

Increasing the Brand Awareness of *Grand Nature Residence Real Estate Developer* through Facebook Ads

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ABSTRACT

This thesis addresses the low brand awareness of *Grand Nature Residence*, a new real estate project in Sidoarjo. Despite using Instagram and TikTok, the company failed to reach its main target, financially capable young adults, due to a mismatch between platform use and audience behavior. Through semi-structured interviews and questionnaires, the research identified key USPs: strategic location and strong investment potential. To solve this, two Facebook Ads tools were developed: an introductory video and an FAQ post, leveraging Facebook's precise audience targeting. These tools were crafted to convey the USPs using relevant visuals, language, and narrative. This approach enhances message relevance, exposure, and engagement. By aligning message, medium, and audience, the solution is expected to improve brand visibility and increase buyer interest.

Keywords: brand awareness, Facebook Ads, real estate, Unique Selling Propositions

INTRODUCTION

PT Anugrah Bumi Inti Surya is the developer of *Grand Nature Residence*, a residential project in Sidoarjo targeting financially capable young adults. Offering modern homes priced between IDR 1.3 to 1.7 billion and supported by major banks, the project promotes easy access and strategic location, especially with its proximity to the OERR highway. Competing with nearby developments like *Amesta Living* and *Alana Regency*, which offer similar pricing and more established community features, *Grand Nature Residence* faces strong competition in both value and amenities.

Despite promotions via Instagram and TikTok, *Grand Nature Residence* struggles with low brand awareness, reaching the wrong audience segments, and failing to effectively deliver its unique selling points. Engagement rates remain low, and many inquiries indicate a lack of understanding of the brand's value. Since platforms like Instagram and TikTok are more frequented by Gen Z and Gen Alpha, most of whom are not financially ready to purchase property, Facebook is identified as a more suitable channel for targeting the intended market of employed young adults (Statista, 2023).

The primary issue is *Grand Nature Residence*'s low brand awareness and weak message delivery regarding its advantages. Contributing factors include the use of ineffective platforms, vague messaging, and the company's newness in the market. This leads to research questions focusing on brand awareness level, perceived uniqueness (USP), the effectiveness of Facebook Ads, and the type of content that should be emphasized for better targeting.

This project aims to increase brand awareness and improve communication of *Grand Nature Residence*'s USPs by adopting a more targeted and effective advertising approach. It also seeks to strengthen audience exposure using Facebook Ads to better reach the intended market.

To address the issue, the proposed solution is a Facebook Ads campaign consisting of an introductory video and an FAQ post. These tools are crafted to highlight key advantages and answer common concerns using clear language and visuals tailored to the target market's behavior. The project emphasizes aligning content, messaging, and platform with the needs of financially capable property seekers.

The proposed solution offers two key benefits: increased exposure through Facebook's targeting capabilities and clearer communication of the project's USPs. This approach enhances brand recognition and improves engagement by delivering the right message to the right audience through the right channel.

METHOD

This research adopted a qualitative approach to examine the low brand awareness of *Grand Nature Residence* and to develop a more targeted promotional strategy. Data were collected through semi-structured interviews involving two groups: existing customers and individuals who match the project's target market profile, individuals with financially capable young adults seeking to purchase residential property in Sidoarjo.

The interviews were conducted directly by the writer, who guided participants through a set of prepared questions while allowing flexibility for elaboration and follow-up. This format enabled a deeper understanding of participants' perceptions regarding *Grand Nature Residence*, including their awareness level, interpretation of the project's unique selling propositions (USPs), and their views on digital advertising effectiveness. To ensure consistency and accuracy, the writer personally input each participant's responses into a Google Form during the interview sessions. All responses from both customer and target market interviews were recorded in the Google Form.

FINDINGS AND DISCUSSION

Findings

In this section, the writer explains the company's current condition and its problems. Based on the company's situation, the writer presents the research findings and the outcomes of the implemented solution. After that, the writer will provide an argument regarding the solution's effectiveness.

A. Brand Awareness Level

The findings indicate that *Grand Nature Residence* suffers from low brand awareness. Among the target respondents, 24% stated that they had never heard of the brand at all, which places them in the no awareness category. Meanwhile, 60% of respondents said that they were able to recognize *Grand Nature Residence* only when presented with visual cues, indicating that they fall under the brand recognition level. Only 16% were familiar with and could remember the name unaided, which falls under the brand recall category. Both brand recognition and brand recall are considered to be among the lowest levels of brand awareness, meaning that the majority of the target market either barely knows the brand or is completely unfamiliar with it.

This result is particularly unsatisfactory, considering that the target market consists of people living in the Sidoarjo and Surabaya areas. One possible cause is that *Grand Nature Residence* is still a relatively new development, and the brand may not have had sufficient time or exposure to establish familiarity in the minds of consumers. Despite promotional efforts through several channels, this data clearly shows that the advertising activities carried out have not been effective enough to generate strong awareness within the intended audience.

Further evidence of the current advertising challenges is visible from the responses about how respondents first heard of *Grand Nature Residence*. The data shows that 65% of them became aware of it through friends or relatives. This type of exposure falls under organic promotion or word-of-mouth marketing, where consumers share information about a product without direct

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influence from the brand. While this can be seen as a positive indicator of trust and authenticity, it also suggests that the company's official advertising efforts are not functioning as the primary source of information. Around 20% of the respondents became aware of the housing project due to its physical proximity to their homes, and only 5% cited roadside banners. More importantly, only 15% of respondents discovered *Grand Nature Residence* through Instagram or TikTok.

This finding strongly suggests that Instagram and TikTok are not effective advertising channels for increasing the brand awareness of *Grand Nature Residence*. The audience reached through these platforms is limited and misaligned with the financial capability and demographics of homebuyers. The data implies that a change in advertising platform is necessary to improve the visibility and effectiveness of future promotions.

B. Unique Selling Propositions

The second research finding aims to answer the question regarding *Grand Nature Residence's* Unique Selling Proposition (USP) as perceived by customers. Based on the responses of six current customers, the most dominant factors influencing their purchase decision were easy road accessibility and promising prospects, both selected by 83.3% of respondents (5 out of 6 people). These were followed by good building quality, attractive house design, and a trustworthy developer, each mentioned by 50% of respondents. Additionally, one person (16.7%) indicated that they bought a house at *Grand Nature Residence* because of its clean and beautiful physical environment.

These findings support the key selling points that the company has emphasized in its marketing strategy. Accessibility is a strong advantage, as the property is located on a main road with direct access to the highway. The location also offers convenience with a nearby minimarket, access to reputable schools, and short travel times to key infrastructure like the airport.

The prospects for further development enhance its appeal as an investment opportunity. *Grand Nature Residence* is planning to expand into a second development phase, which will feature various public facilities, including a clubhouse, gym, swimming pool, and other amenities dedicated to residents. These enhancements will not only improve the living experience but also increase the attractiveness of the housing complex to future buyers.

Additionally, the area is expected to benefit from improved accessibility due to the development of the Outer East Ring Road (OERR), which will reduce travel time and increase property value. As of the time of writing, the price of housing in *Grand Nature Residence* has already increased by 5% from 2024 to 2025, indicating that the market value of the property is rising. This ongoing development contributes to the perception of *Grand Nature Residence* as a promising long-term investment that will continue to grow in value due to the surrounding infrastructure and environmental improvements.

C. Effectiveness of Facebook Ads

The third finding relates to identifying the most effective advertising channel for *Grand Nature Residence*. Based on responses from the 25 target market participants, it was found that 100% of them acknowledged Facebook as an important platform for gathering information when considering a property purchase. Specifically, 64% of respondents stated that they see Facebook Ads as "very important," while the remaining 36% consider it "important." Not a single respondent dismissed Facebook as irrelevant, suggesting a strong consensus regarding the platform's value in the property search process.

This supports the idea that Facebook Ads are effective in reaching the target market of *Grand Nature Residence*. One possible reason for this is Facebook's ability to deliver targeted advertising

based on user demographics, location, interests, and online behavior. Unlike Instagram or TikTok, which focus more on visual entertainment and rapid scrolling, Facebook allows for more informative content formats, such as carousel posts, longer videos, and click-through options that are useful in property marketing.

The effectiveness of Facebook Ads is also supported by a trial advertisement conducted by the writer. The trial ad reached 5,985 users, a number significantly higher than the 1,000–1,300 accounts typically reached through Instagram. This shows that Facebook has a stronger reach potential, particularly for audiences who are actively looking for property or are in a financial position to consider purchasing a house.

In addition to platform preference, respondents also indicated what type of content they find most helpful. A large majority, 68% (17 people), expressed interest in practical information such as house pricing and technical specifications. Meanwhile, 32% (8 people) preferred more strategic information, including neighborhood conditions, lifestyle portrayals, and environmentally friendly designs. These insights serve as a foundation for determining what type of content should be developed and promoted using Facebook Ads.

This data confirms that detailed, informative content is more likely to resonate with the target audience. Therefore, Facebook—given its capacity for delivering in-depth and targeted messaging—emerges as a more suitable platform for promoting *Grand Nature Residence* compared to entertainment-focused platforms like Instagram or TikTok.

Discussion

The findings reveal several important insights relevant to improving *Grand Nature Residence*'s brand awareness. First, the current promotional platforms—Instagram and TikTok—do not effectively reach the financially ready target demographic. The minimal reach and engagement on these platforms, coupled with the low brand recall rate, emphasize the urgent need to revise the channel strategy. Word-of-mouth, while helpful, is not a scalable or controllable method for brand growth.

Second, the fact that the majority of customers recognize *Grand Nature Residence* for its accessibility and future development potential affirms that the company's internal positioning is accurate. However, these strengths are not clearly or effectively communicated through current advertising content. Therefore, a new content strategy is needed to highlight these USPs in a more compelling and structured manner.

Third, the high acknowledgment of Facebook Ads' usefulness indicates its suitability as a primary promotional channel. Facebook's demographic skews toward older and financially stable users, aligning better with the profile of potential homebuyers. Moreover, its detailed targeting options and support for information-rich formats such as video and carousels make it ideal for communicating both emotional and rational appeals.

Based on these insights, the writer proposed a two-part solution: an introductory video to spark attention, followed by a Frequently Asked Questions (FAQ) post to maintain interest and answer practical concerns. This approach reflects the AIDA model and Ivanov's content criteria, ensuring both clarity and engagement. If consistently applied, this solution has the potential to increase brand visibility, deliver the USPs effectively, and convert interest into buyer action.

CONCLUSION

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This study identifies low brand awareness as the main issue facing *Grand Nature Residence*. Despite promotional efforts via Instagram and TikTok, these platforms have proven ineffective in reaching the intended market, largely due to unclear communication of the project's Unique Selling Propositions (USPs) and a mismatch with the financial readiness of their younger user base. This is reflected in low engagement, repeated basic inquiries, and minimal site visits.

To validate and address the issue, qualitative research was conducted through semi-structured interviews with six customers and 25 target market respondents. Insights from these interviews informed a two-part content strategy consisting of an introductory video and a Frequently Asked Questions (FAQ) post, both distributed through Facebook Ads. Aligned with the AIDA model, the video aims to capture attention while the FAQ deepens interest by addressing practical concerns. Both formats emphasize key USPs: strategic accessibility, strong future prospects, and appealing house design.

Facebook Ads was selected for its ability to reach a more mature and financially appropriate audience. Moving forward, *Grand Nature Residence* is advised to consistently produce clear, USP-driven content and monitor performance metrics such as engagement, reach, and feedback. This approach is expected to improve brand visibility, audience relevance, and ultimately sales conversion.

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