

ABSTRAK

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STRATEGI PROMOSI MAJALAH DIGITAL MANUAL JAKARTA DALAM MEMBANGUN *BRAND AWARENESS* DI KONSUMEN MELALUI MEDIA SOSIAL INSTAGRAM

(xiii + 106 lembar: 20 gambar; 10 tabel; 21 lampiran)

Kata Kunci : Strategi, Promosi, Majalah Digital, Instagram, *Brand Awareness*

Perkembangan teknologi di Indonesia dapat dikatakan sangatlah pesat. Salah satu sektor yang sangat dipengaruhi oleh perkembangan teknologi adalah dunia media Indonesia sehingga banyak perusahaan media digital yang muncul ke permukaan. Salah satu perusahaan media digital yang baru berkembang di Jakarta adalah Manual Jakarta. Manual Jakarta sebagai salah satu media online berbentuk majalah digital yang sangat aktif di media sosial Instagram dan juga memiliki pengikut yang cukup banyak. Penelitian ini dilakukan untuk mengetahui strategi promosi majalah digital Manual Jakarta dalam membangun *brand awareness* di konsumen melalui media sosial Instagram.

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian deskriptif. Pengumpulan data penelitian dilakukan dengan data primer yaitu berupa wawancara dan observasi sedangkan data sekunder diperoleh melalui studi kepustakaan. Wawancara dilakukan kepada individu yang terlibat dalam kegiatan promosi majalah digital Manual Jakarta dalam membangun *brand awareness* di media sosial Instagram.

Hasil penelitian menunjukkan bahwa strategi promosi melalui media sosial Instagram memiliki peran yang sangat penting bagi Manual Jakarta dalam membangun *awareness* di konsumen. Strategi Promosi Manual Jakarta melalui Instagram berupa konten-konten yang digemari target market dia, kolaborasi dengan *brand* atau *event-event* besar, menggunakan *community engagement* sebagai modal dalam melakukan pendekatan dengan komunitas,serta melakukan giveaway yang juga menambah tingkat *brand awareness* mereka.

Referensi : 40 (1987-2018)

ABSTRACT

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Promotion Strategy Manual Jakarta Digital Magazine in Building Brand Awareness in Consumers Through Social Media Instagram

(xiii + 106 pages: 20 pictures; 10 tables; 21 attachments)

Keywords : Strategy, Promotion, Digital Magazine, Instagram, Brand Awareness

The development of technology in Indonesia can be said to be very rapid. One sector that is very much influenced by technological developments is the world of Indonesian media so that many digital media companies have surfaced. One of the newly developed digital media companies in Jakarta is the Jakarta Manual. Manual Jakarta as one of the online media in the form of digital magazines, is very active on Instagram social media and also has quite a lot of followers. This research was conducted to find out the promotion strategy of the Jakarta Manual digital magazine in building brand awareness in consumers through social media Instagram.

This study uses a qualitative approach with descriptive research methods. Data collection research was conducted with primary data in the form of interviews and observations while secondary data was obtained through literature. Informants are selected from individuals who involved in the promotion of the Manual Jakarta digital magazine in building brand awareness on Instagram.

The results of the study show that promotion strategies through Instagram have a very important role for the Jakarta Manual in building awareness in consumers. Promotion Strategy that Manual Jakarta use via Instagram which consists of content favored by his target market, collaboration with brands or major events, using community involvement as capital in interacting with the community, and giving giveaway which also increases their brand awareness.

Reference: 40 (1987-2018)