

ABSTRACT

Rapid movement of technology influences changing behavior in society, especially in business activities, and then brings up to digital marketing trends. Digital marketing has its advantages and disadvantages where everyone can use this media for promotional activities. This makes analysis on brand positioning of Nestle become more complex due to the high level of competition where the fnb business is very easy to be learned in the domain like taste, packaging, variance, and so on. The fnb business has many substitute products; therefore Nestle products are not the only options that customers want to buy.

This study aims to determine the effect of digital marketing on brand loyalty and Nestle brand position on customers in Indonesia with the object of observation on Milo. Data was collected by interviewing three informants from Nestle's marketing division, conducted passive observation and collected secondary data as an assistance for primary data and was then analyzed descriptively with a qualitative approach.

The results of this research descriptively indicate that 1) Nestle's digital marketing strategy to customers in Indonesia are utilize search engines, build good public relations, promote the company's online services via third party websites or through email communication, interactive advertising, and social media marketing with the purpose of creating brand awareness, brand positioning, and building relationships with customers so that customers become loyal, 2) the level of brand loyalty to Milo's customers in Indonesia is not strong enough because the food business has many substitute products so the Milo's not the only options that customers want to buy, even though the majority of Indonesians know Milo products, and 3) The position of the Milo brand on customers in Indonesia has a unique sales proposition because it has a healthier choice of logo, besides passing BPOM, halal certificate, implementing good manufacturing practices, and getting ISO 9001.

Suggestions should be given through this research are hoped that Nestle can consider bundling Milo with other products and make other product variants related to Milo such as Milo ice cones to increase sales.

Keywords: brand awareness, brand loyalty, brand positioning, and digital marketing.