali Ungasan. In addition, the response to the action of the click website shows a decrease, which means that bought interest on the hotel's Instagram was under expectation. According to Ayuning, et al. (2019) to illustrate brand awareness of a brand on Instagram, it can be seen from the reach action followed by a balanced profile visit. This indicates that the Four Points by Sheraton Bali Ungasan Instagram account has a high level of customer engagement but is not followed by a balanced brand awareness so that buying interest decreases.

Beside corporate social responsibility programs, the efforts made by Four Points by Sheraton Bali Ungasan in building brand awareness are through brand collaboration. The collaboration carried out by Four Points by Sheraton Bali Ungasan is collaborating with the promotion of the Four Points by Sheraton Bali Ungasan hotel with Garuda Indonesia flight services and Bali influencer Management. Collaboration with Garuda Indonesia gave good results. The collaboration is marketed through social media, namely Instagram Four Points by Sheraton Bali Ungasan which is the most active social media used in digital marketing. The collaboration with Garuda Indonesia will take place from 11 August 2020 to 11 December 2020 with a stay limit of 30 June 2021. The number of uploaded regarding the brand collaboration with Garuda Indonesia on Instagram Four Points by Sheraton Bali Ungasan are as many as 20 uploaded in the form of videos, 20 uploaded of photos for instastories, and 3 uploaded in the form of photos for the Instagram page. The content uploaded by the brand collaboration with Garuda Indonesia received responses from Instagram users in the form of likes, shares, reach, profile visits, and website clicks. The following Table 1.2 was a response from Instagram users to uploaded with the theme of brand collaboration with Garuda Indonesia for the period August-October 2020.

Table 2: Instagram User Responses to the Collaboration with Garuda Indonesia Uploaded at Four Points by Sheraton Bali Ungasan.

[Source: Digital Marketing Departement Four Points by Sheraton Bali.]

No.	Total Like	Total Share	Total Reach	Total Profile Visit	Total Website Click
1.	79	4	2.659	35	19
2.	105	10	1.588	40	27
3.	123	15	2.667	59	30

Based on Table 1.2 the response to the likes and shares shows an increased which means that customer engagement on Instagram was relatively high on Instagram Four Points Bali Ungasan. The response to the reach action showed fluctuation but the profile visit action showed an increased which indicated that brand awareness was not balanced. According to Ayuning, et al. (2019) to illustrate brand awareness of a brand on Instagram, it can be seen from the reach action followed by a balanced profile visit. In addition, the response to the website click action showed a significant increase in the occurrence of good buying interest on Instagram Four Points by Sheraton Bali Ungasan. This indicated that the Four Points by Sheraton Bali Ungasan Instagram account has a high level of involvement with fluctuating reach actions followed by increased profile visits, which increased website click actions so that there was interest in bought on Instagram Four Points by Sheraton Bali Ungasan.

The previous explanation, it can be seen that the FGC themed CSR and brand collaboration have good engagement but not followed by balanced brand awareness and under expectation so that it made buying interest on the Four Points by Sheraton Bali Ungasan Instagram account fluctuate. Hawkins, et al. (2013) and Kollat (2017) state that involving the content of CSR activities and working with brands outside the company can build a sense of brand trust and brand awareness more effectively. This was not in accordance with the Four Points by Sheraton Bali Ungasan Hotel which showed that the involvement of CSR activity content and brand collaboration has a fluctuating effect and tends to decrease measured by the number of reach, profile visits, and website clicks. The different results make this matter should be investigated more deeply regarding the content of CSR activities and brand collaboration.

In addition, high customer engagement on Instagram was not proven that brand awareness has worked well in consumers' minds because followers of Four Points by Sheraton Bali Ungasan show relatively low-profile visit actions. Therefore, it was necessary to handle the involvement of CSR activity content and brand collaboration to create brand awareness at Four Points by Sheraton Bali Ungasan. Four Points by Sheraton Bali Ungasan was a re-branding hotel, so indirectly if the brand awareness strategy was not right, the hotel will still be remembered with the previous hotel name and no brand awareness will occur. Based on the phenomena that have been presented, it was important to examine the effect of CSR-themed FGC and brand collaboration on brand awareness at Four Points by Sheraton Bali Ungasan.



## Literature Review

### 1. Firm Generated Content

According to Kumar, et al. (2016) FGC is defined as marketing communications initiated by a company on its official social media pages and which help to build one-on-one relationships with its customers through the interactive nature of social media. According to Jokinen and Varakas (2017) the best marketing that can be done is if a company uses its employees to create content on the company's social media pages voluntarily or with small compensation. This is called employee advocacy, which is a new trend in social media content creation. According to Kotler and Al in Varakas (2017) consumers value companies that are trying to be real in advertising, employee advocacy supports this theory. In addition to be an affordable marketing method, employee advocacy provides authenticity and increases customer trust (Varakas, 2017). Produce content on social media communication (firm created social media communication) there are components that support the success of content, referring to the theory of Sinialto in Varakas (2017) and Schivinski and Dabrowski (2016), namely:

- a. **Idea and Inspiration** : Ideas and inspiration can be presented through stories in the form of pictures or videos so that the ideas presented can inspire guests to get involved with the company.
- b. **Offer Reasons** : Offer reasons to the audience for choosing the company's products.
- c. **Confidence** : Increase confidence in the product.
- d. **Reservation and Purchase** : Generating a sense of want to order and make purchases through online channels.
- e. **Satisfaction** : Satisfaction with the content presented by the company on the official social media pages.
- f. **Expectation** : Expectations of the content presented by the company on the official social media pages.
- g. **Attractiveness** : Attractiveness to the content presented by the company on the official social media pages.
- h. **Performance** : Good content performance is presented by the company on the official social media pages.

Based on the definition of FGC, it can be concluded that marketing communication is through company content that includes employees as content on official social media pages and which helps to build relationships between stakeholders so as to build brand awareness, authenticity, and increase trust.

### 2. Corporate Social Responsibility

Dunn (2018) states that CSR is a commitment from the company to contribute to improving the quality of life of employees or the local community, the sustainability of local community development, the local economy to contribute to the company's sustainability. According to Kotler and Lee (2005) CSR is defined as a company's commitment to improving community welfare through good business practices and contributing part of the company's resources. In Indonesia, the definition of CSR is regulated in Law Number 40 of 2007 concerning Limited Liability Companies. Article 1 paragraph 3 states that corporate social responsibility is the company's commitment to participate in sustainable economic development in order to improve the quality of life

and the environment that is beneficial, both for the company itself, the local community, and society in general.

### 3. Brand Collaboration

Brand collaboration is a form of brand collaboration between two or more corporate brands that have significant customer recognition, that is, all brand names from partners are maintained and lasts for the medium long term (Blackett and Russell, 2017). Brand collaboration is also often referred to as brand alliance, it occurs when two or more existing brands are combined into a joint product or marketed together in some way (Keller in Hakim 2020). Brand collaboration has 5 measurable dimensions and 6 indicators that must exist, so that the collaboration is said to be strong and successful. These indicators included:

- a. The dimension of familiarity (adequate brand awareness) is the ability of consumers to recognize or remember that a brand is a member of a product category.
- b. The product fit dimension (sufficiently strong brand) means that the two brands that cooperate with each other must have a strong level of awareness in the eyes of consumers.
- c. The reputation dimension (favorable) is a feeling of support, favoring by consumers towards brand collaboration.
- d. The dimension of attitude toward branding (unique association) is how consumers rate the uniqueness of a collaborative brand compared to other brands.
- e. The dimension of trust (positive consumer judgment) is used to determine the image, perception, opinion and performance of the brand by consumers.
- f. The dimension of trust (positive consumer feelings) is used to measure the response of consumers' feelings that are more emotional towards the brand.

In this study, the term brand collaboration is used to define collaboration between two companies that promote their brands in joint marketing activities in a short or long term (Keller in Hakim, 2020).

### Research Methodology

The object of this research is the effect of CSR-themed FGC and brand collaboration on brand awareness at Hotel Four Points by Sheraton Bali Ungasan. FGC and brand collaboration are independent variables and brand awareness is the dependent variable. Data collection in this study used questionnaire and study documentation. Data analysis in this research used multiple regression analysis, t-test, and f-test, coefficient of determination.

### Hypothesis:

- Ho1: CSR content was not a positive and significant impact on brand awareness at Four Points by Sheraton Bali Ungasan.
- Ha1: CSR content has a positive and significant impact on brand awareness at Four Points by Sheraton Bali Ungasan.
- Ho2: Brand collaboration was not a positive and significant effect on brand awareness at Four Points by Sheraton Bali Ungasan.
- Ha2: Brand collaboration has a positive and significant impact on brand awareness at Four Points by Sheraton Bali Ungasan.

Ho3: CSR content and brand collaboration were not a positive and significant impact on brand awareness at Four Points by Sheraton Bali Ungasan.

Ha3: CSR content and brand collaboration have a positive and significant impact on brand awareness at Four Points by Sheraton Bali Ungasan.

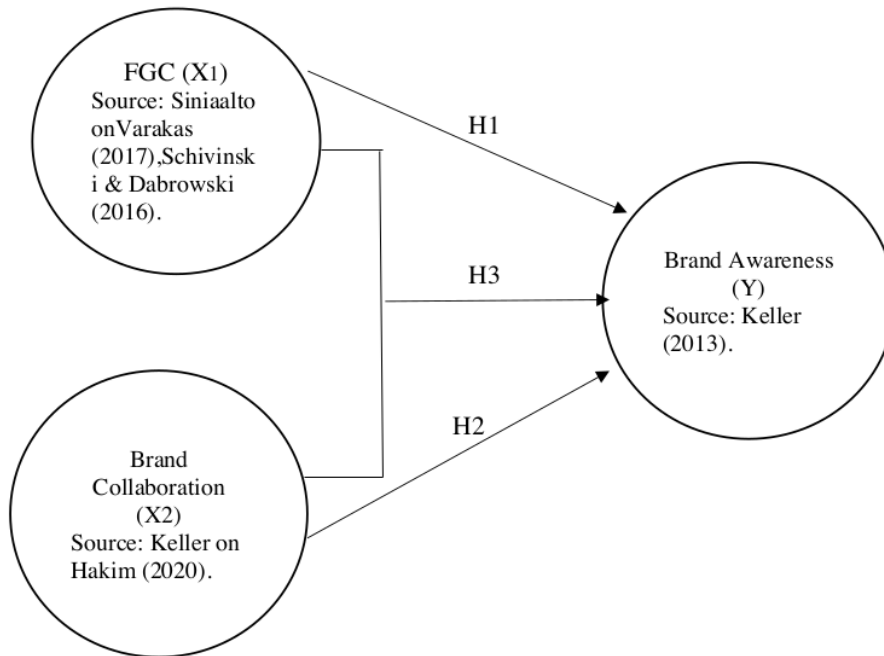


Figure 1: Framework

## Result and Discussions

### 1. Data Description

Questionnaires were distributed to 100 respondents on the Instagram account Four Points by Sheraton Bali Ungasan who had seen uploaded stories and feeds regarding the CSR Run to Give promotion for the 2020 period and the brand collaboration with Garuda Indonesia for the 2020 period. The results of the research on the characteristics of respondents based on regional origin were 29 people. (29%) are respondents from the Surabaya area, 34 people (34%) are from the Bali area, 6 people (6%) are from Bekasi and 25 people (25%) are from the Bandung area. Characteristic of respondents based on gender dominated by women as many as 54 people (54%). Based on the age of the respondents, it was dominated by ages in the range of 30-39 years, as many as 45 people or 45%. Followed by the age range of 20-29 years as many as 38 people or 38%, the age range of 40-49 years is 10 people or 10%, and the last is the age range >50 years as many as 7 people or 7%.



## 2. Validity Test and Reliability Test

The instrument feasibility test in this study used validity and reliability tests using the IBM SPSS Version 25.0 application. The validity test showed that the overall value of the statement regarding FGC, brand collaboration, and brand awareness has a r-table coefficient value of 0.196. The results above indicated that the value of r-count > r-table or valid. After the validity test done, then the reliability test carried out. Cronbach's Alpha value for the FGC variable is 0.625, the brand collaboration value is 0.831, and the brand awareness value was 0.764. The reliability results indicate that Cronbach's Alpha of all research variables was worth more than 0.60, so it can be interpreted that all statements of the three research variables meet the assumptions of data reliability.

## 3. Discussions

### a. The Effect of FGC Themed CSR on Brand Awareness

Based on the results of the beta regression coefficient that the CSR-themed FGC produces a positive value of 0.470 and has a significant effect, which is known based on the results of the significance value of 0.000 which is smaller than the value of  $\alpha = 0.05$ . In addition to the data obtained, the t distribution curve tests hypothesis 1 which shows that the value of tcount is 4.268 while ttable is 1.660. Based on this, it can be seen that the value of tcount is greater than ttable, causing tcount to be in the rejection area of  $H_0$ , which means that there is an influence of the FGC variable with the theme of CSR content on brand awareness. The significance of this influence can be explained empirically that if X1 which is a CSR-themed FGC can provide educative content and build awareness of content recipients (audience), it will indirectly influence content recipients to explore the content further. In the mechanism on Instagram, every time you search for content, you will be directly connected to the company that owns the content. This will indirectly have a significant impact on the audience of content recipients regarding the brand in that content. The results of this study same with those of Poulis and Rizomyliotis (2018). Poulis and Rizomyliotis (2018) show that FGC has a positive impact on brand awareness, brand loyalty, eWOM and purchase intention. The finding also show that related to eWOM and FGC uploaded on Instagram have a greater impact than those uploaded on Facebook.

### b. The Effect of Brand Collaboration on Brand Awareness

Based on the results of the beta regression coefficient that brand collaboration produces a positive value of 0.362 and has a significant effect, which is known based on the results of the significance value of 0.001 which is smaller than the value  $\alpha = 0.05$ . In addition to the data obtained, the t-distribution curve of hypothesis 2 test shows that the value of tcount is 3,338 while ttable is 1,660. Based on this, the value of t-count was greater than t-table, causing t-count to be in the rejection area of  $H_0$ , which means that there was an influence of the brand collaboration variable on the brand awareness variable. The significance of this influence can be explained empirically that X2, which was a brand collaboration between the Four Points by Sheraton Bali Ungasan Hotel and the Garuda Indonesia airline on Instagram @fourpointsbaliungasan, has a real impact on brand awareness on content and information recipients. Basically, collaboration activities can penetrate the target market outside the company. Of course, loyal Garuda Indonesia consumers will know the brand they are working with (partnership), namely the Four Points Hotel by Sheraton Bali Ungasan. This brand collaboration has an indirect influence

on consumer behavior to find out information about the collaboration and will have an impact on consumer awareness of the brands contained in the collaboration. The results of this study are same with those of Can, et al. (2020). The results showed that co-branded advertising stimulated product interest, which in turn increased tourists' intention to visit. In theory, it is explained that brand collaboration is a form of brand collaboration between two or more companies that have significant customer recognition, that is, all brand names from partners are maintained properly and lasts for the medium to long term (Blackett and Russell, 2017).

### c. The Effect of FGC Themed CSR and Brand Collaboration on Brand Awareness

Based on the results of the ANOVA table, F-count is 24.109 with a significance value (Sig.) = 0.000. This significance value (Sig.) is smaller than  $\alpha = 0.05$ , so it can be concluded that the independent variables of CSR-themed FGC and brand collaboration jointly affect the dependent variable of brand awareness. In addition to the data obtained, the t-distribution curve of hypothesis 3 test shows that the f-count value of 24.109 is greater than f-table = 3.09. Based on this, the value of f-count is greater than f-table, causing f-count to be in the rejection area of  $H_0$ , which means that there is an influence of CSR-themed FGC and brand collaboration on brand awareness. The contribution of the CSR-themed FGC variable (X1) and brand collaboration (X2) to brand awareness (Y) is 53.2% while the remaining 46.8% is influenced by other variables not examined in this study.

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## Conclusions

Based on the results of the analysis and discussion on the effect of FGC themed CSR and brand collaboration on brand awareness at Four Points by Sheraton Bali Ungasan, the conclusions of this study are as follows:

- a. There was a positive and significant effect of the CSR-themed FGC variable on brand awareness. Statistically, the result of t-test with t count of 4.268 is greater than that of t-table of 1.660, with a value (sig.) of 0.000 less than  $\alpha = 0.05$ . This indicates that if the FGC has increased, the brand awareness will also increase.
- b. There was a positive and significant influence between brand collaboration variables on brand awareness. Statistically, the results of the t-test with t count value of 3.338 are greater than t table of 1.660 with a value (sig.) of 0.001 less than  $\alpha = 0.05$ . This indicates that if brand collaboration has increased, then brand awareness will also increase.
- c. There was a simultaneous significant effect between the CSR-themed FGC variables and brand collaboration on brand awareness. Based on the results of linear regression analysis, multiple linear regression equations with the theme of CSR and brand collaboration have a positive relationship with brand awareness. Based on the results of the analysis of the coefficient of determination FGC themed corporate social responsibility and brand collaboration has an effect of 53.2% while the remaining 46.8% by other variables not examined.

Technological development has an impact on business marketing activity and ways for consumers to get information about a product before decided to be bought. There are other factors that influenced consumers in purchased a product or service, namely

quality, price and well-known product or brand (Firda, 2018). Basically, the brand will become the personality, character and soul of the company, caused rapid competition between companies by relying on the company's brand. Therefore, it is important for companies to introduced brand by built brand awareness to potential consumers (Diana, 2020). According to Aaker in Hasan (2019:158) brand awareness is a level of awareness to recognize the existence of a brand as part of a product category. The main goal of doing brand awareness was to be top of mind in related fields and products (Diana, 2020). Increased company brand awareness can provide positive associations and increased consumer loyalty to company brands (Grubor, 2017). Increased brand awareness will be more effective if done through digital marketing activities (Schivinski and Dabrowski, 2015). According to Yasmin, et al. (2012) utilizing electronic media by companies to promoted products or services was a digital marketing activity. Digital marketing included email marketing, online advertising, affiliate marketing, search engine optimization, pay per click, social media, online reputation management, and webPR (Stokes, 2013).

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