

## ABSTRAK

Felisa Sudarso (01041190027)

### **AKTIVITAS *DIGITAL MARKETING* DI MEDIA SOSIAL INSTAGRAM PT UNISNACK CITARASA ABADI DALAM UPAYA MEMBANGUN *BRAND AWARENESS***

(xiv + 125 halaman: 44 gambar; 0 tabel; 18 lampiran)

Kata Kunci: Aktivitas, Digital Marketing, Brand Awareness, Media Sosial, Konten, Copywriting.

Seiring dengan berkembangnya zaman, kemajuan teknologi internet telah memunculkan pemahaman baru mengenai paradigma konsep pemasaran melalui platform digital. Konsep pemasaran digital diimplementasikan oleh PT Unisnack Citarasa Abadi untuk memasarkan produknya. Pemegang melakukan program kerja magang di PT Unisnack Citarasa Abadi dan ditempatkan di sub-divisi *Marketing Communication* yang berada di bawah naungan departemen *Marketing*. Adapun tujuan yang ingin dicapai pemegang ialah untuk mempelajari dan mempraktekkan aktivitas *digital marketing* di PT Unisnack Citarasa Abadi dalam membangun kesadaran merek.

Selama 4 bulan melakukan magang, pemegang telah belajar dan mengelola media sosial, membuat konten video *reels* Instagram & melakukan *copywriting*. Konsep yang digunakan pemegang ialah konsep *digital marketing* dan *brand awareness*. Hasil dari pelaksanaan magang ialah Hasil yang didapatkan pemegang terkait aktivitas *digital marketing* di media sosial Instagram ialah perlu adanya perencanaan konten, pemilihan waktu unggah, dan mempertahankan komunikasi antara perusahaan dan pelanggan sehingga *feedback* yang diberikan pelanggan dapat menjadi evaluasi perusahaan kedepannya. Pemegang juga mempelajari dalam pembuatan konten, diperlukan adanya konsistensi, kreativitas, yang disesuaikan dengan komunitas *target market* sehingga kesadaran merek dapat dibangun secara optimal.

Dapat disimpulkan melalui *digital marketing* media sosial Instagram, perusahaan sudah menerapkan konsep-konsep yang diperlukan untuk membangun kesadaran merek dan meningkatkan penjualan barang atau jasa yang ditawarkan kepada *target market* yang dituju.

Referensi: 27 (2010-2022)

## ABSTRACT

Felisa Sudarso (01041190027)

### **DIGITAL MARKETING ACTIVITIES IN SOCIAL MEDIA INSTAGRAM AT PT UNISNACK CITARASA ABADI IN BUILDING BRAND AWARENESS**

(xiv + 125 pages: 44 pictures; 0 tables; 18 attachments)

Keywords: Activities, Digital Marketing, Brand Awareness, Social Media, Content, Copywriting.

Along with the development of the times, advances in internet technology have led to a new understanding of the paradigm of the marketing concept through digital platforms. The digital marketing concept is implemented by PT Unisnack Citarasa Abadi to market its products. The interns carry out an internship program at PT Unisnack Citarasa Abadi and are placed in the Marketing Communication sub-division which is under the auspices of the Marketing department. The goal to be achieved by the interns is to learn and practice digital marketing activities at PT Unisnack Citarasa Abadi in building brand awareness.

During the 4 months of doing the internship, the intern has learned and managed social media, created Instagram video reel content & done copywriting. The concept used by interns is the concept of digital marketing and brand awareness. The results obtained by interns regarding digital marketing activities on Instagram social media are that it is necessary to plan content, choose upload times, and maintain communication between the company and customers so that the feedback provided by customers can become an evaluation of the company in the future. The interns also learn that in creating content, consistency and creativity are needed, which are adapted to the target market community so that brand awareness can be built optimally.

It can be concluded that digital marketing is an important part of the overall marketing activities carried out by companies to help build brand awareness and increase sales of goods or services offered to the intended target market.

Reference: 27 (2010-2022)