

CHAPTER II

GENERAL OVERVIEW

The rapid growth of Generative AI has made it widely used across industries, including education, while also increasing competition among AI platforms. In this situation marketing strategies such as social media advertising and eWOM plays an important role in helping these platforms gain visibility and influence how users perceive and use them.

This chapter provides a general overview of generative artificial intelligence social media advertising, with a specific focus on Google Gemini, including its marketing strategies and position within the industry. In addition, this chapter describes the characteristics of the respondent, namely university students in Indonesia based on their demographics as well as their field of study.

2.1 Generative AI Social Media Advertising

The rapid expansion of Generative AI market has reinforced competition among Generative AI platforms to aim bigger for visibility and acquisition through digital advertising.

Generative AI brands distribute their advertising across multiple digital channels based on user activity and platform usage. According to sensor tower's report, AI brands utilize various advertising channels across countries, indicating an increase in advertising activity in the period of 2025. However, the reported data reflects selected channels and may not represent the entire digital advertising across all platforms.

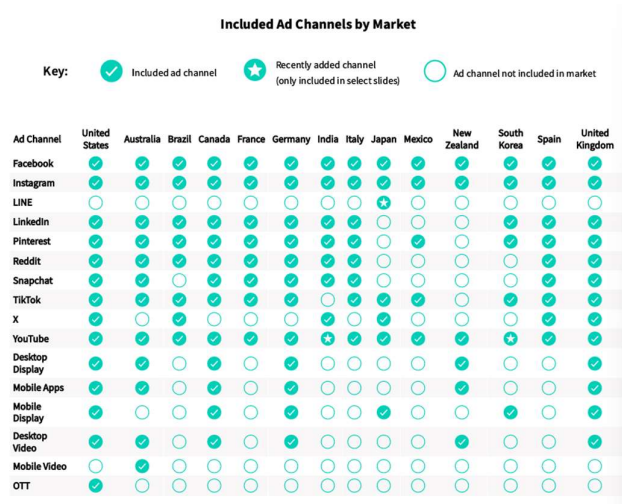


Figure 2. 1 Selected Ad Channels by Market (by Country)
Source: Sensor tower

Social media platforms such as Tiktok, Instagram, Youtube and etc. have become key channels for these advertisements. The content is typically delivered in short-form formats, which include product features and usability highlights.

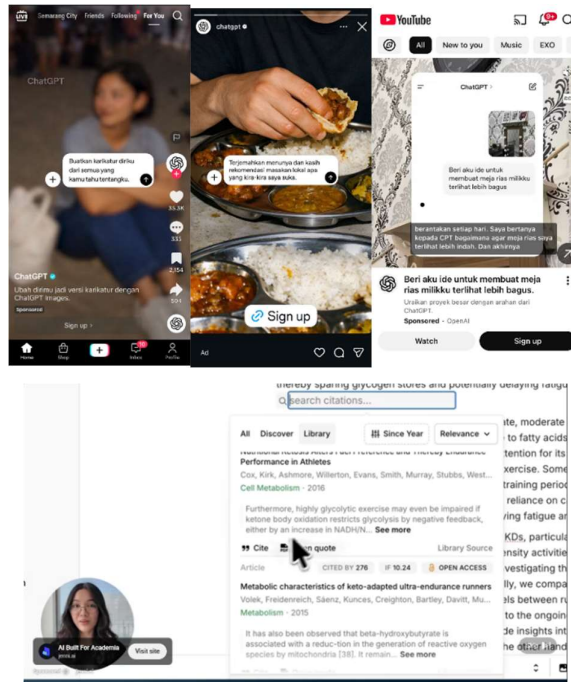


Figure 2. 2. Social Media Advertising of Generative AI brands
Source: Tiktok, Instagram Story, Youtube

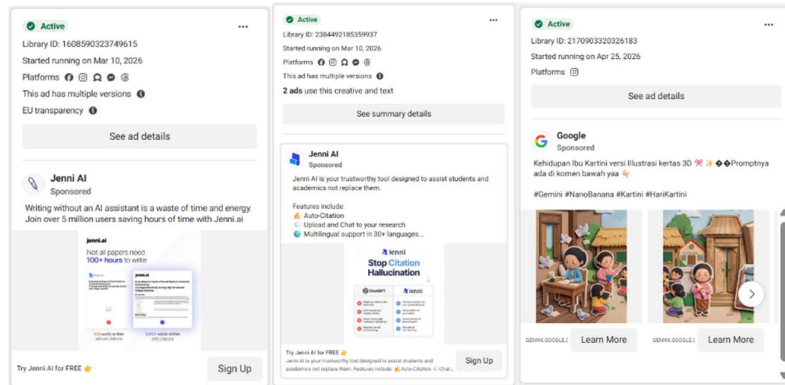


Figure 2. 3. Jenni AI and Google Gemini Active Meta Ads
Source: Meta Ads Library

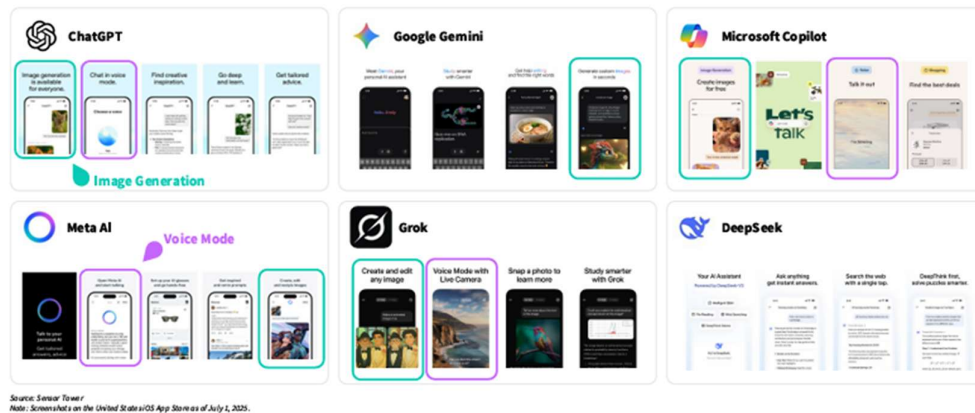


Figure 2. 4. AI Apps Promotion of Image Generation and Voice Mode Features
Source: Sensor tower

Most of their contents emphasize their image generation or voice mode features (Briskman, 2025a). Commonly, they highlight productivity efficiency, ease of use, and features. With basically similar features, different strategic messaging in the ads help them highlight their excellence and uniqueness.

Multiple Generative AI brands actively advertise simultaneously. Despite algorithm-driven personalization, users are still exposed to various AI platforms including OpenAI ChatGPT, Google Gemini, Microsoft Copilot, creating a highly competitive digital advertising landscape.

Therefore, the increasing intensity of social media advertising exposure highlights the importance of understanding how users perceive these marketing efforts, particularly in the context of specific platforms such as Google Gemini.

2.2 Google Gemini Overview

Google Gemini is considered as one of the rapidly evolving generative artificial intelligence platforms developed by Google under the DeepMind division (Kunwar, 2026). Originally introduced as Bard in 2023, the platform was later rebranded as Google Gemini to reflect its expanded capabilities and position within Google AI's ecosystem (CDO Magazine, 2024).

Google Gemini is designed to be integrated across various Google services, including Google search (Hashemi-Pour, 2025). Over time, the platform has evolved from a more technically oriented system into a user-friendly conversational AI, offering more natural and interactive responses, supporting a wider range of users, including students (Kunwar, 2026)

Similar to other generative AI platforms such as ChatGPT and Microsoft Copilot, Google Gemini provides features such as text generation, image creation and research assistance. However, Google Gemini emphasizes accessibility and integration within everyday digital activities, particularly in supporting academic productivity tasks (Gemini Google, n.d.; Help.openai.com, 2026; Jenni.ai, n.d.; microsoft.com, n.d.)

2.2.1 Google Gemini Marketing and Position

Google Gemini has an increasing web visit from 2024 to 2025 (Curry, 2026), indicating rising user awareness and market exposure.

H1 2025 Rankings by Market | Generative AI Apps

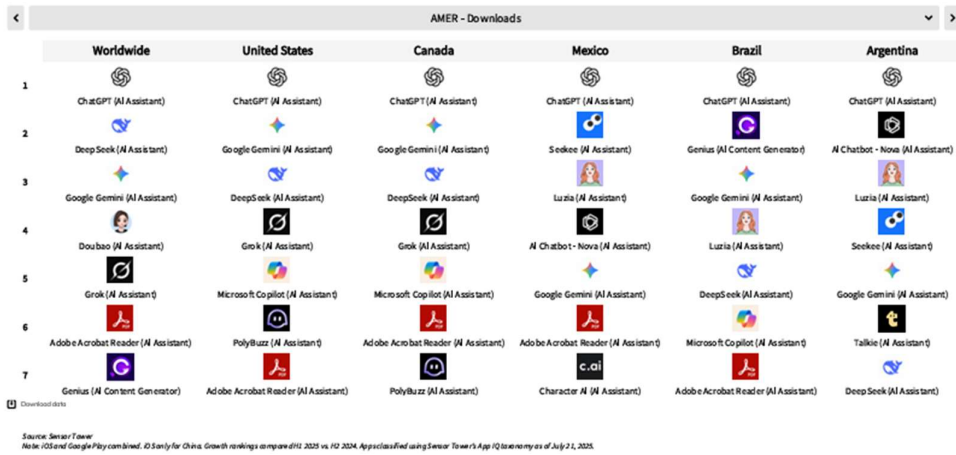


Figure 2. 5 H1 2025 Rankings by Market

Source: (Sensor Tower, 2025)

As discussed in the previous section, generative AI platforms increasingly rely on social media advertising to enhance visibility and user acquisition. Within this competitive environment, Google Gemini positions itself as one of the platforms that leverage integrated digital marketing strategies across multiple channels.

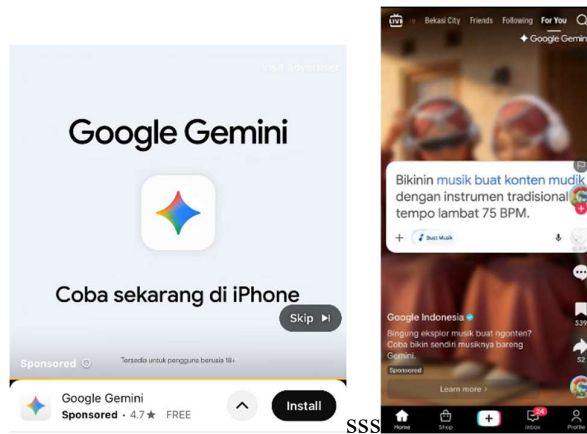


Figure 2. 6 Google Gemini Social Media Advertising

Source: Tiktok, Youtube Ads

Google Gemini utilizes various social media channels, including Youtube, Tiktok, and LinkedIn to distribute its advertising content. These advertisements appear to be targeting specific audience segments, with LinkedIn being used to target a more professional demographic (Briskman, 2025).

In terms of positioning, Google Gemini emphasizes accessibility and everyday usability, targeting a broad audience that includes students, professionals, and general users. Compared to competitors, Gemini positioned itself as an assistive tool embedded within the Google ecosystem. This positioning supports its strategy to become a widely adopted AI companion within users' routines. In addition, its integration with data-driven tools and services also attracts users with professional and analytical needs, including those in marketing and business-related fields (Reardon, 2026).

2.2.2 Google Gemini in Indonesia

The adoption of Generative AI in Indonesia has shown significant growth, particularly among students and digital users (Chegg Inc., 2025). This indicated a strong potential market for AI platforms within the academic and digital ecosystem. Based on data from Semrush, Google Gemini ranks as the second most visited AI website in Indonesia 2026 following ChatGPT (Semrush, 2026).

This ranking suggests that Google Gemini has a high level of visibility and user reach within the Indonesian market. To strengthen its position, Google Gemini highlights student-oriented features on its platform, including support for quizzes, concept explanation, and even career preparation.



Figure 2. 7 Google Gemini Students
Source: (Gemini Google, n.d.)

In addition, Google Gemini has implemented a student's-centric marketing strategies in Indonesia. The campaign was developed with DDB Singapore, which incorporates student prompts of experiments, career, festival music organizer, and many more to positioned Gemini as an active partner in the Indonesian students' journey (Shaw, 2025; Tim Redaksi, 2025). This approach reflects an effort to build stronger relevance and engagement among student users.

Furthermore, in 2025, the Google Student Ambassador was implemented in Indonesia and had one of the largest programs. This involved 2.000 students selected for the 2026 cohort. The program aims to bridge Google's AI technology with campus communities, encouraging peer-to-peer exposure and increasing awareness among students (Google Indonesia, 2026).

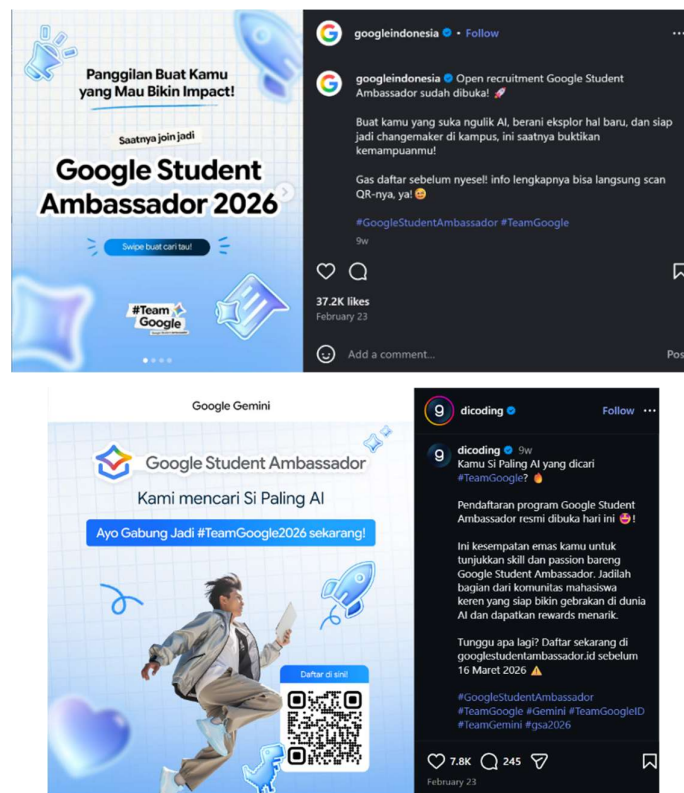


Figure 2. 8 Google Student Ambassador 2026 Posters
Source: Instagram @googleindonesia & @dicoding