

The Role of Informative and Entertaining Digital Content in Building Brand Awareness and Brand Image at the Ubaya Center for Aging Wellness

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Abstract

The rapid development of digital technology has significantly transformed how institutions communicate with their audiences, shifting from traditional to digital methods. In this case, digital content marketing plays a strategic role in establishing communication with audiences, creating value, and ultimately influencing their perception. For this reason, this study aims to determine the effectiveness of DCM, in both its informative and entertaining dimensions, as used by the Center for Aging Wellness (CAW) to build brand awareness and brand image. This study is a quantitative research with 115 respondents from all civitas academia, lecturers, students, and administrative staffs, who have seen the content of CAW Instagram. The data is then analysed using SEM (Structural Equation Modeling). The results show that DCM, with its informational and entertainment dimensions, positively influences brand awareness and brand image. This confirms that DCM is an effective marketing communication tool for building long-term interaction with the audience, helping them remember the brand's existence (brand awareness) and significantly strengthening the brand image.

Keywords: social media marketing, digital content marketing, brand awareness, brand image

1. Introduction

The development in digital technology has significantly transformed the way organizations communicate and build relationships with their audiences. Social media, particularly Instagram, has become one of the most dominant marketing channels because it enables the delivery of visual content that is engaging, informative, interactive, and easy to share. In this context, Digital Content Marketing (DCM) plays a crucial role. DCM serves as a strategy to create value, influence audience perception, and build long-term relationships between a brand and its consumers. Furthermore, within an organization, DCM involves creating, distributing, and exchanging relevant, engaging, and timely content to engage audiences/customers during the decision-making process, thereby encouraging them to indirectly help the organization achieve beneficial outcomes (Galdón-Salvador et al., 2024). In the digital context, DCM takes various forms, such as blog articles, social media posts, podcasts, videos, and other content formats, designed to reach and captivate the target audience more effectively (AlFraihat et al., 2025). This approach clearly differs from traditional marketing strategies, which tend to be more limited in media variety. Furthermore, changes in consumer behavior, in which consumers now

tend to disregard traditional marketing approaches, highlight the need for more creative strategies, such as DCM, to attract and retain customer attention for the products and services offered by companies (AlFraihat et al., 2025). This situation underscores the need for further research on DCM, which remains highly necessary and relevant for development. (AlFraihat et al., 2025). Indeed, it indicates that further studies on DCM remain highly relevant and important to conduct.

The Center for Aging Wellness (CAW), a research center established for a year, has also leveraged Instagram as a communication platform to introduce programs in healthy aging, health education, research, and community-based services. Furthermore, the effectiveness of the uploaded digital content still needs to be evaluated, particularly regarding its impact on brand awareness and brand image among followers of the CAW Ubaya Instagram account.

Previous research, such as “The Impact of Digital Content Marketing on Brand Defence: The Mediating Role of Behavioural Engagement and Brand Attachment,” shows that relevant, informative, and valuable digital content can increase emotional attachment to a brand and encourage higher engagement.

This aligns with the research by Rachmasari and Askandari (2024), which found that marketing strategies on Instagram, specifically the creation of interactive, informative, and engaging content, have proven effective in introducing products and services to consumers while also retaining existing customers. These findings underscore that content quality and strategy significantly influence how audiences retain, support, engage with, and remain interested in a brand. In the context of competition among educational institutions and healthcare units, a strong brand is a key to enhancing trust, fostering participation, and ensuring the sustainability of relationships with the audience. Based on this, the researchers are interested in understanding and evaluating whether the digital content strategy implemented by CAW has been effective in strengthening branding elements, particularly regarding Brand Awareness and Brand Image. Furthermore, the researchers are interested in investigating “The Role of Informative and Entertaining Digital Content in Building Brand Awareness and Brand Image at the Ubaya Center for Aging Wellness.”

2. Literature Review

2.1 Digital Content Marketing

Digital Content Marketing (DCM) is a modern marketing strategy focused on the process of creating, managing, and distributing digital content that is relevant, valuable, and engaging to audiences. AlFraihat et al. (2025) explain that DCM is the process of producing and distributing content at the right time, content that is valuable and capable of capturing consumers’ attention, thereby driving engagement and positive audience responses toward the brand. Here, we see that DCM serves not only as a promotional tool but also as a mechanism for building long-term relationships with audiences through intensive interaction. DCM differs from traditional marketing in that it is focused on delivering meaningful digital experiences. For example, through videos, infographics, or social media posts that enable two-way communication

between the organization and the audience. While traditional marketing is one-way communication.

Mulyani and Hermina (2023) state that digital marketing, including content marketing, involves electronic media and digital platforms, such as Instagram, YouTube, and Facebook, to convey information, promote products, and shape audience perceptions of a brand. With these functions, digital marketing can significantly enhance brand awareness and brand image. In this context, digital content serves as the primary tool for influencing audiences' understanding, interest, and decision-making. The use of digital content via social media enables the rapid, widespread, and interactive dissemination of information, making it more effective than traditional marketing channels.

Bilgin (2018) reinforces this view; in his article, he demonstrates that social media marketing activities, in the form of entertainment, information, interaction, and personalization, strongly influence brand awareness and enhance brand image among consumers. Consistent and valuable content strengthens consumers' familiarity, knowledge, and positive associations with a brand. Ultimately, through intensive communication via digital content, companies can instill brand messages more deeply in consumers.

Furthermore, Barkah et al. (2019) view content marketing as a process of developing valuable, informative, and engaging content that ultimately builds relationships with consumers and fosters trust. For example, content marketing shapes a positive brand image among consumers. High-quality digital content can certainly enhance consumers' perceptions of a brand's credibility and professionalism, thereby strengthening the psychological bond between consumers and a brand or organization, which in turn, fosters consumer loyalty. This condition aligns with Rachmasari's (2024) research, which shows that engaging Instagram content encourages readers to actively interact with posts on an Instagram account, ultimately sparking their interest in trying the products or services offered by an organization. It can be said that DCM not only attracts new customers but also retains existing customers through the provision of meaningful content. This also aligns with what Rachmasari and Askandari (2024) described in their research.

Overall, DCM is a key element in marketing communication strategies that can boost brand awareness and strengthen brand image through consistent digital engagement. Through informative, educational, and engaging digital content, organizations can build emotional and cognitive connections with their audience and create a more personalized and memorable brand experience.

2.2 Brand Awareness

Brand awareness refers to the extent to which audiences recognize and recall a brand in various situations. Bilgin (2018) explains that brand awareness refers to a consumer's ability to recognize a brand and recall it when faced with a specific product or service category. Brand awareness is a fundamental element in a consumer's decision-making process because a more familiar brand is more easily considered and chosen than an unfamiliar one. Keller (2020)

explains that brand awareness consists of two main components, brand recognition (the ability to recognize a brand when it is presented) and brand recall (the ability to recall a brand without the aid of a stimulus). These two aspects determine how deeply a brand is embedded in a consumer's memory, which in turn influences the consumer's tendency to pay attention to or interact with the information conveyed by that brand.

In digital marketing, brand awareness is heavily influenced by the intensity and quality of brand communication through digital content. Mulyani and Hermina (2023) state that digital marketing activities, such as social media engagement, visual branding, and the dissemination of digital information, play a significant role in enhancing brand awareness. This is because consistent content strengthens consumers' recognition of a brand and increases the frequency with which a brand appears in consumers' memories. The role of social media platforms like Instagram provides organizations with opportunities to expand the reach of their information, introduce their brand identity, and show institutional engagement in a visual and interactive manner, thereby helping the audience gain a deeper understanding of a brand's presence.

Brand awareness is also influenced by the relevance and value of the brand's content. Bilgin (2018) asserts that content that is informative, trendy, and shareable tends to strengthen the audience's familiarity with a brand because repeated exposure creates stronger memory associations. This aligns with the findings of Schmidt & Eisend (2015), who explain Aaker's theory, which emphasizes that brand awareness can increase through continuous exposure to information, consistent communication, and the brand's presence across contexts, thereby increasing the likelihood of a brand occupying the top-of-mind position.

In this study, brand awareness refers to the extent to which the audience recognizes and remembers the Ubaya Center for Aging Wellness (CAW) as an institution that focuses on education, research, and supporting healthy, happy, and prosperous aging programs. The digital content presented on the Center for Aging Wellness's Instagram account, such as education on senior health, workshop activities, community services, scientific publications etc, is expected to strengthen public recognition of CAW's identity, mission, and activities. The more frequently the audience is exposed to relevant, consistent, and engaging content, the greater the likelihood that they will remember the brand and associate it with healthy, happy, and prosperous aging. Thus, brand awareness becomes a key variable in assessing the success of the digital content marketing strategy in introducing the Ubaya Center for Aging Wellness to the general public.

2.3 Brand Image

Brand image refers to the perceptions, beliefs, and associations that form in consumers' minds about a brand. Bilgin (2018) explains that brand image is the mental representation consumers hold of a brand. This representation encompasses perceptions of a brand's quality, credibility, character, and reputation, which are shaped by consumer experiences and digital marketing communications. Brand image does not emerge suddenly. It is formed through a process of learning and consumer interaction with the brand's messages. Brand image itself encompasses both functional and symbolic attributes that consumers associate with a brand. These

perceptions will subsequently influence consumers' attitudes and behavioral tendencies toward that brand. Brand image is significantly influenced by the quality of the content presented. According to Barkah et al (2019), valuable, informative, and engaging content can enhance consumers' perceptions of an organization's professionalism, competence, and reliability, thereby strengthening the brand's credibility in the public eye. Consequently, digital content serves as a tool for brand image building, enabling a brand to showcase its performance, the value of its services, and its commitment to organizational values. When the audience receives consistent, high-quality messages, it creates positive associations with the brand, strengthens its reputation, and builds long-term consumer trust.

Mulyani and Hermina (2023) add that digital marketing activities via social media play a crucial role in shaping brand image, as visual communication, educational content, and digital interactions provide the audience with insights into an institution's professionalism and identity. Repeated exposure to high-quality content makes it easier for the audience to associate the brand with certain qualities, such as academic competence, reliable service, or the institution's concern for specific social issues. This demonstrates that social media serves not only as a tool for conveying information but also for brand building that shapes an institution's reputation.

In this study, brand image refers to the extent to which the audience views the Ubaya Center for Aging Wellness as a credible, professional institution with a strong reputation in education, research, and services related to healthy, happy, and prosperous aging. It is hoped that this perception will be formed through the audience's interaction with content on the CAW Instagram account, education on elderly health, documentation of community activities, scientific publications, and testimonials or success stories of programs implemented. This content reflects CAW's academic capacity, research expertise, and commitment to providing public education. This is expected to help the audiences build a perception of CAW's quality and integrity. The clearer, more consistent, and more professional the content, the stronger the reputation formed in the audience's minds. Thus, brand image becomes a crucial component within the research's conceptual framework, as it reflects how CAW credibility and reputation are perceived through digital content marketing activities.

2.4 Relationships Among Variables

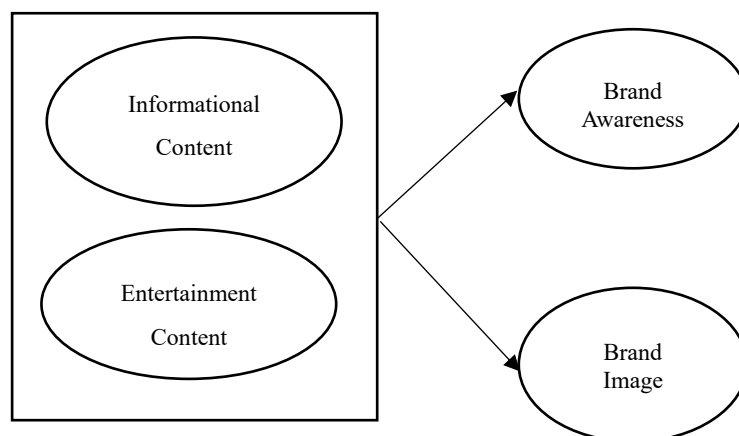
The Impact of DCM on Brand Awareness. Digital Content Marketing (DCM) plays a crucial role in enhancing brand awareness because engaging, consistent, and relevant digital content can expand a brand's reach and exposure to its audience, helping it remember the brand's presence. Furthermore, Bilgin (2018) explains that marketing activities through social media, as well as the presentation of informative, entertaining, and interactive content, have a strong influence on increasing brand awareness because such content can help consumers recognize and remember the brand more effectively. Mulyani and Hermina (2023) also emphasize that digital marketing via social media, with its wide reach and real-time nature, facilitates the process of conveying information to the audience, thereby strengthening brand recognition. Thus, the more effective the DCM strategy employed, the higher the level of brand awareness that is generated.

The Impact of DCM on Brand Image. Digital Content Marketing (DCM) has a significant impact on shaping and strengthening brand image. The quality, consistency, and value of a brand's digital content directly shape the audience's perception of its reputation and credibility. According to Bilgin (2018), marketing activities on social media featuring content that is informative, entertaining, interactive, and personalized will have a strong impact on brand image. Such content provides visual and narrative insights into a brand's character, professionalism, and competence to the audience. The better and more consistent the content presented, the stronger the positive associations formed in the audience's minds regarding that brand. Mulyani & Hermina (2023) assert that social media, as part of digital marketing, can shape brand image because digital platforms enable brands to convey information quickly, easily, and in a visually engaging manner. Content shared on social media can showcase an organization's expertise, activities, and contributions, thereby fostering a positive perception of the brand's quality and credibility among the audience. Consequently, social media serves as a strategic tool for consistently showcasing a brand's identity and reinforcing the professional image an organization seeks to build. Educational content on senior health, research publications, documentation of community activities, and messages about healthy aging shared through the Ubaya CAW Instagram account are expected to shape the audience's perception of the institution's professionalism, scientific competence, and commitment. In other words, the higher the quality, the more informative, and the more consistent the digital content produced by Ubaya CAW, the more positive the brand image that forms in the minds of the audience. Therefore, DCM is a key determinant in enhancing perceptions of Ubaya CAW's reputation, credibility, and identity as an institution in the realm of healthy, happy, and prosperous aging.

Conceptual Framework Model. Based on the above relationship of DCM on brand awareness and brand image, the following is the conceptual framework model used as the theoretical foundation of this research:

Figure 1. Conceptual Model

Digital Content Marketing



Hypothesis

H1: DCM → Brand Awareness

DCM influences brand awareness.

H2: DCM → Brand Image

DCM influences brand image.

3. Research Method

This study is a quantitative study. Data collection was conducted using research instruments. These instruments covered all variables used in this study, namely (1) Digital Content Marketing, (2) Brand Image, and (3) Brand Awareness. All of these instruments were developed (Haviananda and Widodo, 2025) and modified by the researcher to suit this study. The sampling technique used in this study was non-probability sampling with a purposive sampling method, which is a sampling technique that requires respondents to meet specific criteria. Purposive sampling in this study involved selecting respondents who had previously viewed or been exposed to content from the Instagram account of the Ubaya Center for Aging Wellness, and who had been exposed to such content for six months or less. The sample size for this study was 115 respondents. Sample analysis indicates that for studies using path analysis, the minimum appropriate sample size is 100 respondents. Based on these requirements, the sample size used in this study is 115 respondents to ensure both representativeness and analytical feasibility. This study also employs SEM (Structural Equation Modeling) to conduct a construct validity test of the exogenous variables. The construct validity test for these exogenous variables will utilize factor loading values. According to Dachlan (2014), construct validity testing is used to ensure that the measurement items (indicators) actually represent the hypothesized construct (latent variable) they are designed to measure. As a reference, the minimum loading value is 0.45. If a loading value of < 0.45 is found, the indicator of the latent variable must be excluded from the research data.

4. Finding and Discussion

From the respondent profile data, it can be seen that the majority of consumers are women (53%), with the largest age group being 17–27 years old, comprising 66 respondents (57.4%). Meanwhile, the majority of respondents' highest level of education is high school (39.1%). Based on the results of the questionnaire distribution, the respondent profile data in Table 1 are as follows:

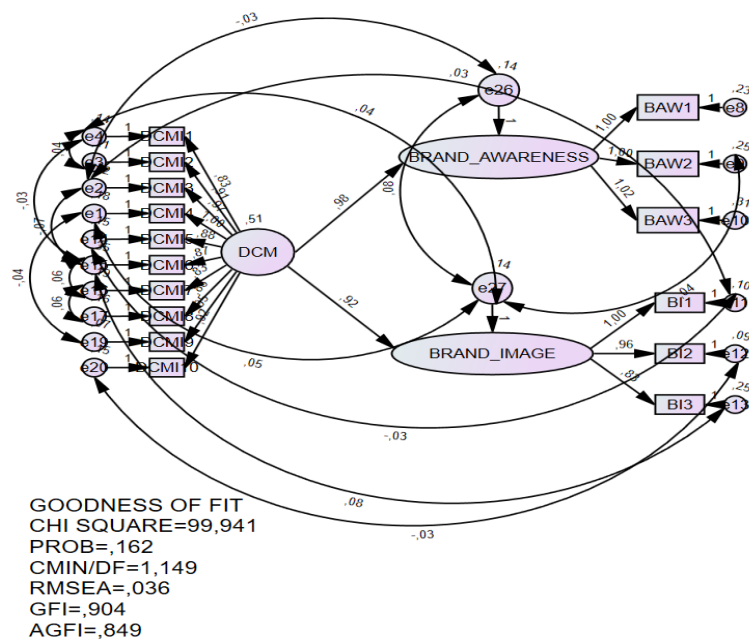
Table 1. Respondent Profile

	Frequency	Percentage
Gender		
Female	61	53.0
Male	54	47.0

Age		
17–27 years	66	57.4
28–38 years	15	13.0
39–47 years	11	9.6
48–58 years	16	13.9
over 58 years	7	6.1
Highest Level of Education		
Diploma	10	8.7
Bachelor's Degree	20	17.4
Master's	26	22.6
Ph.D.	14	12.2
High School	45	39.1

The Goodness of Fit (GOF) values in Figure 1 indicate that the model fits the data well ($P = 0.162$; $GFI = 0.904$; $RMSEA = 0.036$).

Figure 2. Structural Equation Modeling



The measurement items used in a variable must meet validity and reliability criteria (Hair, 2019). Validity testing consists of convergent validity testing and discriminant validity testing. Convergent validity testing is conducted to determine whether an indicator has a high proportion of variance by assessing factor loadings that reflect the relationship between each statement item and the latent construct. The criterion is met if the “factor loading” or

“standardized loading estimate” is > 0.50 . Discriminant validity testing is conducted to determine whether two or more constructs under examination are independent (distinct) constructs.

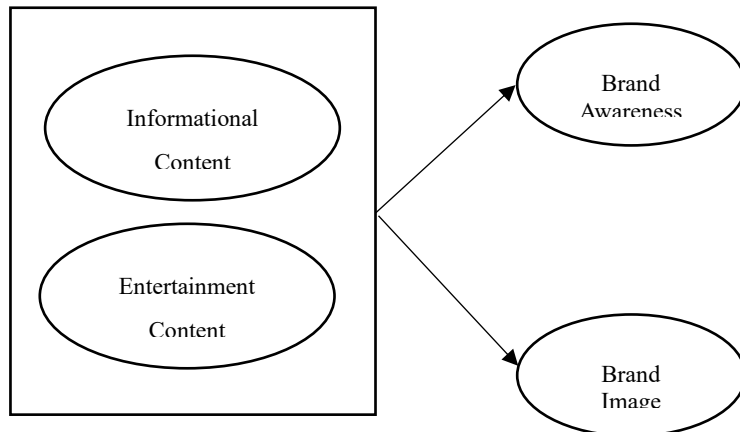
Reliability refers to the extent to which a set of variables or a single variable is consistent and relates to the consistency of the measurement. Therefore, reliability tests are conducted to determine the extent to which an instrument in a study can be trusted. Reliability measurement for SEM can be performed using a measure of composite/construct reliability (CR) or a measure of average variance extracted (AVE). Average variance extracted reflects the total variance in the indicators explained by the latent construct. Construct reliability is considered good if the construct reliability value is > 0.70 and the Average Variance Extraction (AVE) value is at least 0.5. Table 2 shows that the results of the variable measurement item testing are valid and reliable. This is demonstrated by the standard AVE values, loadings, and reliability, which meet the criteria for good validity and reliability.

Table 2. Validity and Reliability Test

VARIABLE	STD.LOADING	AVE	CR
DIGITAL CONTENT MARKETING			
DCM 1	0.665	0.63	0.94
DCM 2	0.815		
DCM 3	0.82		
DCM 4	0.82		
DCM 5	0.795		
DCM 6	0.707		
DCM 7	0.785		
DCM 8	0.811		
DCM 9	0.886		
DCM 10	0.813		
BRAND AWARENESS			
BAW 1	0.829	0.64	0.84
BAW 2	0.838		
BAW 3	0.733		
BRAND IMAGE			
BI 1	0.906	0.72	0.89
BI 2	0.874		
BI 3	0.76		

Figure 3. Model Analysis

Digital Content Marketing



If the structural model fits the data, the next step is to test the hypotheses by examining the regression weights to determine whether exogenous variables influence endogenous variables and whether endogenous variables influence other endogenous variables. A variable can be said to have a significant effect on another variable if the significance value $P < 0.05$ and the CR value is > 1.64 if positive and < -1.64 if negative.

Table 3. Hypothesis Testing

	Critical Ratio (CR)	P	Result
DCM → BRAND AWARENESS	9.98	***	Supported
DCM → BRAND IMAGE	11,468	***	supported

Table 3 shows that the results of the DCM variable parameters on brand awareness are significant, with a significance value of 0.000 ($p = 1.96$). This indicates that Hypothesis 1, which states that DCM influences brand awareness, is accepted. The results of the DCM variable parameters on brand image show significant results with a significance value of 0.000 ($p = 1.96$). This indicates that Hypothesis 2, which states that the DCM variable influences brand image, is accepted.

5. Conclusion

This study shows that digital content marketing is not merely a promotional tool, but a strategic medium capable of building a psychological connection between an institution and its audience. In the context of Ubaya's Center for Aging Wellness (CAW), a combination of informative and

entertaining content has proven to not only raise public awareness of the center's services but also shape a positive image of CAW as a modern, relevant senior wellness center that is aligned with the community's needs. These findings indicate that today's audience is no longer merely seeking information but also digital experiences that foster a sense of connection and emotional engagement with a brand.

Furthermore, this study suggests that in health-related services, particularly those targeting the elderly, a digital communication approach that is overly formal or purely educational may no longer be sufficient. Content that balances educational and entertainment elements can drive stronger engagement, expand communication reach, and enhance brand relevance amid the shifting behaviors of today's digital society. In other words, the effectiveness of digital content marketing lies not only in what is communicated but also in how the message is emotionally and socially received by the audience.

From an academic perspective, this study opens the door to more in-depth research on digital marketing, particularly in the context of health and wellness services, which remain underexplored. This study also paves the way for future research to further explore the most effective forms of digital content in the context of health services, such as video storytelling, interactive education, community-based content, and user-generated content.

Future research could explore how specific content elements, such as storytelling, visual communication, emotional appeal, or interactivity, can foster long-term relationships between audiences and institutions. Additionally, the relationship between digital content marketing and variables such as trust, engagement, perceived value, and loyalty presents a promising area for study to gain a more holistic understanding of brand-building processes in the digital age. Thus, research on digital content marketing should not be limited to its impact on awareness and image but can evolve into a more comprehensive understanding of how emotional connections and loyalty within the digital ecosystem.

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