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Increasing Brand Awareness of Precious Metal Trading MSMEs in Samarinda Through SWOT and VPC Analysis of Digital Marketing Strategies (Case Study of EOA Gold)

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Abstract

This study aims to analyze strategies to increase brand awareness of a precious metal trading MSME through digital marketing optimization using SWOT analysis and the Value Proposition Canvas (VPC). The background of this research is the low level of brand awareness among local MSMEs compared to well-known brands, despite having competitive products and services. This study adopts a qualitative descriptive approach with a case study design on EOA Gold, a precious metal MSME located in Samarinda. Data were collected through in-depth interviews with the owner, employees, and customers, supported by observation and documentation. The results show that the main challenge in increasing brand awareness is not product quality, but the lack of effective digital communication, including limited educational content, low transparency, and weak brand identity. The SWOT analysis indicates strong internal potential but significant weaknesses in digital marketing, while the VPC analysis reveals a gap between customer expectations and the value communicated by the business. The integration of these analyses produces strategic recommendations focused on educational content, transparency, and trust-building. This study implies that improving digital marketing strategies is essential for enhancing brand awareness and competitiveness of MSMEs in the precious metals industry.

Keywords: *SWOT, VPC, Digital marketing*

1. Introduction

SMEs play a vital role in Indonesia's economy, with more than 64 million businesses contributing significantly to employment and national economic growth. In Samarinda, the SME sector—including food and beverage, fashion, and particularly the precious metals trade—has experienced significant growth, with gold widely recognized as a stable and attractive investment instrument. The increasing public interest in gold investment reflects a shift toward safer financial assets, especially in uncertain economic conditions.

However, despite this potential, many precious metal MSMEs in Samarinda still rely on conventional marketing methods and have not fully utilized digital platforms to expand their market reach and visibility. Digital transformation has changed how consumers search for information, evaluate product credibility, and make purchasing decisions. Businesses that fail to adapt to this shift tend to experience limitations in reaching broader markets and building strong brand recognition.

Preliminary observations indicate that consumers in Samarinda tend to be more familiar with well-established brands such as Antam and Pegadaian compared to local MSMEs. This condition reflects a gap in brand awareness, where local businesses with competitive products and services remain less recognized due to limited digital exposure, lack of consistent branding, and minimal communication of product authenticity. As a result, consumer trust toward local MSMEs remains relatively low, even though the products offered are competitive in terms of quality and price.

In modern marketing, brand awareness is a fundamental component of brand equity because it determines the extent to which consumers recognize and consider a brand in their purchasing decisions. In the context of the precious metals industry, brand awareness becomes even more critical due to the high level of consumer sensitivity toward product authenticity, transaction security, and brand reputation. Consumers tend to prefer brands that are perceived as trustworthy and transparent, especially when dealing with high-value products such as gold.

Previous studies have shown that brand awareness significantly influences consumer purchase intention, particularly in the gold and jewelry industry. However, most of these studies focus on large companies or well-established brands, leaving a gap in understanding how smaller MSMEs build brand awareness, especially in regional contexts. Furthermore, limited research has explored how digital marketing strategies can be effectively utilized by local precious metal MSMEs to enhance their visibility and credibility.

Therefore, this study aims to analyze how precious metal MSMEs in Samarinda can increase their brand awareness through more targeted and consumer-oriented digital marketing strategies. To achieve this, the study employs a combination of SWOT analysis and the Value Proposition Canvas (VPC) as strategic tools. This approach is expected to provide a comprehensive understanding of internal and external business conditions, as well as align business value propositions with consumer needs. Ultimately, this research is expected to contribute both theoretically and practically by providing strategic recommendations for improving brand awareness and competitiveness of local MSMEs in the precious metals industry.

2. Literature Review

The rapid development of digitalization has significantly transformed the way consumers search for information, evaluate product credibility, and make purchasing decisions. This transformation is particularly evident in the precious metals industry, where consumers tend to be highly cautious due to the high value of the products and the potential risks associated with counterfeit goods and fraud. As a result, access to accurate, transparent, and trustworthy information has become a crucial factor influencing consumer behavior.

In the digital era, social media platforms and online communication channels have become the primary sources of information for consumers. Research by Widiyan & Sienatra (2024) highlights that digital marketing activities, especially through social media and electronic word of mouth (e-WOM), play a significant role in shaping brand awareness. When consumers are frequently exposed to a brand through engaging and consistent content, they are more likely to recognize, remember, and eventually trust that brand. This indicates that brand awareness is not only formed through direct interaction but also through repeated exposure in digital environments.

Furthermore, Lastari (2023) explains that a well-planned and consistent digital marketing strategy can significantly enhance brand visibility and credibility. Content that is informative, educational, and easy to understand allows consumers to gain better knowledge about the product, which in turn reduces uncertainty and increases confidence in the brand. In the context of precious metals, this is particularly important because consumers often require detailed information about gold purity, pricing mechanisms, and transaction procedures before making a purchase decision.

Supporting this argument, Hardana et al. (2025) found that brand knowledge, which includes brand awareness, plays a crucial role in influencing purchase intention. In industries such as precious metals, where trust is a key determinant, consumers are more likely to choose brands that are familiar and perceived as reliable. This suggests that increasing brand awareness is not merely about recognition, but also about building a strong perception of credibility and quality in the minds of consumers.

In addition to brand awareness, consumer trust is another essential factor influencing purchasing decisions. Syahrani & Siska (2025) emphasize that trust in the seller and perceptions of fair pricing significantly affect consumers' willingness to purchase gold products. Given the high risk of counterfeit products in the market, consumers tend to be more cautious and selective when choosing a seller. Similarly, Ramandha et al. (2023) found that service quality and brand trust have a significant impact on consumer confidence. These findings indicate that trust is closely linked to how businesses communicate their value and credibility to consumers.

Digital marketing, therefore, serves a dual function: not only as a promotional tool but also as a medium for building trust and credibility. Through digital platforms, businesses can provide transparent information, showcase product authenticity, and communicate directly with consumers. This process helps reduce information asymmetry and strengthens the relationship between the brand and its customers.

Another important concept in this study is the value proposition. A value proposition refers to the unique benefits and value offered by a business to its customers. A clear and well-communicated value proposition helps consumers understand why they should choose a particular brand over others. In the context of precious metal MSMEs, value propositions such as authenticity guarantees, transparent pricing, secure transactions, and educational content are highly relevant to consumer needs. When these values are effectively communicated, they can enhance brand awareness by creating a strong and positive impression in the minds of consumers.

To analyze business conditions comprehensively, SWOT analysis is used as a strategic tool to identify internal and external factors that influence business performance (Marendra & Aryata, 2023). Internal factors include strengths and weaknesses, such as product quality, pricing flexibility, customer relationships, and digital capabilities. External factors include opportunities and threats, such as market trends, technological developments, competition, and consumer behavior. By understanding these factors, businesses can develop strategies that leverage their strengths, address their weaknesses, capitalize on opportunities, and mitigate potential threats.

On the other hand, the Value Proposition Canvas (VPC) is a framework used to gain a deeper understanding of customer needs and expectations (Clara & Abdilla, 2025). VPC consists of two main components: the customer profile and the value map. The customer profile identifies customer jobs, pains, and gains, while the value map describes how the business's products and services act as pain relievers and gain creators. This framework helps businesses design value propositions that are more aligned with customer expectations and market demands.

The integration of SWOT analysis and VPC provides a more comprehensive and strategic approach to business development. SWOT analysis helps identify the overall position of the business in terms of internal and external factors, while VPC ensures that the strategies developed are customer-oriented. By combining these two tools, businesses can create digital marketing strategies that are not only strategically sound but also relevant to consumer needs.

In the context of precious metal MSMEs, this integration becomes particularly important. Businesses need to not only understand their internal capabilities and market conditions but also ensure that the value they offer matches consumer expectations. By aligning SWOT findings with VPC insights, MSMEs can develop more effective strategies to improve brand awareness, build consumer trust, and enhance competitiveness in the digital marketplace.

3. Research Methodology

3.1. Research Types and Approaches

This study uses a qualitative descriptive approach because it aims to describe the actual conditions of a precious metal MSME in Samarinda and analyze its branding and digital marketing strategies using a combination of SWOT analysis and the Value Proposition Canvas (VPC).

SWOT analysis is used to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence the business's ability to build brand awareness amid competition dominated by large brands. Meanwhile, VPC is used to gain an in-depth understanding of customer needs, including customer jobs, pains, and gains, as well as how the business can design value propositions that are more relevant and trusted by consumers.

By integrating these two approaches, this study aims to formulate a realistic digital marketing strategy that is contextually appropriate and capable of increasing brand awareness and strengthening public trust. The qualitative approach allows the researcher to explore behavior patterns, marketing practices, and customer perceptions in a more in-depth and contextual manner.

3.2. Data Sources and Types

The data used in this study consist of primary and secondary data. Primary data were obtained through in-depth interviews with the owner, employees, and customers of EOA Gold to explore information related to branding strategies, marketing processes, digital marketing constraints, and customer needs. In addition, direct observations were conducted on both physical store activities and digital channels such as Instagram and WhatsApp Business to understand how marketing activities and interactions with consumers occur.

Secondary data were obtained from public documents such as reports from the Central Statistics Agency (BPS), the Ministry of Cooperatives and SMEs, scientific journals, and other relevant literature related to branding, digital marketing, SWOT, and VPC. These data were used to strengthen the analysis and ensure that the findings are consistent with the broader industry context.

3.3. Research Analysis and Sample Unit

The unit of analysis in this study is EOA Gold, a precious metal trading MSME in Samarinda. The research subjects consist of the business owner, employees, and customers who are directly involved in business operations and transactions.

The sample was determined using purposive sampling, in which the researcher selected EOA Gold based on the following criteria:

- Actively conducting buying and selling transactions
- Having digital marketing activities (Instagram/WhatsApp Business)

- Willing to provide information related to business operations and marketing strategies

This selection aims to obtain relevant and in-depth data regarding digital marketing practices and branding strategies in the context of a local MSME.

3.4. Data Collection Techniques

Data collection in this study was carried out through several stages. First, the researcher conducted in-depth interviews with the owner, employees, and customers of EOA Gold to explore their perceptions regarding challenges in building brand awareness, the digital marketing strategies used, and customer expectations.

Second, direct observations were conducted on both physical store operations and digital channels. This observation aims to see how marketing activities are carried out, how interactions between sellers and customers occur, and how the business presents its brand on digital platforms.

Third, documentation was collected in the form of photos, promotional materials, price catalogs, and social media content, which serve as supporting evidence of digital marketing activities. In addition, literature studies were conducted to strengthen the theoretical basis related to brand awareness, digital marketing, SWOT, and VPC.

3.5. Data Analysis Techniques

Data analysis in this study was conducted through a combination of qualitative thematic analysis, SWOT analysis, and Value Proposition Canvas (VPC). Data obtained from interviews, observations, and documentation were first reduced and categorized to identify key patterns related to branding and digital marketing. SWOT analysis was then used to identify internal strengths and weaknesses as well as external opportunities and threats faced by EOA Gold.

Furthermore, VPC was applied to map customer needs, including customer jobs, pains, and gains, and to align them with the value offered by the business through pain relievers and gain creators. The results of these analyses were then integrated to formulate digital marketing strategies, including SO, WO, ST, and WT strategies, aimed at increasing brand awareness and strengthening consumer trust.

3.6. Data Validity Techniques (Tambahan Revise Reviewer)

To ensure the validity of the data, this study applies triangulation techniques, including:

- **Source triangulation**, by comparing information from owners, employees, and customers
- **Method triangulation**, by combining interviews, observations, and documentation
- **Cross-checking data**, to ensure consistency between primary and secondary data

These techniques are used to enhance the credibility and reliability of the research findings.

3.7. Research Analysis Output

This study produced several key findings. First, a comprehensive SWOT analysis of the condition of precious metal MSMEs in Samarinda, covering internal and external factors that influence efforts to increase brand awareness. Second, a Value Proposition Canvas that describes in detail consumer needs, the obstacles they face, and relevant value propositions that MSMEs can offer. Third, this study formulates a digital marketing strategy that business actors can implement to increase visibility, credibility, and public trust in their brands. Fourth, this study provides practical implications that SMEs can use as a guide in strengthening their branding and increasing competitiveness in the precious metals market.

4. Research Result

4.1 Profile and Initial Findings from Interviews with Precious Metal MSME Actors in Samarinda

This study focuses on **EOA Gold**, a precious metal trading MSME located in Samarinda. The business was selected based on its active operations, digital presence, and willingness to participate in this research. Data were collected through in-depth interviews, observations, and documentation.

In general, the findings show several consistent conditions:

- The products offered have adequate quality standards (appropriate gold purity and basic documentation)
- Services are personalized and flexible, including price negotiation and consultation
- Digital marketing activities are still limited and not managed strategically
- Transactions are predominantly conducted offline

These findings indicate that EOA Gold has strong business potential in terms of product and service quality. However, this potential has not been maximized due to limitations in digital marketing capabilities and branding strategies. The lack of structured digital communication causes the business to be less visible and less trusted by new consumers.

4.2 Interviews with the Owner, Employees, and Customers

4.2.1 Interview with the Owner of EOA Gold

Table 4.1 Interview Results with EOA Gold Owner

Interview Aspects	Key Findings
Business Background	Established in 2022 as a small-scale business focusing on gold bars, jewelry, and gold testing services
Product Condition	Products meet standard quality; use simple packaging and manual invoices; no digital certification yet
Digital Marketing	Uses Instagram & WhatsApp; content limited to pricing; no structured strategy
Main Problems	Low consumer trust; difficulty competing with major brands; lack of digital marketing knowledge
Expectations	Increase trust, expand market reach, and build a professional brand identity

Source: Processed Data (2025)

The interview results show that EOA Gold operates in a relatively stable condition with competitive products and services. However, the main challenge faced by the business is not related to product quality, but rather to its inability to build consumer trust, especially among new customers.

One of the main issues identified is the lack of digital proof of authenticity, such as certificates or clear documentation that can be accessed by consumers online. In the precious metals industry, where trust is crucial, the absence of such information creates uncertainty and hesitation among potential buyers.

In addition, digital marketing practices are still very basic and not strategically planned. Social media is mainly used to display product prices without providing educational or persuasive content. This limits the ability of the business to communicate its value proposition effectively. Overall, these findings indicate that EOA Gold has strong internal potential, but lacks the digital capability and branding strategy needed to compete in a more modern and competitive market.

4.2.2 Interview with Employees/Operational Staff

Table 4.2 Results of Interviews with Employees/Operational Staff

Interview Aspects	Findings
Operational Tasks	Customer service, inventory management, uploading content
Brand Understanding	Branding seen only as product display and price
Digital Skills	Able to create simple content but lack design and strategy
Difficulties	Do not know what content to create; no clear guidelines
Customer Behavior	Customers frequently ask about authenticity and certification

Source: Processed Data (2025)

The results of the employee interviews indicate that the digital capacity of EOA Gold is still at a basic level. Employees primarily focus on operational activities; while branding and digital marketing are not yet considered strategic functions. The lack of understanding of branding concepts leads to content that is monotonous and not engaging. Employees tend to view social media as a tool for posting product prices rather than as a platform for building relationships with customers.

Another important finding is that employees frequently encounter customer concerns regarding product authenticity and credibility. This suggests that there is a clear demand for more informative and educational content that can address these concerns. These findings highlight those internal limitations, particularly in digital skills and branding knowledge, play a significant role in weakening the overall marketing effectiveness of the business.

4.2.3 Interview with MSME Customers

Table 4.3 Results of Interviews with MSME Customers

Theme	Findings	Impact
Product Authenticity	Trust major brands more	Need proof of authenticity
Information Source	Mostly from recommendations	Low digital awareness
Digital Content	Considered uninformative	Need educational content
Buying Reasons	Flexible pricing & service	Strength to highlight
Concerns	Fear of fraud	Need transaction security

Source: Processed Data (2025)

Customer interviews reveal that trust is the most important factor influencing purchasing decisions. Most customers prefer well-known brands because they provide clear guarantees of authenticity and credibility. EOA Gold, on the other hand, is perceived as lacking sufficient digital information, particularly regarding certification, pricing transparency, and transaction security. As a result, consumers tend to rely more on personal recommendations rather than digital platforms when considering purchases.

Customers also expressed the need for more informative and educational content. They expect businesses to provide explanations about product quality, pricing mechanisms, and transaction procedures. These findings indicate that the main issue is not the product itself, but the lack of effective communication that can build trust and confidence among consumers.

3. SWOT Analysis Results

Table 4.4 SWOT Analysis of EOA Gold

Strengths	Weaknesses
Flexible pricing	Limited digital content
Personalized service	Weak brand identity

Fast transactions	Lack of transparency
Customer relationships	Dependence on offline marketing

Opportunities	**Threats**
Growth of social media	Strong competitors
Increasing gold investment	Fraud concerns
Digital business tools	Price volatility

Source: Processed Data (2025)

The SWOT analysis provides a comprehensive overview of the internal and external conditions faced by EOA Gold in developing its brand awareness and digital marketing strategy. From the internal perspective, EOA Gold demonstrates several significant strengths. One of the main strengths is pricing flexibility, which allows the business to adjust prices based on market conditions and customer negotiations. This flexibility becomes a competitive advantage compared to larger brands that tend to have fixed pricing structures. In addition, personalized service is another key strength, where customers can directly interact with the seller, receive consultation, and negotiate transactions. This creates a more personal relationship that can increase customer loyalty.

Furthermore, fast transaction processes and close relationships with customers also contribute positively to the business. These strengths indicate that EOA Gold has strong potential in terms of customer experience and service quality. However, these advantages are mostly experienced by existing customers and are not effectively communicated to potential customers through digital platforms. On the other hand, the internal weaknesses present more critical challenges. One of the most prominent weaknesses is the limited ability to create quality digital content. The business lacks structured and engaging content that can attract attention and build brand awareness. In addition, the absence of a clear brand identity, such as consistent visual elements, messaging, and positioning, makes it difficult for consumers to recognize and remember the brand.

Another important weakness is the lack of transparency in digital information, especially regarding product authenticity, pricing, and transaction procedures. In the precious metals industry, transparency is a key factor in building trust. Without clear and accessible information, consumers tend to hesitate and prefer more established brands. Moreover, the dependence on offline marketing and word-of-mouth further limits the business's ability to expand its market reach. From the external perspective, EOA Gold faces several promising opportunities. The increasing use of social media and digital platforms provides a significant opportunity to reach a wider audience and improve brand visibility. Additionally, the growing public interest in gold investment creates a favorable market condition for the business. The availability of digital tools such as Instagram, WhatsApp Business, and online catalogs also offers opportunities to improve communication and transaction efficiency.

However, these opportunities are accompanied by considerable threats. One of the main threats is the strong competition from well-established brands, which already have high levels of trust, clear certification systems, and strong digital presence. Consumers tend to prefer these brands because they are perceived as more secure and reliable.

Another critical threat is the increasing concern about online fraud, particularly in the precious metals market. This issue significantly affects consumer trust, especially toward lesser-known businesses. In addition, gold price volatility can influence purchasing behavior, making consumers more cautious and selective in choosing sellers. Overall, the SWOT analysis highlights a significant imbalance between internal strengths and external challenges. While EOA Gold has strong advantages in product and service aspects, its weaknesses in digital marketing and branding limit its ability to compete effectively in the market. Therefore, the main strategic focus should be on leveraging internal strengths while addressing weaknesses, particularly by improving digital communication, enhancing transparency, and building a strong and consistent brand identity.

4. Analysis Results Value Proposition Canvas (VPC)

Table 4.5 Customer Profile Mapping Results – Samarinda Gold Consumers

Customer Jobs	Pains	Gains
Buying gold	Fear of fraud	Authenticity guarantee
Comparing prices	Lack of trust	Transparent pricing
Fast transaction	Lack of info	Clear explanation

Source: Processed Data (2025)

Table 4.6 Results of the Precious Metal MSME Value Map Mapping

Products/Services	Pain Relievers	Gain Creators
Gold sales	Proof of authenticity	Educational content
Buyback	Transparent pricing	Discounts
Consultation	Guarantee	Fast response
Gold testing	Secure procedures	Testimonials

Source: Processed Data (2025)

The Value Proposition Canvas (VPC) analysis provides a deeper understanding of the relationship between customer expectations and the value offered by EOA Gold. This analysis is essential in identifying whether the business has effectively addressed customer needs, particularly in a high-risk industry such as precious metals.

From the customer profile, it can be observed that consumers primarily engage in purchasing gold for long-term investment purposes. This indicates that customers are not only seeking products but also security and reliability in their transactions. One of the most dominant customer pains is the fear of counterfeit products and fraudulent transactions. This concern is highly relevant in the gold market, where authenticity and trust are critical factors influencing purchasing decisions. In addition, customers experience uncertainty due to a lack of trust in lesser-known sellers, limited knowledge about gold products, and insufficient information regarding pricing and transaction processes. These issues create hesitation and reduce the likelihood of purchase, especially when consumers compare local MSMEs with well-established brands.

On the other hand, the expected gains highlight that customers seek assurance, transparency, and convenience. They expect clear proof of authenticity, transparent and updated pricing, easy-to-understand product information, and evidence of credibility such as testimonials or reviews. These expectations reflect the importance of information accessibility and trust-building in the digital environment. From the value map perspective, EOA Gold has already provided several relevant products and services, such as gold sales, buyback services, consultation, and gold testing. However, the effectiveness of these offerings depends on how well they are communicated to customers.

In terms of pain relievers, EOA Gold has the potential to address customer concerns by providing proof of authenticity, displaying transparent pricing, and ensuring secure transaction procedures. However, these elements are not yet fully optimized, especially in digital channels. The absence of visible certification, limited educational content, and lack of clear transaction guidelines reduce the effectiveness of these pain relievers. Meanwhile, the gain creators offered by EOA Gold include competitive pricing, personalized consultation, fast response services, and potential use of customer testimonials. These aspects can create additional value for customers by improving their overall experience and satisfaction. However, similar to the pain relievers, these benefits are not yet maximized due to limited digital communication and content strategy.

Overall, the VPC analysis reveals a significant gap between customer expectations and the value communicated by the business. While EOA Gold has the capability to meet customer needs, its current digital practices do not effectively convey these strengths. Therefore, improving the alignment between customer needs and value delivery—particularly through digital platforms—is essential to enhance brand awareness and consumer trust.

5. Integration of SWOT and VPC in Strategy Formulation

Based on the integration of these two analyses, it was found that MSME brand awareness can be increased through the following strategies:

Tabel 4.7 Integrative Strategy Formulation

Strategy	Description
SO	Educational content & collaboration
WO	Build brand identity & digital tools
ST	Emphasize authenticity & security
WT	SOP content & testimonials

Source: Processed Data (2025)

The integration of SWOT analysis and the Value Proposition Canvas (VPC) results in a set of more targeted and strategic recommendations for improving brand awareness and digital marketing effectiveness at EOA Gold. This integration ensures that the strategies not only consider internal and external business conditions but also align with customer needs and expectations.

The SO (Strength–Opportunity) strategy focuses on leveraging the internal strengths of EOA Gold to capitalize on external opportunities. For example, the business can utilize its personalized service and flexible pricing to create educational and engaging digital content, such as daily gold price updates, investment tips, and product explanations. Additionally, the increasing use of social media provides an opportunity to expand market reach and improve brand visibility through consistent and informative content.

The WO (Weakness–Opportunity) strategy aims to overcome internal weaknesses by taking advantage of external opportunities. One of the key strategies is to develop a clear and consistent brand identity, including visual elements, communication tone, and brand positioning. Furthermore, the use of digital tools such as Instagram Shopping and WhatsApp Business catalogs can improve product visibility, pricing transparency, and ease of transaction. This strategy is important to enhance the professionalism and credibility of the business.

The ST (Strength–Threat) strategy focuses on using internal strengths to mitigate external threats. In this context, EOA Gold can emphasize its strengths—such as personalized service and competitive pricing—while simultaneously addressing major threats like consumer distrust and competition from large brands. This can be achieved by providing clear proof of product authenticity, showcasing certificates, and creating content related to transaction security. These efforts can help build trust and differentiate the business from competitors.

The WT (Weakness–Threat) strategy aims to minimize weaknesses and avoid potential threats. One important step is to develop standard operating procedures (SOPs) for digital marketing, ensuring consistency in content creation and posting schedules. In addition, collecting and displaying customer testimonials and reviews can help build initial trust, especially among new consumers who are unfamiliar with the brand.

Overall, the strategy formulation highlights that the most critical aspect in increasing brand awareness is strengthening digital communication that focuses on transparency, education, and trust-building. By implementing these strategies consistently, EOA Gold can improve its brand visibility, enhance consumer trust, and compete more effectively with established brands in the precious metals industry.

5. Discussion

The results of this study indicate that the main challenge faced by EOA Gold in increasing brand awareness is not related to product quality, but rather to the limitations in digital marketing practices and the lack of effective communication of value to consumers. This finding is consistent with the concept of brand awareness, which emphasizes that consumer recognition is strongly influenced by the frequency, consistency, and quality of brand exposure in the market.

The findings show that digital marketing activities carried out by EOA Gold are still limited to basic content, such as price postings, without providing educational or trust-building information. This condition supports the findings of Widiyan & Sienatra (2024), who state that social media and electronic word of mouth (e-WOM) play an important role in shaping brand awareness. Without consistent and engaging content, the brand is less likely to be recognized and remembered by consumers.

Furthermore, the results of this study indicate that consumers tend to rely more on well-known brands due to higher levels of trust and clearer product information. This finding is in line with the research of Hardana et al. (2025), which explains that brand knowledge, including brand awareness, significantly influences purchase intention. In the context of EOA Gold, the lack of brand exposure and limited digital information reduce consumer confidence, even though the products offered are competitive.

From the perspective of consumer trust, this study confirms the findings of Syahrani & Siska (2025) and Ramandha et al. (2023), which highlight the importance of trust, pricing transparency, and service quality in influencing purchasing decisions. The results show that consumers of precious metals are highly sensitive to issues such as authenticity and transaction security. However, EOA Gold has not yet maximized its digital communication to provide clear assurance regarding these aspects. As a result, consumers perceive higher risk when dealing with lesser-known brands.

The analysis using the Value Proposition Canvas (VPC) further reveals a mismatch between customer expectations and the value communicated by the business. Customers expect authenticity guarantees, transparent pricing, and clear information, but these elements are not fully delivered through digital channels. This finding supports the concept proposed by Clara & Abdilla (2025), which states that a strong value proposition must be aligned with customer needs in order to create value and build trust.

In addition, the SWOT analysis shows that although EOA Gold has strong internal strengths, such as flexible pricing and personalized service, these advantages are not effectively utilized to overcome external challenges. This is consistent with the findings of Marendra & Aryata (2023), which emphasize that the effectiveness of business strategy depends on the ability to align internal capabilities with external opportunities.

The integration of SWOT and VPC in this study provides a more comprehensive understanding of the business condition. SWOT analysis identifies the internal and external factors affecting the business, while VPC ensures that the strategies developed are customer-oriented. The results show that the key to increasing brand awareness lies in improving digital communication strategies that focus on education, transparency, and trust-building.

Overall, this study highlights that the main issue is not the lack of product quality, but the inability to effectively communicate value to consumers through digital platforms. Therefore, improving digital marketing strategies, strengthening brand identity, and providing clear and transparent information are essential steps to increase brand awareness and consumer trust.

6. Conclusion

This study aims to analyze strategies for increasing brand awareness of a precious metal MSME in Samarinda through the integration of SWOT analysis and the Value Proposition Canvas (VPC). Based on the results and discussion, several important conclusions can be drawn.

First, the study finds that the main problem in building brand awareness is not related to product quality, but rather to the limitations in digital marketing practices and the lack of effective communication of value to consumers. Although the business offers competitive products and personalized services, these advantages are not optimally conveyed through digital platforms.

Second, from the SWOT analysis, it is identified that the business has strong internal strengths, such as flexible pricing, personalized service, and close customer relationships. However, these strengths are not supported by adequate digital marketing capabilities, resulting in weak brand identity, limited content, and low transparency. Externally, opportunities arise from the growth of digital platforms and increasing public interest in gold investment, while threats include strong competition from established brands and consumer concerns about fraud.

Third, the VPC analysis reveals that customers prioritize authenticity, transparency, and transaction security. However, there is a gap between these expectations and the value communicated by the business, particularly in digital channels. The lack of educational content, proof of authenticity, and customer testimonials reduces consumer trust and limits brand recognition.

Fourth, the integration of SWOT and VPC produces strategic recommendations that emphasize the importance of digital communication, particularly in providing educational content, improving transparency, and strengthening brand identity. These strategies are expected to enhance brand awareness and build long-term consumer trust. Overall, this study concludes that improving digital marketing strategies that focus on trust-building, transparency, and customer-oriented value communication is essential for increasing brand awareness and competitiveness in the precious metals industry.

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