

Brand Positioning Strategies in the Social Media Era: Consumer Sentiment Analysis Towards Digital Campaigns

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ABSTRACT

This research aims to provide in-depth insights into effective strategies in determining brand positioning in the digital era, with an emphasis on the role of social media as a strategic tool in building brand image and maintaining competitiveness in an increasingly competitive market. Using a comprehensive literature review approach to analyze various brand positioning strategies in the social media era: Analysis of consumer sentiment towards digital campaigns. The focus of this research is to discuss the influence of interaction on social media on brand perception and competitive advantage Social media is an important strategic tool in building brand image and position while increasing the effectiveness of digital campaigns. Social media allows companies to strengthen relationships with consumers through quick responses and the provision of relevant content, thereby strengthening brand image and customer loyalty.

INTRODUCTION

In the business world, marketing is the most important thing. Whether or not a business advances depends on how well the marketing is done by the company. One way to get consumer attention and interest in the resulting business products is through marketing. Marketing is about identifying and meeting human and social needs (Wibowo et al., 2022).

The high level of competition in the business world in the current era of globalization is inseparable from the technological advances that continue to develop. One of the aspects of technology that has a significant impact is social media. The development of social media has revolutionized the way business people interact with each other, identify entrepreneurial opportunities, engage various stakeholders, and build connections with external ecosystems. Social media plays a very powerful strategic tool in supporting communication, interaction, collaboration, content sharing, and synergy between individuals and organizations online.

Through social media, consumers and business actors can effectively create, develop, and expand more meaningful consumption experiences. In addition, social media is also a strategic resource that is able to provide added value for business people in facing global demands and maintaining competitiveness. Therefore, success in adopting and implementing social media elements as part of a business strategy is one of the keys to sustainability and success in an increasingly competitive business world.

Social media has become one of the main platforms for brands to interact with their consumers. A strong and positive brand image on social media can be the key to a company's success in building good relationships with customers and expanding their market reach. Brand image includes four key elements: attributes, benefits, associations, and trust. This strategy involves using engaging, relevant, and innovative content to capture the attention of social media users and strengthen the brand's image.

Social media has evolved to become one of the main platforms for companies to interact with consumers. In this context, a strong and positive brand image on social media is a strategic element that determines the company's success in building harmonious relationships with customers and expanding market reach. Brand image includes four fundamental elements, namely attributes, benefits, associations, and trust. These elements play an important role in creating a positive perception of the brand in the minds of consumers (Fani et al., 2024). To support these efforts, companies need to adopt content-based strategies that are engaging, relevant, and innovative. Well-designed content is not only able to attract the attention of social media users, but also strengthens the overall brand image, thus creating customer loyalty and increasing competitiveness in the market.

Competitive advantage today has an important role for the sustainability of the company. To maintain the survival of the company, social media can be used as one of the strategies in achieving competitive advantage (Salsabila et al., 2023). The use of information technology today has been a catalyst in business transformation, especially through increased speed, accuracy, and efficiency in

the exchange of information on a large scale. In an effort to maintain competitiveness in the midst of increasingly fierce business competition, companies are required to intelligently adopt relevant competitive strategies, one of which is by utilizing social media.

Social media acts as a means that allows consumers and companies to share information in various formats, such as text, images, audio, and video. These interactions not only support the widespread dissemination of information, but also strengthen the relationship between companies and consumers. By utilizing social media strategically, companies can create a competitive advantage in a dynamic market.

In this study, the author will analyze the strategy of determining brand positioning in the social media era: an analysis of consumer sentiment towards digital campaigns with a focus on the influence of social media interaction on brand perception and competitive advantage based on a literature review of various relevant journal articles. Based on the results of the literature review that has been collected, the author is interested in exploring more deeply how interactions through social media can affect consumer perception of brands while providing a competitive advantage for companies. This research aims to provide in-depth insights into effective strategies in determining brand positioning in the digital era, with an emphasis on the role of social media as a strategic tool in building brand image and maintaining competitiveness in an increasingly competitive market.

LITERATURE REVIEW

Introduction to Brand Positioning in the Digital Era Brand positioning encompasses strategic efforts by companies to establish a distinct perception of their brand in consumers' minds. In today's digital landscape, social media has become a crucial platform for brand positioning, enabling direct consumer engagement (Kotler & Keller, 2021). The rapid growth of social media has driven brands to implement innovative strategies, including digital communication, content marketing, and influencer collaborations, to enhance their market presence (Kapferer, 2012).

Social media as a Brand Positioning Tool Platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok have revolutionized brand communication by offering opportunities for personalized and interactive content, fostering greater consumer engagement (Mangold & Faulds, 2009). Research by Ashley and Tuten (2015) emphasizes that social media allows brands to utilize diverse content strategies such as storytelling, emotional connections, and user-generated content to reinforce their market positioning.

Consumer Sentiment Analysis in Digital Campaigns Consumer sentiment analysis involves evaluating user-generated content, including reviews, comments, and posts, to understand consumer perceptions of a brand. Advanced techniques such as machine learning and natural language processing (NLP) have been widely applied to assess consumer sentiment in digital campaigns (Liu, 2012). Goh, Heng, and Lin (2013) found that positive consumer sentiment on social media significantly strengthens brand equity and purchase intent, whereas negative sentiment can harm brand reputation. The capability to

analyze consumer sentiment in real time enables brands to adjust their positioning strategies accordingly.

Strategies for Effective Brand Positioning on Social Media Several key strategies have proven effective in strengthening brand positioning on social media:

1. Content Personalization: Customizing content to match individual consumer preferences enhances engagement and brand recall (Kumar et al., 2021).
2. Influencer Marketing: Partnering with social media influencers enhances brand credibility and expands reach (De Veirman, Cauberghe, & Hudders, 2017).
3. Brand Storytelling: Using narratives to evoke emotions and forge a connection with the audience reinforces brand positioning (Pulizzi, 2012).
4. User-Generated Content (UGC): Encouraging consumers to share their experiences boosts authenticity and trust (Pentina, Guilloux, & Micu, 2018).

Challenges and Future Directions Despite social media's advantages, brands face challenges in managing consumer sentiment, handling crises, and keeping up with rapidly evolving trends (Hennig-Thurau et al., 2010). Future research should focus on how artificial intelligence and big data analytics can further optimize brand positioning strategies by providing deeper insights into consumer behavior and sentiment trends.

METHODOLOGY

This study uses a comprehensive literature review approach to analyze various brand positioning strategies in the social media era: Analysis of consumer sentiment towards digital campaigns. The focus of this research is to discuss the influence of interaction on social media on brand perception and competitive advantage. The first step involves identifying trusted sources that include academic journals, books, scientific articles, and other related publications that discuss brand positioning strategies in the social media era: Analysis of consumer sentiment towards digital campaigns.

The selection process is carefully carried out to ensure the inclusion of relevant and up-to-date sources in accordance with the scope of the research. The literature review approach will include several stages. First, an intensive search will be carried out using databases such as Google Scholar and other related journals. Once potential sources have been identified, a comprehensive data collection will be carried out by exploring various theories, models, and empirical findings related to various brand positioning strategies in the social media era: Analysis of consumer sentiment towards digital campaigns.

After data collection, a detailed analysis of the information collected is carried out. Information from the literature will be compiled, compared, and critically evaluated to identify consistent trends, patterns, and findings. This approach will help in developing a robust framework to understand various brand positioning strategies in the social media age: Analysis of consumer sentiment towards digital campaigns. In addition, this methodology allows the drawing of conclusions based on verified and tested evidence from a variety of academically verified sources.

RESEARCH RESULT AND DISCUSSION

Brand Positioning Strategy on Social Media

Social media has become one of the most strategic instruments in building and strengthening brand image in the digital age. The role of social media is not only limited as a communication tool, but also as an interactive platform that allows companies to reach their target audience more personally and effectively. In this context, a brand positioning strategy on social media is crucial to ensure that companies can compete competitively while building closer relationships with consumers. Here are five key steps that companies can implement to strengthen their brand position on social media:

Engage in Social Media

Social media has become one of the most effective platforms in building and strengthening brand image. For this reason, it is important for companies or brands to actively engage on platforms that are relevant to their target audience. This engagement can be done through various forms of interaction, such as responding quickly to comments and questions from followers and providing content that matches the audience's interests and needs. Active engagement on social media not only strengthens brand image but also serves as a tool to build closer relationships with consumers, strengthen loyalty, and increase trust in the brand

Harnessing Digital Influence

Collaboration with digital influencers has become an effective strategy in building a strong brand image in cyberspace. Influencers, with an already built audience and a high level of trust, can play a crucial role in expanding brand visibility and shaping positive perceptions among consumers. Leveraging digital influence through collaboration with influencers is a very effective strategy in strengthening brand image in the digital realm, expanding reach, and creating more authentic and emotional relationships with consumers.

Managing Online Reputation

A good online reputation is a very important element in building a solid brand image in today's digital market. Effective reputation management can create greater trust from consumers and strengthen long-term relationships with audiences. Therefore, brands must actively monitor and respond to feedback, reviews, or comments provided by customers on digital platforms. Effective online reputation management contributes greatly to the formation of a strong brand image, as well as ensuring that the brand remains valued and trusted by the audience

Providing Quality Content

Quality content is a very important element in building a solid brand image in the digital world. To create a good brand image, it's important for companies to produce content that is not only relevant, but also informative, engaging, and useful to the target audience. Creating quality content can strengthen the brand's position as a trusted source of information and increase

positive relationships with consumers. By providing quality content that suits the needs and preferences of the target audience, it not only enhances the brand image, but also strengthens long-term relationships with consumers, as well as increases brand authority in relevant industries.

Continuous Analysis and Improvement

The process of building a strong brand image in the digital world requires a dynamic and sustainable approach. Therefore, it is important to conduct continuous analysis and evaluation of the efforts that have been made to shape the brand image. This evaluation involves a review of statistics, trends, and customer feedback, which provides insight into the extent to which the brand image has evolved and is accepted by the audience. This continuous improvement through evaluation and adaptation helps brands to maintain competitiveness, improve their image in the eyes of the public, and ensure that brand communication and interactions with consumers remain effective and in line with expectations. Thus, the process of analysis and directed improvement is key to maintaining the sustainability and relevance of the brand image in the ever-changing digital environment.

Consumer Sentiment Analysis on Digital Campaigns

In the ever-evolving digital era, understanding consumer responses to marketing campaigns is a crucial aspect in building an effective business strategy. One of the most relevant approaches in this regard is sentiment analysis, which allows companies to dig deep insights into the audience's response to the marketing activities they are executing. Here are some of the important roles sentiment analysis plays in supporting the success of digital campaigns:

Understanding Consumer Responses

Sentiment analysis is a very important tool for understanding how consumers respond to a business campaign being run. By monitoring and analyzing consumer responses across various digital platforms, such as social media, online forums, or product reviews, companies can get a clearer picture of consumer perceptions of the brand, product, or service offered. By leveraging the information generated from sentiment analysis, companies can proactively optimize marketing campaigns, fix existing weaknesses, and create more relevant and satisfying experiences for consumers. Therefore, sentiment analysis not only serves as an evaluation tool, but also as a strategic guide to build a better relationship with the audience and improve the overall brand image.

Adjusting Marketing Strategy

Sentiment analysis plays a crucial role in helping companies identify trends and patterns that emerge from consumer responses to marketing campaigns. Through an in-depth understanding of consumer preferences and perceptions, companies can determine which campaign elements are most liked and most appealing to the audience. This information becomes a valuable asset to optimize marketing strategies that are more relevant and effective. Therefore,

sentiment analysis is an important foundation for companies to design marketing strategies that are more targeted, relevant, and adaptive to consumer needs.

Increase Consumer Engagement

Sentiment analysis is an effective tool to understand the level of consumer engagement with marketing campaigns. By analyzing interaction data, companies can identify the extent to which consumers engage in conversations, share content, or provide positive responses to campaigns being run. These insights provide a deeper understanding of the audience's response to the marketing efforts being made. Sentiment analysis provides a solid foundation for companies to increase consumer engagement, strengthen brand relationships with audiences, and achieve more optimal marketing goals.

Measuring campaign success

Sentiment analysis provides an objective method to measure the success of a business campaign in achieving a predetermined goal. By analyzing the distribution of positive, negative, and neutral responses from consumers, companies can thoroughly evaluate the extent to which the campaign is successfully creating the desired impact. Sentiment analysis not only serves as a tool for evaluating campaign success, but also as a strategic guide to improve the effectiveness and efficiency of future marketing efforts. This ensures that the designed campaign is able to deliver maximum results, according to the needs and preferences of the target audience.

Overcoming Problems and Problems

Sentiment analysis plays an important role in detecting issues and problems that may arise during the implementation of a business campaign. By monitoring negative responses or consumer complaints, companies can proactively identify potential issues before they develop further. This approach allows companies to take timely corrective measures, thereby minimizing the negative impact on brand image and campaign sustainability. Sentiment analysis is a strategic tool that not only helps companies in managing issues efficiently, but also in strengthening relationships with customers, improving consumer experience, and maintaining business reputation on an ongoing basis.

The Influence of Social Media Interaction on Brand Perception

Social media has become one of the main tools in building and strengthening brand perception among consumers. The interactions that occur on social media, whether in the form of direct communication between brands and consumers or through shared content, have a significant impact on the way consumers perceive a brand. This is evidenced by research from (Wibowo et al., 2022), (Lubis & Hidayat, 2023), (Fani et al., 2024), (Suwarsih et al., 2021), (Tutupoho & Abadi, 2024) stating that social media has a significant influence on brand perception. Therefore, companies or business people need to use social media effectively. Some strategic steps that can be taken include:

Increasing Proximity to Consumers

Intense and meaningful interactions through social media allow brands to establish a closer relationship with their audience. Quick responses to comments, questions, or complaints demonstrate the brand's concern for consumer needs. This creates a sense of emotional connectedness that can increase a positive perception of the brand.

Building Trust and Credibility

Social media provides an opportunity for brands to show transparency and authenticity through interaction. By providing relevant, educational, and useful information, and responding to consumer feedback in a professional manner, brands can build trust and credibility. This factor greatly affects how consumers perceive the value and integrity of a brand.

Creating a Consistent Image

An active presence on social media allows brands to strengthen their identity and image through content that is consistent with the values they carry. For example, a brand that emphasizes sustainability can actively share eco-initiatives, which reinforces consumers' positive associations with the brand's commitments.

Managing Perceptions Through Live Feedback

Social media provides a channel to listen to consumers' voices in real-time. Analysis of the responses received, both in the form of praise and criticism, allows brands to understand consumer perceptions more deeply. By responding proactively to this feedback, brands can improve their image and reinforce positive impressions in the minds of their audiences.

Viral Effects and Collective Influence

Engaging interactions on social media have the potential to create a viral effect, where brand content or communication is widespread through user-to-user sharing. This not only increases the visibility of the brand but also strengthens the perception of the brand as a relevant, innovative, and close entity to its audience.

The Influence of Social Media on Competitive Advantage.

Social media has become a strategic tool that allows companies to build and maintain a competitive advantage in an increasingly competitive market. With the ability to interact directly with consumers, promote brands, and leverage data analytics, social media gives companies a significant edge in various aspects of the business. This is evidenced by research from (Nurhidayati & Sukmawan, 2023), (Darma et al., 2022), (Salsabila et al., 2023), (Nurmali & Haloho, 2020), stating that social media has a significant influence on competitive advantage. Therefore, companies or business people need to use social media effectively in order to increase their competitive advantage in the market. Some strategic steps that can be taken include:

Increase Market Visibility and Reach

Social media allows brands to reach a wider audience, both locally and globally, without geographical restrictions. Through effective campaigns and engaging content, companies can significantly increase brand awareness. This wider reach helps the company strengthen its position in the market, creating an advantage over competitors who make less use of social media.

Increased Efficiency in Communication and Promotion

By using social media, companies can deliver marketing messages directly and efficiently to target consumers. Promotions conducted through these platforms are often more cost-effective compared to traditional methods, such as print or television advertising. Additionally, the ability to measure campaign impact in real-time allows companies to optimize their strategies quickly.

Ability to Provide Quick and Personalized Responses

One of the main advantages of social media is its ability to provide quick responses to customer questions, comments, or complaints. This fast and personalized service helps increase customer satisfaction and create brand loyalty. Consumers tend to prefer brands that are responsive to their needs and input, giving companies an edge that is hard to replicate.

Collection and Utilization of Consumer Data

Social media provides a rich platform for consumer data, such as preferences, behaviors, and feedback. By leveraging social media analytics, companies can gain deep insights to identify market trends, customer needs, and new business opportunities. The ability to use this data strategically allows companies to make more informed decisions and adapt quickly to market changes.

Driving Innovation through Collaboration and Trends

Social media allows companies to monitor industry trends and consumer behavior in real-time. By leveraging these insights, companies can develop new products, services, or strategies that better suit market needs. Additionally, collaborations with influencers or online communities can help create added value that sets the company apart from competitors.

Strengthening Consumer and Community Loyalty

Consistent and meaningful interactions on social media help companies build deeper relationships with consumers. By creating a loyal community, companies can retain their customer base and encourage brand advocacy, where consumers voluntarily promote the brand to their network. This creates a competitive advantage that is difficult for competitors to replicate.

CONCLUSIONS AND RECOMMENDATIONS

Social media is an important strategic tool in building brand image and position while increasing the effectiveness of digital campaigns. Active engagement on social media allows companies to strengthen relationships with

consumers through quick responses and the provision of relevant content, thereby strengthening brand image and customer loyalty. Collaborations with digital influencers are proven to expand the brand's reach and create an emotional connection with audiences, increasing consumer trust. In addition, proactive online reputation management, through monitoring reviews and consumer responses, ensures that the brand image remains positive and trustworthy.

Consumer sentiment analysis provides deep insights into audience responses, allowing for adjustments to marketing strategies for more relevant and impactful results. A continuous evaluation and improvement process is also needed to maintain campaign effectiveness and brand image relevance amid changing digital trends. By utilizing social media strategically, companies can increase visibility, strengthen brand image, and create a sustainable competitive advantage, making it a key pillar.

Through a well-designed interaction strategy, social media can be a powerful means to positively influence brand perception. The interactions carried out not only build better relationships with consumers but also strengthen the brand's position in competition in an increasingly competitive digital era.

By utilizing social media strategically, companies can create a sustainable competitive advantage. Social media not only provides a tool to strengthen relationships with consumers but also opens up opportunities for innovation, efficiency, and market dominance. In today's digital era, an active and effective presence on social media is one of the main keys for companies to stay relevant and excel in business competition.

ADVANCED RESEARCH

Future research should explore the integration of artificial intelligence (AI) and big data analytics in social media-driven brand positioning to enhance predictive consumer sentiment analysis and real-time engagement strategies. By leveraging machine learning algorithms, companies can identify emerging trends, optimize content personalization, and predict consumer responses to digital campaigns with higher accuracy. Additionally, investigating the psychological impact of digital influencer endorsements and the role of augmented reality (AR) in interactive brand experiences could provide deeper insights into consumer-brand relationships. A longitudinal study on how social media crises impact brand equity and recovery strategies would also be valuable in guiding businesses toward more resilient digital branding approaches. Understanding the intersection of social media engagement, sentiment analysis, and technological advancements will be crucial in shaping the future of digital marketing and brand positioning.

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