

The Impact of Digital Content Quality and Short-Video Marketing on Brand Awareness and Engagement Rate among Fashion MSMEs in West Java

Sulistyo Budi Utomo¹, Paramita Andiani², Dila Padila Nurhasanah³

¹Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya

^{2,3}Universitas Nusa Putra

Article Info

Article history:

Received Feb, 2026

Revised Feb, 2026

Accepted Feb, 2026

Keywords:

Digital Content Quality

Short Video Marketing

Brand Awareness

Consumer Engagement

Fashion MSMEs

ABSTRACT

The rapid growth of social media platforms has transformed marketing strategies among fashion Micro, Small, and Medium Enterprises (MSMEs), particularly through the use of digital content and short-form video promotion. This study aims to examine the impact of digital content quality and short video marketing on brand awareness and engagement levels among fashion MSMEs in West Java. A quantitative research design was employed using survey data collected from 155 MSME owners and managers through a structured questionnaire measured on a Likert scale. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS 3). The results indicate that digital content quality has a positive and significant effect on brand awareness and engagement levels, while short video marketing significantly enhances both brand visibility and audience interaction. Brand awareness also demonstrates a significant positive influence on engagement and acts as a partial mediating variable between digital marketing strategies and engagement outcomes. These findings suggest that visually appealing and informative content combined with short video formats can strengthen brand positioning and improve customer interaction in digital environments. This study contributes to digital marketing literature by providing empirical evidence from the fashion MSME sector in West Java and offers practical insights for businesses seeking to optimize their social media strategies in competitive markets.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Sulistyo Budi Utomo

Institution: Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya

E-mail: sulistyo@stiesia.ac.id

1. INTRODUCTION

The rapid development of digital technology has significantly transformed the marketing landscape, particularly for Micro, Small, and Medium Enterprises (MSMEs) operating in creative industries such as fashion. In recent years, social media platforms have evolved into primary channels

for brand communication, allowing businesses to reach wider audiences with relatively low operational costs [1], [2]. The emergence of short-form video platforms, including TikTok, Instagram Reels, and YouTube Shorts, has further reshaped consumer behavior by emphasizing visual storytelling, authenticity, and interactive

engagement [3], [4]. For fashion MSMEs in Indonesia, especially in West Java, digital marketing has become an essential strategy to remain competitive in increasingly saturated markets [5], [6].

Brand awareness and consumer engagement are widely recognized as critical indicators of marketing effectiveness in the digital era. Brand awareness reflects consumers' ability to recognize and recall a brand, which ultimately influences purchasing decisions and brand loyalty [7], [8]. Meanwhile, engagement refers to the level of interaction, participation, and emotional connection that consumers develop through digital platforms. Previous studies have highlighted that interactive and visually appealing content can strengthen both awareness and engagement, particularly among younger audiences who actively consume short-form digital media [9], [10]. As a result, MSMEs are encouraged to invest in high-quality digital content that aligns with audience preferences and platform algorithms.

Digital content quality plays a crucial role in shaping how audiences perceive a brand online. High-quality content typically includes clear visuals, consistent branding, informative messaging, and creative storytelling elements [11], [12]. According to digital marketing theories, content that delivers value to consumers is more likely to attract attention, generate trust, and encourage sharing behavior. For fashion MSMEs, visual aesthetics and narrative presentation are especially important because fashion products rely heavily on lifestyle representation and emotional appeal [13]. However, many MSMEs still struggle to produce content that meets professional standards due to limited resources, technical skills, and strategic knowledge.

In addition to content quality, short video marketing has emerged as one of the most influential promotional tools in contemporary digital ecosystems. Short videos offer concise, entertaining, and algorithm-friendly formats that increase the likelihood of content exposure and virality [14], [15]. Research in digital marketing

suggests that short video formats can enhance audience retention and stimulate higher interaction rates compared to static images or long-form content. The integration of music, transitions, and user-generated trends allows brands to communicate more dynamically, creating immersive experiences that foster stronger engagement. For fashion MSMEs in West Java, adopting short video strategies may provide opportunities to expand brand visibility beyond local markets and connect with broader digital communities.

Despite the growing adoption of digital marketing practices, empirical research examining the combined influence of digital content quality and short video marketing on brand awareness and engagement levels among Indonesian fashion MSMEs remains limited. Many existing studies focus on large corporations or broader e-commerce sectors, leaving a research gap in understanding how smaller fashion businesses leverage digital tools to build sustainable brand presence. Moreover, the regional context of West Java presents unique characteristics, including diverse consumer demographics, local cultural identity, and a rapidly expanding creative economy, which may influence the effectiveness of digital marketing strategies.

From a theoretical perspective, this study integrates concepts from digital marketing communication, content marketing theory, and consumer engagement frameworks to explore how digital content quality and short video marketing contribute to brand performance outcomes. By applying Structural Equation Modeling–Partial Least Squares (SEM-PLS), this research aims to provide a comprehensive understanding of causal relationships between variables and examine the mediating role of brand awareness in enhancing engagement levels. The use of SEM-PLS is particularly suitable for exploratory research involving multiple constructs and predictive analysis within MSME contexts.

Practically, this research is expected to provide meaningful insights for fashion MSME owners, digital marketers, and policymakers in strengthening the

competitiveness of local creative industries by highlighting how content quality and short-video strategies shape audience perception, support more efficient resource allocation, enable the design of targeted digital campaigns, and encourage the development of sustainable branding approaches. The findings are also anticipated to contribute to government efforts in accelerating MSME digital transformation through empirical evidence on marketing practices that generate significant engagement outcomes. Based on these considerations, the study examines the influence of digital content quality and short video marketing on brand awareness and engagement among fashion MSMEs in West Java using a quantitative SEM-PLS approach, while addressing existing research gaps and contextualizing digital marketing practices within the MSME ecosystem to enrich the broader discourse on how small businesses can leverage emerging technologies to enhance brand performance and remain relevant in an increasingly dynamic digital marketplace.

2. LITERATURE REVIEW

2.1 *Digital Marketing*

The transformation of marketing practices in the digital era has encouraged MSMEs to adopt online platforms as primary tools for promotion, branding, and customer interaction, where digital marketing refers to the use of internet-based technologies and social media platforms to communicate value propositions and build relationships with consumers [2], [16]. For fashion MSMEs, digital channels create opportunities to compete with larger brands through cost-effective strategies such as content marketing, influencer collaborations, and social media engagement, while previous studies indicate that digital marketing adoption can enhance

business visibility, expand customer reach, and strengthen market competitiveness, particularly within creative industries that rely heavily on visual presentation [17], [18]. In the Indonesian context, although MSMEs play a significant role in driving economic growth, many still encounter challenges in adapting to rapidly evolving digital trends due to limited digital literacy, resource constraints, and inconsistent content strategies that hinder optimal marketing performance, making it essential to understand key determinants of digital brand performance, including content quality and short video marketing, in order to support sustainable digital transformation among MSMEs.

2.2 *Digital Content Quality*

Digital content quality refers to the extent to which online content meets audience expectations in terms of relevance, accuracy, creativity, visual appeal, and consistency, where high-quality content not only delivers information but also creates meaningful experiences that foster interaction and trust among audiences [12], [19]. In the context of fashion marketing, content quality encompasses elements such as high-resolution visuals, aesthetic design, compelling storytelling, coherent brand identity, and clear product communication that collectively shape audience perception. Content marketing theory highlights that value-driven content enhances consumer engagement by fulfilling both informational and emotional needs, while studies in social media marketing indicate that

well-designed content can strengthen perceived brand credibility and increase brand awareness [12], [19]. When audiences perceive content as informative and visually attractive, they are more inclined to interact through likes, shares, comments, and repeated visits, whereas poor-quality content may reduce interest and weaken brand perception, positioning digital content quality as a critical antecedent of brand awareness and engagement outcomes in contemporary digital environments.

2.3 *Short Video Marketing*

Short video marketing has emerged as a dominant trend in social media communication driven by the popularity of platforms such as TikTok, Instagram Reels, and YouTube Shorts, where short-form videos ranging from a few seconds to one minute deliver concise, entertaining, and visually engaging messages supported by algorithm-based content distribution that enables even small businesses to gain significant exposure through creative storytelling [14], [20]. From a theoretical perspective, this strategy aligns with experiential marketing and attention economy concepts, as consumers tend to respond more positively to dynamic and interactive visual content, and prior research shows that short videos can enhance audience retention, emotional engagement, and viral potential compared to traditional promotional formats [14], [15]. For fashion MSMEs, short videos offer opportunities to showcase product styling, behind-the-scenes processes, and user-

generated content that increase authenticity and strengthen brand-consumer relationships; however, their effectiveness largely depends on how well the content aligns with audience preferences and brand positioning, since businesses that successfully integrate trends, music, and narrative elements are more likely to capture attention and stimulate meaningful engagement behaviors.

2.4 *Brand Awareness*

Brand awareness refers to the extent to which consumers are able to recognize and recall a brand within a specific product category, and it is often viewed as the initial stage in the consumer decision-making process because higher awareness increases the probability that a brand will be considered during purchase evaluation [7], [21]. In digital marketing contexts, brand awareness is shaped by repeated exposure, content visibility, and the perceived uniqueness of brand communication, while branding theories highlight that consistent and high-quality digital content strengthens brand recognition [22]. Social media platforms provide MSMEs with opportunities to build awareness through frequent interactions and storytelling strategies that communicate brand values and identity, and empirical research indicates that digital campaigns integrating visual creativity and interactive elements can significantly improve brand recall among online audiences, suggesting that digital content quality and short video marketing play important roles

in influencing brand awareness among fashion MSMEs.

2.5 *Consumer Engagement*

Consumer engagement represents the level of cognitive, emotional, and behavioral involvement that consumers demonstrate toward a brand, which can be observed through actions such as liking, commenting, sharing, and participating in online discussions, and in digital environments it is widely regarded as a key performance indicator because it reflects active consumer interest and contributes to long-term brand relationships [23], [24]. Engagement theory explains that interactive and personalized content encourages deeper audience involvement, while short video formats enable brands to convey stories that evoke emotional responses and increase engagement intensity [25]. Previous studies also suggest that engagement is closely linked to brand awareness, as consumers are more likely to interact with brands they recognize and trust, indicating that brand awareness may serve as a mediating factor between digital marketing strategies and engagement outcomes.

2.6 *Conceptual Framework and Hypothesis Development*

Based on the reviewed literature, this study proposes a conceptual framework that examines the relationships between digital content quality, short video marketing, brand awareness, and engagement levels, where digital content quality is expected to enhance brand awareness through improved visual appeal and

informational value, while short video marketing is anticipated to increase audience interaction by presenting dynamic and entertaining formats. Furthermore, brand awareness is predicted to strengthen engagement levels by fostering familiarity and trust among consumers, and drawing from content marketing theory as well as digital engagement frameworks, a set of research hypotheses is formulated to test the proposed relationships within the context of fashion MSMEs.

H1: Digital content quality has a positive and significant effect on brand awareness.

H2: Short video marketing has a positive and significant effect on brand awareness.

H3: Digital content quality has a positive and significant effect on engagement levels.

H4: Short video marketing has a positive and significant effect on engagement levels.

H5: Brand awareness has a positive and significant effect on engagement levels.

H6: Brand awareness mediates the relationship between digital marketing variables and engagement outcomes.

3. METHODS

3.1 *Research Design*

This study employs a quantitative research approach to examine the relationships between digital content quality, short video marketing, brand awareness, and engagement levels among fashion MSMEs in West Java. A quantitative design is considered appropriate because the objective of the research is to test hypotheses and analyze causal relationships among variables using statistical modeling. The study adopts a cross-

sectional survey method, where data are collected at a single point in time to capture respondents' perceptions of digital marketing practices and their outcomes. The research model is analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS), which is suitable for predictive analysis and complex models involving multiple latent constructs.

3.2 Population and Sample

The population of this study consists of fashion MSME owners or managers in West Java who actively utilize digital platforms for marketing activities, with purposive sampling applied based on specific criteria, namely respondents must (1) operate a fashion-related MSME, (2) actively use social media platforms such as Instagram, TikTok, or similar channels, and (3) have experience creating digital content or short video promotions. A total of 155 valid responses were collected and analyzed, meeting the minimum requirement for SEM-PLS analysis, which typically recommends a sample size exceeding ten times the number of structural paths directed at a latent construct. The respondents represent a diverse range of fashion segments, including apparel, accessories, and local clothing brands, thereby reflecting the variety and characteristics of the fashion MSME sector in West Java.

3.3 Data Collection Technique

Primary data were collected through a structured questionnaire distributed online via digital platforms, with the instrument developed based on established constructs from prior digital marketing and branding studies to ensure content validity and theoretical relevance. Respondents were asked to assess statements related to digital content quality, short video marketing practices, brand awareness, and engagement levels according to their business experiences, using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which enables consistent measurement of attitudes and perceptions while supporting statistical analysis. Before distribution, the questionnaire underwent a preliminary

review to ensure clarity of language, relevance of indicators, and alignment with the overall research objectives.

3.4 Variable Operationalization

This study examines four main variables, namely digital content quality, short video marketing, brand awareness, and engagement levels, each treated as a latent construct measured through multiple indicators derived from digital marketing and branding literature. Digital content quality refers to the perceived effectiveness of visual presentation, creativity, information clarity, and consistency of online content produced by fashion MSMEs, while short video marketing represents the extent to which businesses utilize short-form videos to deliver promotional messages and interact with audiences. Brand awareness reflects consumers' ability to recognize and recall a brand through digital exposure, whereas engagement levels indicate the intensity of audience interaction, including likes, comments, shares, and overall participation; all indicators were adapted to fit the MSME context while remaining aligned with theoretical constructs commonly applied in digital marketing research.

3.5 Data Analysis Technique

The data analysis in this study was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 3, a technique chosen for its ability to simultaneously evaluate measurement models (outer models) and structural relationships (inner models), making it particularly suitable for exploratory research that emphasizes prediction and variance explanation. The analysis was carried out in two main stages: first, the measurement model was assessed to evaluate reliability and validity through indicator loadings, composite reliability, Cronbach's alpha, and average variance extracted (AVE), while discriminant validity was examined using the Fornell–Larcker criterion and cross-loadings; second, the structural model was analyzed by examining path coefficients, t-statistics, p-values, coefficient of

determination (R^2), and effect size (f^2). Bootstrapping procedures were also applied to test the significance of the hypothesized relationships and to evaluate the mediating role of brand awareness in influencing engagement levels.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

Table 1. Respondent Characteristics

Category	Description	Frequency	Percentage
Gender	Male	68	43.9%
	Female	87	56.1%
Business Age	< 2 years	49	31.6%
	2–5 years	63	40.6%
	> 5 years	43	27.8%
Main Platform	Instagram	72	46.5%
	TikTok	59	38.1%
	Others	24	15.4%

Table 1 presents the demographic profile of the 155 respondents, indicating that the majority of fashion MSME actors are female (56.1%), suggesting a strong participation of women in the creative fashion sector. In terms of business age, most enterprises have operated for 2–5 years (40.6%), reflecting a relatively growing and adaptive group of MSMEs that are likely still developing their digital marketing strategies, while 31.6% are new businesses with less than two years of operation, highlighting the emergence of new entrants in the digital fashion market. Regarding platform usage, Instagram remains the dominant marketing channel (46.5%), followed closely by TikTok (38.1%), which underscores the increasing importance of short-form visual content in reaching online audiences, whereas a smaller portion (15.4%) utilizes other platforms, indicating diversification but still a strong reliance on visually driven social media environments for brand promotion and engagement.

A total of 155 valid responses from fashion MSMEs in West Java were analyzed. Most respondents were business owners who actively manage their brand's digital presence. The majority of businesses operated through Instagram and TikTok as primary marketing platforms, indicating the growing relevance of short video content in digital promotion strategies.

4.2 Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model (outer model) was conducted to assess the reliability and validity of the constructs used in this study, namely Digital Content Quality, Short Video Marketing, Brand Awareness, and Engagement Levels. The assessment included tests of convergent validity, internal consistency reliability, and discriminant validity using SmartPLS 3. The results indicate that all constructs meet the recommended thresholds, confirming that the measurement model is statistically acceptable and suitable for further structural model analysis.

4.2.1 Convergent Validity

Convergent validity was evaluated by examining the outer loading values of each indicator and the Average Variance Extracted (AVE). Indicators with loading values above 0.70 are considered acceptable, indicating that the items adequately represent their respective latent constructs.

Table 2. Outer Loading Values

Variable	Indicator	Outer Loading
Digital Content Quality	DCQ1	0.812
	DCQ2	0.845

	DCQ3	0.778
	DCQ4	0.801
Short Video Marketing	SVM1	0.724
	SVM2	0.856
	SVM3	0.839
	SVM4	0.792
Brand Awareness	BA1	0.871
	BA2	0.882
	BA3	0.816
Engagement Levels	ENG1	0.864
	ENG2	0.879
	ENG3	0.851
	ENG4	0.833

Table 2 shows that all indicators demonstrate satisfactory outer loading values, ranging from 0.724 to 0.882, which exceed the commonly accepted threshold of 0.70, indicating strong indicator reliability and adequate convergent validity within the measurement model. For the digital content quality construct, all indicators (DCQ1–DCQ4) display high loadings between 0.778 and 0.845, suggesting that visual presentation, creativity, and information clarity consistently reflect the latent variable. Similarly, short video marketing indicators (SVM1–SVM4) show acceptable loadings, with SVM2 and SVM3 exhibiting particularly strong contributions, highlighting the importance of dynamic video strategies in representing the construct. Brand awareness indicators (BA1–BA3) demonstrate very high loadings above 0.80, indicating a strong alignment between measurement items and brand recognition dimensions, while engagement level indicators (ENG1–ENG4) also present robust values above 0.83, confirming that the measurement items effectively capture audience interaction behaviors, thus supporting the reliability and validity of the outer model.

4.2.2 Internal Consistency Reliability

Reliability testing was conducted using Cronbach's Alpha and Composite Reliability (CR), where values above 0.70 for Cronbach's Alpha and above 0.80 for CR indicate strong internal consistency among measurement items. The results demonstrate that all constructs exhibit high reliability, with

Digital Content Quality showing a Cronbach's Alpha of 0.882 and CR of 0.910, Short Video Marketing 0.861 and 0.899, Brand Awareness 0.876 and 0.913, and Engagement Levels 0.894 and 0.926, respectively. These findings confirm that each set of indicators consistently represents its underlying construct, ensuring data stability, measurement accuracy, and overall reliability of the research instrument.

4.2.3 Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) value reflects the proportion of variance captured by a construct relative to measurement error, where values above 0.50 indicate adequate convergent validity. The results show that all constructs in this study meet the recommended threshold, with Digital Content Quality achieving an AVE of 0.671, Short Video Marketing 0.640, Brand Awareness 0.725, and Engagement Levels 0.757, confirming that each construct explains more than half of the variance of its indicators. These findings demonstrate satisfactory convergent validity, indicating that the measurement items effectively represent their respective latent constructs.

4.2.4 Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion to ensure that each construct is distinct from other constructs in the model. The square root of the AVE for each variable must be higher than its correlation with other variables.

Table 3. Fornell–Larcker Criterion

Variable	DCQ	SVM	BA	ENG
Digital Content Quality (DCQ)	0.819			
Short Video Marketing (SVM)	0.592	0.800		
Brand Awareness (BA)	0.648	0.617	0.851	
Engagement Levels (ENG)	0.621	0.655	0.701	0.870

Table 3 presents the Fornell–Larcker criterion results, showing that the square root of the AVE for each construct (DCQ = 0.819, SVM = 0.800, BA = 0.851, and ENG = 0.870) is higher than the correlations with other constructs in the model, thereby confirming adequate discriminant validity. This indicates that each latent variable is empirically distinct and captures unique aspects of the digital marketing framework, with Digital Content Quality, Short Video Marketing, Brand Awareness, and Engagement Levels measuring different conceptual dimensions despite moderate correlations among them. The relatively strong correlations between Brand Awareness and Engagement Levels (0.701), as well as between Digital Content Quality and Brand Awareness (0.648), suggest meaningful theoretical relationships while still maintaining sufficient construct separation, supporting the validity of the measurement model.

4.3 Structural Model Evaluation (Inner Model)

Table 4. Path Coefficient Results

	Relationship	Path Coefficient (β)	T-Statistic	P-Value
H1	Digital Content Quality \rightarrow Brand Awareness	0.412	5.781	0.000
H2	Short Video Marketing \rightarrow Brand Awareness	0.371	4.936	0.000
H3	Digital Content Quality \rightarrow Engagement	0.284	3.942	0.000
H4	Short Video Marketing \rightarrow Engagement	0.329	4.118	0.000
H5	Brand Awareness \rightarrow Engagement	0.356	4.907	0.000

Table 4 shows that all hypothesized relationships are statistically significant, as indicated by positive path coefficients, high t-statistics, and p-values below 0.05, confirming support for all five hypotheses. Digital Content Quality has a strong positive effect on Brand Awareness ($\beta = 0.412$), suggesting that visually appealing and informative content enhances brand recognition among audiences, while Short Video Marketing also significantly influences Brand Awareness ($\beta =$

The structural model was evaluated using R^2 values, path coefficients, and bootstrapping results, revealing that the R^2 value for brand awareness is 0.548, which indicates that digital content quality and short video marketing explain 54.8% of the variance in brand awareness, reflecting a moderate level of predictive accuracy. Meanwhile, the R^2 value for engagement levels reaches 0.632, demonstrating a strong explanatory power of the model in predicting audience engagement outcomes. These findings suggest that the proposed framework has substantial predictive capability, with digital marketing variables playing a meaningful role in shaping both brand awareness and engagement levels within fashion MSMEs.

4.4 Hypothesis Testing

Bootstrapping analysis was conducted to evaluate the significance of the proposed hypotheses. A t-value greater than 1.96 and p-value less than 0.05 indicate statistical significance.

0.371), highlighting the role of dynamic video formats in increasing exposure. Both Digital Content Quality ($\beta = 0.284$) and Short Video Marketing ($\beta = 0.329$) directly improve Engagement Levels, indicating that well-crafted content and short-form videos stimulate audience interaction. Additionally, Brand Awareness demonstrates a significant positive effect on Engagement ($\beta = 0.356$), reinforcing the idea that familiarity and trust toward a brand encourage deeper consumer

involvement, thereby supporting the overall structural model proposed in this study.

4.5 Mediation Analysis

Table 5. Indirect Effect (Mediation Test)

Relationship	Indirect Effect (β)	T-Statistic	P-Value	Interpretation
Digital Content Quality → Brand Awareness → Engagement	0.147	3.212	0.001	Partial Mediation
Short Video Marketing → Brand Awareness → Engagement	0.132	2.984	0.003	Partial Mediation

Table 5 indicates that Brand Awareness plays a significant mediating role in the relationships between digital marketing strategies and Engagement Levels, as both indirect effects are positive and statistically significant. The indirect effect of Digital Content Quality on Engagement through Brand Awareness ($\beta = 0.147$, $p = 0.001$) suggests that high-quality content not only directly increases engagement but also strengthens audience interaction by first enhancing brand recognition. Similarly, Short Video Marketing demonstrates a significant indirect effect ($\beta = 0.132$, $p = 0.003$), indicating that short-form video strategies contribute to engagement by building familiarity and trust with the brand. Since the direct effects remain significant, the mediation is classified as partial, implying that Brand Awareness complements rather than fully replaces the direct influence of digital marketing practices on engagement outcomes.

Discussion

The results demonstrate that digital content quality significantly influences brand awareness among fashion MSMEs in West Java, indicating that high-quality visuals, clear messaging, and consistent branding enhance consumer familiarity with a brand. This finding supports content marketing theory, which emphasizes that valuable and well-structured content strengthens brand perception, particularly in digital environments where competition for audience attention is increasingly intense. Strategic content design therefore becomes essential for MSMEs seeking to build

The mediating role of brand awareness was evaluated using indirect effect analysis.

recognizable and credible brand identities through online platforms [2], [16].

In addition, short video marketing shows a strong positive effect on both brand awareness and engagement levels, highlighting the effectiveness of dynamic and entertaining formats in communicating brand narratives. The results align with the attention economy perspective, suggesting that interactive and visually rich media formats are more capable of attracting user participation and sustaining audience interest [26], [27]. Short-form videos enable MSMEs to showcase storytelling, trends, and creative presentations that foster emotional connections with audiences, ultimately strengthening digital relationships and encouraging active interaction.

Furthermore, the positive relationship between brand awareness and engagement confirms that familiarity with a brand encourages audiences to interact more actively with digital content, as evidenced by increased likes, comments, and shares. The mediation analysis reveals that brand awareness functions as a psychological bridge linking marketing strategies with behavioral outcomes, indicating that digital marketing success depends not only on platform presence but also on the quality and format of content delivered. Overall, these findings emphasize that fashion MSMEs that invest in visually appealing content and adopt short video strategies are more likely to achieve stronger brand visibility and higher engagement, offering practical insights for business actors and policymakers aiming to

enhance the digital competitiveness of local fashion industries in West Java.

5. CONCLUSION

This study concludes that digital content quality and short video marketing play significant roles in enhancing brand awareness and engagement levels among fashion MSMEs in West Java. High-quality digital content strengthens brand recognition by presenting clear visual identity, consistent messaging, and informative storytelling, while short video marketing increases audience interaction through dynamic and

engaging communication formats. The findings also reveal that brand awareness acts as an important mediating factor that reinforces the relationship between digital marketing strategies and engagement outcomes. These results highlight the importance for fashion MSMEs to adopt creative and strategic digital marketing practices to remain competitive in rapidly evolving online environments. By integrating visually appealing content with effective short video strategies, MSMEs can improve brand performance, foster stronger relationships with consumers, and expand their market reach in the digital era.

REFERENCES

- [1] T. Fizzanty, "Digitalization of Indonesian MSMEs: Innovation Challenges and Opportunities," *Digit. Indones. Small Mediu. Enterp. Hum. Capital, Inclusivity Platf. Capital.*, pp. 13–28, 2024.
- [2] M. Rachmawati, "THE USE OF DIGITALIZATION OF INFORMATION IN DEVELOPING DIGITAL MARKETING FOR MSMEs," *Edusight Int. J. Multidiscip. Stud.*, vol. 1, no. 1, 2024.
- [3] N. Khair and S. Malhas, "Fashion-related remedies: Exploring fashion consumption stories during Covid-19. 'Nostalgia overpowering, Old is the new me,'" *J. Glob. Fash. Mark.*, vol. 14, no. 1, pp. 77–92, 2023, doi: 10.1080/20932685.2022.2085604.
- [4] A. Hirmantono, "Strategi Pemasaran UMKM di Masa Pandemi Covid-19: Studi Kasus UMKM di Kawasan Pondok Pesantren Darul'Ulum Jombang," *Jurnal Bisnis dan Pemasaran Digital*. penerbitgoodwood.com, 2021.
- [5] F. Sudirjo, A. S. Titing, Y. Radnan, H. Yodiansyah, and B. Bambang, "Linkages between Social Media Presence, Brand Awareness, Customer Loyalty, and Sales Growth in Entrepreneurial Companies (Study on Fashion Industry Entrepreneurs in West Java)," *West Sci. Bus. Manag.*, vol. 1, no. 02, pp. 81–88, 2023.
- [6] P. Rufaidah, "Branding Strategy of West Java: Fashion Products of The Creative Industry," *AFEBI Manag. Bus. Rev.*, vol. 2, no. 2, pp. 33–42, 2017.
- [7] A. Y. Salsabila and R. H. Nugroho, "Pengaruh Daya Tarik Iklan, Kemasan Produk, dan Kesadaran Merek terhadap Minat Beli Produk Tolak Angin pada Masyarakat Desa Kesamben Kabupaten Tuban," *Al-Kharaj J. Ekon. Keuang. Bisnis Syariah*, vol. 4, no. 6, pp. 1881–1894, 2022, doi: 10.47467/alkharaj.v4i6.1463.
- [8] M. Bala and D. Verma, "A Critical Review of Digital Marketing Paper Type: - Review and Viewpoint," *Int. J. Manag. IT Eng.*, vol. 8, no. 10, pp. 321–339, 2018.
- [9] S. De Bleecker, "Exploring the Impact of Social Media on Millennial Consumer Behavior Towards Plant-Based Food: a Focus Group Study," pp. 2022–2023, 2023.
- [10] B. Prayoga, D. Wiryany, and M. R. Poedjadi, "Analysis of social media marketing (smmas) strategy in increasing brand awareness and consumer purchase intentions," *J. Bus. Manag. Stud.*, vol. 5, no. 4, pp. 110–115, 2023.
- [11] S. N. Et al., "Educational Administration: Concept, Theory and Management," *Psychol. Educ. J.*, vol. 58, no. 1, pp. 1605–1610, 2021, doi: 10.17762/pae.v58i1.953.
- [12] M. Al-Okaily, R. Alghazzawi, A. F. Alkhwaldi, and ..., "The effect of digital accounting systems on the decision-making quality in the banking industry sector: a mediated-moderated model," *Glob. Knowl. ...*, 2022, doi: 10.1108/GKMC-01-2022-0015.
- [13] I. M. Zainutthalibien, "The Influence of Circular Fashion, Narrative Branding, and Social Activism on the Competitiveness of Sustainable Fashion MSMEs in West Java," *Sci. du Nord Econ. Bus.*, vol. 2, no. 02, pp. 1–11, 2025.
- [14] R. Gunawan, R. Malfiany, and ..., "Penerapan Digital Marketing Sebagai Strategi Pemasaran Ukm Rempeyek Nok Uus Dengan Video Cinematic Didukung Motion Grafis," *Pixel J. Ilm. ...*, 2021.
- [15] L. Qian, "Analysis of short video marketing strategy under the background of social e-commerce," ... *Conf. E-Commerce Internet Technol. ...*, 2021.
- [16] J. Gao, A. B. Siddik, S. Khawar Abbas, M. Hamayun, M. Masukujaman, and S. S. Alam, "Impact of E-Commerce and Digital Marketing Adoption on the Financial and Sustainability Performance of MSMEs during the COVID-19 Pandemic: An Empirical Study," *Sustainability*, vol. 15, no. 2, p. 1594, 2023.
- [17] I. Siagian, D. Ruslan, and T. Yuliaty, "Analysis of Factors Affecting the Income of Micro, Small and Medium Enterprises (MSMEs) in the Culinary Sector in Tebing Tinggi City," *Int. J. Res. Rev.*, vol. 10, no. 7, pp. 549–571, 2023, doi: 10.52403/ijrr.20230767.
- [18] N. S. S. Sugiana, A. Rahayu, L. A. Wibowo, V. Gafar, and P. D. Dirgantari, "Hidden Cost Marketing: Descriptive

- Analysis of Digital Marketing Strategies and Creating Branding for MSMEs," *J. Mark. Innov.*, vol. 3, no. 1, 2023, doi: <https://doi.org/10.35313/jmi.v3i1.60>.
- [19] R. Palumbo, M. V Ciasullo, M. M. Pellegrini, A. Caputo, and ..., "Locally focused and digitally oriented: examining eco-museums' digitization in a service quality management perspective," *TQM ...*, 2022, doi: 10.1108/TQM-02-2021-0046.
- [20] A. C. Scheinbaum, S. Hampel, and M. Kang, "Future developments in IMC: why e-mail with video trumps text-only e-mails for brands," *Eur. J. Mark.*, vol. 51, no. 3, pp. 627–645, 2017.
- [21] Y. K. Dwivedi *et al.*, "Setting the future of digital and social media marketing research: Perspectives and research propositions," *Int. J. Inf. Manage.*, vol. 59, p. 102168, 2021, doi: <https://doi.org/10.1016/j.ijinfomgt.2020.102168>.
- [22] C. Gisellim and M. G. Yoedtadi, "Media Sosial sebagai Sarana Meningkatkan Brand Awareness," *Kiwari*, vol. 3, no. 2, pp. 308–314, 2024.
- [23] A. T. Febrina, A. Maulana, and A. Rosa, "The Effect of Price and Product Quality on Purchase Decisions with Brand Image as an Intervening Variable in The Lahat Coffee Monologue Product," *J. Res. Soc. Sci. Econ. Manag.*, vol. 4, no. 10, pp. 1375–1392, 2025, doi: 10.59141/jrssem.v4i10.849.
- [24] K. Bizhanova, A. Mamyrbekov, I. Umarov, A. Orazymbetova, and A. Khairullaeva, "Impact of digital marketing development on entrepreneurship," *E3S Web Conf.*, vol. 135, 2019, doi: 10.1051/e3sconf/201913504023.
- [25] P. Bryła, S. Chatterjee, and B. Ciabiada-Bryła, "The Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption: A Systematic Literature Review," *Int. J. Environ. Res. Public Health*, vol. 19, no. 24, p. 16637, 2022.
- [26] S. E. Saragih and M. B. Ulum, "Empowering Society during Covid-19 Outbreaks: Digital Marketing Optimization for MSMEs and Human Rights Perspective," *Indones. J. Advocacy Leg. Serv.*, vol. 4, no. 1, pp. 25–44, 2022, doi: <https://doi.org/10.15294/ijals.v4i1.54419>.
- [27] S. Lestari, "DIGITAL MARKETING STRATEGY FOR MSMEs IN THE VUCA ERA (Volatility, Uncertainty, Complexity, and Ambiguity):(Case Study of Snacks MSMEs" The Kriuk")," *J. Humanit. Soc. Sci. Bus.*, vol. 2, no. 1, pp. 47–53, 2022.