

ABSTRACT

In the increasingly digital era, awareness of gender equality issues is becoming increasingly important, especially in the business environment. However, the main challenge faced by organizations such as the Indonesian Business Coalition for Women Empowerment (IBCWE) is how to increase brand awareness of gender equality programs and campaigns among business people and the wider community.

The research method used is a qualitative approach with in-depth interview techniques with key informants in the marketing section of IBCWE. The research results show that IBCWE combines various marketing strategies to build effective brand awareness.

This research concludes that an effectively integrated marketing communications strategy can increase IBCWE brand awareness, with relevant and consistent messages around gender equality in the workplace. IBCWE succeeded in utilizing various communication channels to expand the reach of the campaign and create a significant impact in increasing public and business awareness of the importance of women's empowerment..

Keywords: *Marketing communication strategy, Brand Awareness, Gender Equality.*