

ABSTRACT

The growth of digital technologies has led companies to explore various online marketing strategies to enhance brand awareness. This study investigates how Search Engine Optimization (SEO) and Social Media Marketing (SMM) impact consumer recognition of the Torch brand in Bandung. A quantitative research method was applied, with data gathered from 105 participants who are either current or potential Torch consumers. The collected data were analyzed using multiple linear regression with SPSS. Findings indicate that SEO and SMM together exert a notable influence on brand awareness, with an R^2 value of 0.727. Individually, SEO shows a positive yet non-significant effect, while SMM demonstrates a significant and predominant role. The study suggests that leveraging social media marketing is more effective for enhancing Torch's brand awareness than relying solely on SEO. These results offer actionable insights for the company to optimize SMM initiatives and complement them with strengthened SEO strategies, fostering a cohesive and sustainable digital marketing approach.

Keywords: Digital Marketing, SEO, SMM, Brand Awareness, Torch, Bandung.