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Analysis of Digital Marketing through Social Media for Company Brand Image

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ABSTRACT

This study aims to analyze digital marketing activities through social media in building brand image in construction companies. **The study focuses** on the company's official Instagram and TikTok accounts by examining digital marketing activities, including project documentation, promotional and educational content, operational activities, audience interactions, content creation, upload consistency, visual presentation, and the delivery of company service information. **The study used a qualitative** descriptive approach with a case study method. Data were collected through observation and documentation of the company's social media activities during fieldwork. Then, they were analyzed descriptively based on content consistency, visual identity, audience interaction, and the role of digital content in shaping brand image. **The research results show** that social media plays a crucial role in strengthening a company's brand image. Visual content, including project documentation, operational activities, educational content, and service information, appeared to contribute to building a professional and credible corporate image. Furthermore, **visual consistency** across content supports audience recognition of the company's identity. This study concludes that planned, consistent social media management supported by quality content is an efective strategy for construction companies in improving brand image, strengthening credibility, and expanding business opportunities in the digital era.

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1. INTRODUCTION

The development of digital technology has transformed business processes by enabling more efficient digital communication, information dissemination, and data-driven marketing activities [1, 2]. Companies increasingly use digital platforms to optimize information delivery, reach wider audiences, and establish more interactive relationships with customers and other stakeholders [3]. Digital marketing has become a strategy widely used by companies to build relationships with consumers. Through digital marketing, companies can convey information about products and services in a more engaging and interactive manner. Furthermore, digital marketing also enables companies to increase their presence and competitiveness amidst increasingly competitive industrial developments [4, 5].

One of the most widely used digital media for marketing activities is social media. Social media has the ability to disseminate information quickly and facilitate interaction between companies and their audiences [6, 7]. Social media platforms also make it easy for companies to build their brand image through various types of visual content and digital communications [8]. Instagram is one of the social media platforms widely used in digital marketing activities. Instagram offers various features such as feeds, stories, reels, and insights that companies can use to introduce their identity and increase audience engagement. Through its attractive visual display, Instagram can be an effective promotional medium for building a company's brand image [9, 10].

Social media is increasingly adopted not only by companies in the consumer goods sector but also by service-oriented businesses, including construction companies [11]. Construction firms utilize social media to introduce their corporate identity, showcase completed projects, and build public trust in the quality of their services. In this context, brand image has become a strategic asset that influences a company's competitiveness and long-term sustainability [12, 13]. A strong brand image enhances perceptions of professionalism and credibility, increases public trust, and differentiates a company from its competitors. In the construction industry, maintaining a positive brand image is essential for attracting potential clients, strengthening business relationships, and creating greater opportunities for securing future projects [14, 15].

Digital marketing activities through social media can influence the formation of a company's brand image [16, 17]. Engaging, informative, and consistent content can create a positive perception in the eyes of the audience. Conversely, suboptimal social media management can lead to low engagement and a lack of public interest in the company [18, 19]. In practice, construction companies often face challenges in managing social media effectively. Some companies are inconsistent in uploading content, underutilizing social media features, and lack a focused visual concept. These conditions can impact the quality of a company's digital communication with its audience [20, 21].

Through appropriate digital marketing activities, construction companies can enhance their online presence while building a more professional corporate identity [22, 23]. Content in the form of project documentation, work activities, company information, and educational content can be a means of strengthening brand image on social media [24]. This research was conducted based on fieldwork activities involving the management of a construction company's social media. In these activities, social media was used as a means of conveying information and promoting the company to the public. Activities included content creation, upload management, and monitoring audience interactions on the company's social media accounts [25, 6].

Based on these conditions, social media plays a significant role in helping companies build their brand image in the digital era. Proper social media management can help companies enhance their visual appeal, expand their reach, and create a professional impression in the eyes of the public. Therefore, this study was conducted to analyze digital marketing activities through social media in building the brand image of construction companies [26, 27]. This research is expected to provide an understanding of the importance of social media management as a communication and branding strategy for companies in the digital era. Although digital marketing has been widely studied, research on social media management in construction companies remains limited. This study fills this gap by qualitatively examining how social media management strengthens corporate brand image.

In addition to its business relevance, this study also supports the achievement of the United Nations Sustainable Development Goals (SDGs). Effective digital marketing through social media contributes to SDG 8 (Decent Work and Economic Growth) by strengthening business competitiveness and expanding market opportunities. Furthermore, the adoption of digital communication technologies aligns with SDG 9 (Industry, Innovation and Infrastructure) by encouraging innovation in corporate marketing strategies, while improved digital branding of construction companies indirectly supports SDG 11 (Sustainable Cities and Communities) through the promotion of professional and sustainable infrastructure-related services. Therefore, this study not only addresses digital marketing practices but also highlights their contribution to sustainable economic and industrial development [28].

2. LITERATURE REVIEW

2.1. Digital Marketing

Digital marketing is a marketing activity carried out through digital media and the internet to reach consumers more widely and effectively [29, 30]. Digital marketing utilizes various digital platforms such as websites, social media, email, and search engines as a means of communication and company promotion. The

use of digital marketing is considered capable of increasing marketing effectiveness because information can be processed and delivered quickly and interactively to the audience [31]. In modern business development, digital marketing has become a crucial strategy for companies to increase competitiveness [32]. hrough digital marketing, companies can build relationships with consumers, expand market reach, and strengthen brand presence in online media. Furthermore, digital marketing enables companies to evaluate marketing activities through digital data and relevant analytical insights [33, 34].

2.2. Social Media

Social media is a digital platform that allows users to interact, share information, and build online communication [35]. Social media is not only used for personal needs, but also for marketing and branding purposes [36]. The presence of social media provides opportunities for companies to build closer relationships with their audiences. In the business world, social media plays a crucial role in building two-way communication between companies and the public. Content-driven SEO supports consumer engagement and brand awareness by improving search relevance and information accessibility, while technical SEO enhances website performance, loading speed, usability, and user satisfactio [37, 38].

2.3. Instagram in Digital Marketing Platform

Instagram is a social media platform widely used for digital marketing activities [39]. It offers various features, such as feeds, stories, reels, and insights, that support company promotional activities [40]. Through its engaging visuals, Instagram helps companies convey information in a more creative and interactive way. Instagram's use in the business world is growing, as the platform is considered effective in building brand identity and capturing audience attention. Visual content such as photos and videos can help companies create a professional impression and increase engagement with social media users [41, 42].

2.4. Digital Marketing Activities

Digital marketing activities encompass various activities companies undertake to implement their marketing strategies through digital media [43]. These processes include content creation, social media management, audience interaction, hashtag use, and online information processing. In social media marketing, content consistency is a crucial factor influencing the efficiency of a company's digital communications. Informative, engaging, and relevant content can increase audience engagement and help companies build stronger relationships with the public [44, 45].

2.5. Brand Image

Brand image is the public's perception or view of a company, product, or service. Brand image is formed through the experiences, information, and communication received by the audience. A positive brand image can increase public trust in a company [16, 46]. In the business world, brand image is a crucial factor influencing consumer decisions. Companies with a positive brand image tend to be more easily recognized and trusted by the public. Therefore, companies need to build effective communication through digital media to create a professional and positive brand image [47].

2.6. Previous Research

Previous research indicates that digital marketing through social media contributes to improving brand image by increasing online presence, expanding audience reach, and strengthening customer relationships. Consistent social media use with engaging content can enhance positive public perceptions of companies. Therefore, this study analyzes the role of social media-based digital marketing in building the brand image of construction companies. Blockchain technology may further support future digital branding strategies by enhancing content authenticity, transparency, and stakeholder trust. This approach also aligns with SDGs 8, 9, and 11 by supporting business competitiveness, digital innovation, and sustainable infrastructure development.

3. RESEARCH METHODOLOGY

This research uses a qualitative descriptive approach with a case study method [48]. The qualitative descriptive approach is used to describe and analyze digital marketing activities carried out through social media in building a company's brand image. Meanwhile, the case study method is used to examine the implementation of digital marketing activities in a construction company in depth based on real-world conditions during fieldwork activities. The use of the case study method allows researchers to directly understand the

company's social media activities, including the content management process, audience interactions, and the role of social media in supporting the company's branding activities.

The object of this research is digital marketing activities conducted through the company's official Instagram and TikTok accounts. The study focuses on project documentation, promotional and educational content, operational activities, audience interactions, content creation, upload consistency, visual presentation, and the delivery of company service information [49, 50]. Data were collected through direct observation of the company's social media activities during fieldwork, with emphasis on content uploads, visual design, posting frequency, audience interaction, and the use of social media features.

Through observation, researchers can determine how companies utilize social media to build and maintain their brand image. Documentation was conducted by collecting supporting data related to the company's social media activities. Documentation included screenshots of Instagram posts, engagement data, visual content archives, and various other digital materials related to marketing activities. Documentation data was used to support the observation results and strengthen the analysis conducted in the study. The data analysis technique used in this study was descriptive analysis. Data obtained from the observation and documentation were analyzed by describing the implementation of digital marketing activities and their role in building the company's brand image. A conceptual framework was developed to explain how digital marketing implementation strengthens corporate brand image through content strategy, visual consistency, audience engagement, and trust development, offering guidance for future research and industry practice.

The analysis process was carried out by identifying the types of content uploaded on social media, evaluating audience interactions, and analyzing how the visual and informational aspects of the content can shape a professional and positive company image. The research procedure in this study consisted of several stages. The first stage was identifying problems related to the company's social media activities. The second stage was data collection through observation and documentation during fieldwork activities. The third stage was analyzing the data obtained based on theories related to digital marketing, social media, and brand image. The final stage was drawing conclusions based on the results of the analysis conducted in the study.

4. RESULTS AND DISCUSSION

4.1. Research Results

This study was conducted to analyze digital marketing activities through social media in building brand image in a construction company. Research data were obtained through observation and documentation of the company's social media activities during fieldwork. The findings show that Instagram serves as the primary platform for delivering information, promoting company services, sharing project documentation, and strengthening communication with the audience. Digital marketing activities are implemented through project photos, work documentation videos, service information, and visual content that highlights the company's operational activities.

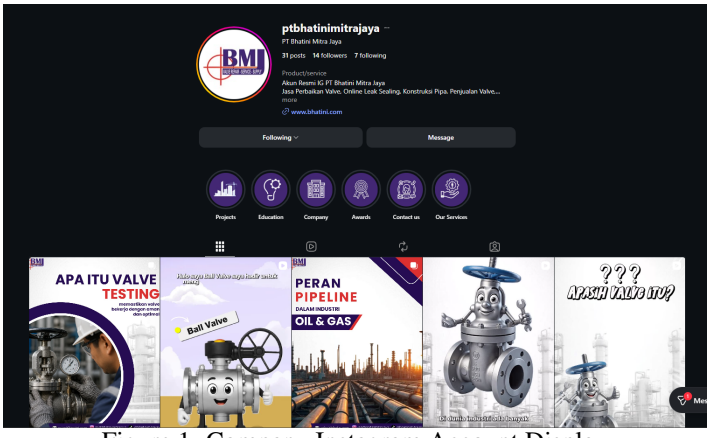


Figure 1. Company Instagram Account Display

Figure 1 shows the company's social media profile, Instagram, which serves as a digital communication and branding tool. The company also utilizes Instagram features such as feeds, reels, and stories to

reach a wider audience. Digital marketing activities are conducted through various types of content. The use of visual content is considered to convey a professional impression and increase the appeal of the company's social media accounts. Reels content has a higher engagement rate than regular image content because it is more visually appealing and more easily reaches Instagram users.

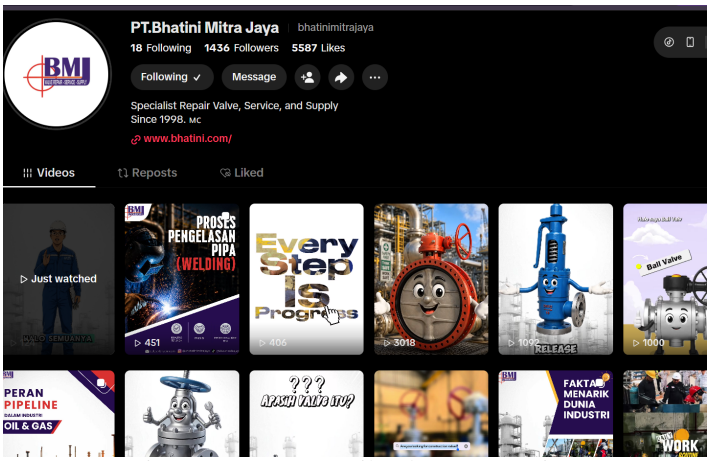


Figure 2. Company TikTok Account View

Figure 2 shows the company's TikTok account, which is used as a digital marketing tool to build its brand image. Based on the account's appearance, the company has utilized the TikTok platform to convey service information, introduce its profile, and showcase operational activities to a wider audience. This is evident in the number of followers and total likes, indicating audience engagement with the published content. The content displayed is quite diverse, including documentation of field activities, technical education, and information related to the company's services. Furthermore, the consistent use of visual elements such as logos, colors, and content layout demonstrates a focused digital branding effort. Overall, the use of TikTok supports the development of a professional, active, and trustworthy corporate image in the construction and industrial services sector.

4.2. Company Digital Marketing Activities

Based on the observation results, the company's digital marketing activities can be seen in the following Table 1.

Table 1. Digital Marketing Activities through Social Media

Digital Marketing Activities	Activity Description
Visual Content Creation	Create photos and videos related to company activities.
Upload Content on Social Media	Upload content regularly on feeds and reels.
Use of Social Media Stories	Share the company's daily activities.
Information Delivery	Provide information about company services.
Audience Interaction	Monitor audience responses through likes and comments.
Visual Branding	Use a consistent visual design to strengthen the company's brand identity.

As shown in Table 1, digital marketing activities are actively carried out through various forms of visual content and digital communications. These activities aim to increase the company's presence and build a professional brand image on social media.

4.3. Social Media Content Analysis

The company's social media content is dominated by documentation of projects and fieldwork activities. This content provides the audience with an overview of the company's capabilities and activities.

Furthermore, the use of original documentation of company activities can increase public trust in the company. The company also uses simple yet informative visual designs to ensure information is easily understood by the audience. Consistent use of color, layout, and visual elements helps create the company's visual identity on social media. The following are the types of content the company uses in its digital marketing activities.

Table 2. Types of Social Media Content

Content Type	Objective
Project Documentation	Show the results of the company's work.
Field Activity Video	Show the company's work processes.
Service Information	Provide information about the company's services.
Branding Content	Build the company's visual identity.
Educational Content	Provide information related to the construction sector.

As shown in Table 2, visual content has an important role in attracting the audience's attention and increasing the company's professionalism on social media. To strengthen the findings, an analytical comparison was developed to show how different social media content types contribute to branding objectives, audience engagement, and corporate brand image in construction companies.

Table 3. Relationship Between Social Media Content and Brand Image

Content Type	Branding Objective	Engagement Indicator	Impact on Brand Image
Project Documentation	Demonstrate technical competence	High views and shares	Strengthens credibility and professionalism
Field Activity Videos	Increase transparency	Video views and comments	Builds public trust
Service Information	Improve service awareness	Likes and profile visits	Enhances company visibility
Educational Content	Increase audience knowledge	Saves and shares	Positions the company as an expert
Branding Content	Reinforce visual identity	Follower growth and recognition	Improves brand recall and consistency

Table 3 shows that different social media content types contribute to corporate brand image through various branding objectives and audience engagement outcomes. Project documentation enhances credibility, educational content strengthens expertise, and branding content improves visual consistency and recognition. These findings highlight the importance of a balanced content strategy to maximize engagement and strengthen corporate brand image.

4.4. The Role of Social Media in Building Brand Image

Social media plays a crucial role in helping companies build their brand image in the digital age. Consistent digital marketing activities can enhance a company's presence and create a positive perception among its audience. Through uploaded content, companies can demonstrate their professionalism, work activities, and the quality of their services. This helps audiences learn more about the company and increase trust. Furthermore, the use of social media also helps companies disseminate information more quickly and efficiently. Engaging and informative content can increase audience engagement and strengthen a company's identity on digital platforms.

These findings also demonstrate that effective social media management contributes to broader sustainable development objectives. By improving corporate competitiveness and expanding business opportunities through digital communication, social media supports SDG 8 (Decent Work and Economic Growth).

Moreover, the adoption of innovative digital marketing practices aligns with SDG 9 (Industry, Innovation and Infrastructure) by encouraging digital transformation within the construction sector. Enhanced digital visibility and public trust also indirectly contribute to SDG 11 (Sustainable Cities and Communities), as professional construction companies play an important role in supporting sustainable infrastructure development. Therefore, strategic social media utilization not only strengthens brand image but also creates value for sustainable economic and industrial growth.

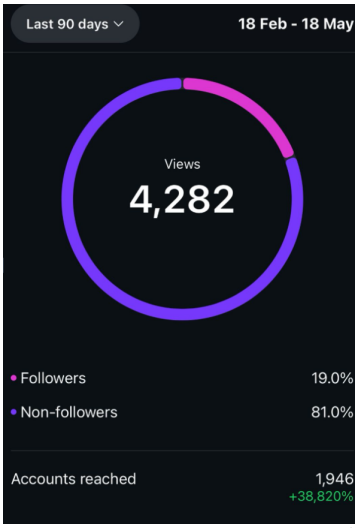


Figure 3. Instagram Engagement Insights

Based on Figure 3, Instagram insight data, the company's account showed a significant performance increase during the period of February 18 to May 18. The total content views reached 4,282 views, with 1,946 accounts reached, representing an increase of 38,820% compared to the previous period. This data indicates that the company's digital marketing activities have effectively improved account visibility. In addition, audience distribution shows that 81% of views came from non-followers, while 19% came from followers. This indicates that the published content successfully reached new audiences beyond the company's existing followers. This increase in reach demonstrates that the implemented content strategy has been effective in expanding brand exposure, increasing awareness, and strengthening the company's image as an active, professional, and adaptive construction company in response to digital media developments.

Based on observations and documentation, digital marketing activities through social media play a crucial role in supporting the brand image of construction companies. The use of social media as a digital communication tool demonstrates that companies are beginning to adapt to advances in information technology to expand their marketing reach. Using social media as a primary marketing tool allows companies to convey information more quickly, visually, and easily accessible to their audiences. Through uploads of project documentation, operational activities, and company service information, social media can be an effective means of introducing a company's identity to the public.

Research results show that visual content that directly displays work activities has a positive impact on audience perception. Field project documentation demonstrates a company's technical capabilities, creating a professional impression and increasing trust. Furthermore, consistency in content publication is a factor that influences a company's presence on social media. Active and well-managed accounts tend to be more recognizable by audiences. Consistent content uploads also help maintain communication between companies and their social media followers. In addition, the use of informative content related to services and operational activities helps audiences better understand the company's capabilities and offerings. The combination of visual consistency, relevant information, and regular content publication therefore contributes to strengthening brand recognition and building a more professional corporate image.

5. MANAGERIAL IMPLICATIONS

Based on the research results, digital marketing activities through social media have important managerial implications for construction companies in building brand image in the digital era. The use of social media has been proven to increase company presence and strengthen the perception of professionalism in the eyes of the audience. Therefore, companies need to make social media part of a planned and sustainable business communication strategy. Companies need to improve consistency in social media management by developing a regular posting schedule. Consistent content publication can maintain a company's presence in digital media while increasing audience engagement. With structured content planning, digital marketing activities can run more effectively and professionally.

Furthermore, companies need to develop informative and educational content. Content showcasing project documentation, work processes, and technical education can positively impact brand image. This variety helps audiences understand the company's competencies more clearly. Companies also need to strengthen their visual identity in every published content. Consistent use of visual elements such as colors, logos, typography, and layouts can enhance brand recognition. A strong visual identity creates a professional impression and makes the company easier to recognize. Optimizing social media features such as reels, stories, live streaming, and interactive captions is also important. These features can increase content reach and encourage active interaction. Through effective interaction, companies can build stronger relationships with potential clients and the public.

Companies should prioritize high-quality, informative, and engaging content to build a professional image and audience trust. Analyzing content trends enables companies to optimize digital marketing strategies and expand reach. Responsiveness to comments and questions further strengthens audience relationships, while regular evaluation of reach, engagement, and content performance supports continuous improvement in digital marketing effectiveness, brand image, and business opportunities.

6. CONCLUSION

Based on the results of the study, it can be concluded that digital marketing activities through social media play an important role in building the brand image of construction companies in the digital era. The utilization of social media as a digital communication platform helps companies introduce their identity, deliver service information, and increase their visibility to a wider audience. The findings show that the use of visual content such as project documentation, operational activities, educational content, and service information contributes positively to shaping a professional perception among audiences. Informative and relevant content is able to demonstrate the company's competence, thereby increasing public trust in the quality of services provided.

In addition, visual consistency in the company's social media appearance supports the formation of a stronger brand identity. The use of structured visual elements such as colors, logos, typography, and content layouts helps create a professional and trustworthy impression while making it easier for audiences to recognize the company's identity on digital platforms. This study also indicates that audience interaction through social media is an important indicator in assessing the effectiveness of digital marketing activities. Audience responses to published content show that social media has functioned as a two-way communication platform that strengthens the relationship between the company, the public, and potential clients.

However, there are still several aspects that need improvement, such as posting schedule consistency, content variety, optimization of social media features, and regular evaluation of content performance. Improvements in these aspects will help companies maximize digital marketing strategies more effectively. Overall, this study confirms that well-planned and consistent social media management supported by high-quality content can be an effective strategy for construction companies to strengthen brand image, enhance company credibility, and expand business opportunities amid the rapid development of digital technology.

7. DECLARATIONS

7.1. About Authors

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7.2. Author Contributions

Conceptualization: DA and AK; Methodology: TF; Software: MC; Validation: DA and TF; Formal Analysis: MC and AK; Investigation: AK; Resources: DA; Data Curation: TF; Writing Original Draft Preparation: TF and DA; Writing Review and Editing: MC; Visualization: AK; All authors, DA, AK, TF and MC have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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The authors received no financial support for the research, authorship, and/or publication of this article.

7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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