

## ABSTRAK

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### AKTIVITAS DIGITAL MARKETING PT RAPIER TECHNOLOGY INTERNATIONAL MELALUI MEDIA SOSIAL INSTAGRAM DALAM MEMBANGUN BRAND AWARENESS

(xii + 82 Halaman; 32 Gambar; 9 Lampiran)

Kata Kunci: *Brand awareness*, Internet, Konten, *Social Media Plan*, Teknologi Informasi

Perkembangan pengguna Internet di Indonesia yang sangat pesat dan banyaknya perusahaan yang memperhatikan serta membangun aktivitas – aktivitas perusahaan di dunia maya seperti melakukan promosi, membuat situs resmi, membuat akun resmi di media sosial, dan sebagainya mendorong lapangan kerja di bidang industri teknologi komunikasi semakin berkembang dan semakin banyaknya perusahaan – perusahaan yang fokus bergerak di bidang IT. Salah satu perusahaan yang baru berdiri dan berfokus di bidang IT adalah PT Rapier Technology International yang terletak di Tangerang.

Dalam kegiatan *digital marketing* dalam membangun *brand awareness* Rapier di media sosial Instagram, PT Rapier Technology International menggunakan konsep *Social Media Plan* yang terbagi menjadi empat tahapan yaitu *listen* di mana perusahaan melakukan analisis konten yang telah diunggah sebelumnya, *plan* di mana perusahaan merencanaan penggunaan tiga jenis konten yaitu: Konten contoh proyek yang dikerjakan Rapier, informasi mengenai dunia IT atau kutipan – kutipan mengenai dunia IT, dan kehidupan kantor di Rapier. Kemudian tahapan *strategy* yaitu untuk meningkatkan jumlah pengikut, Rapier mengunggah konten secara konsisten agar pengikut Rapier melihat bahwa akun Instagram Rapier adalah akun Instagram yang aktif dan berguna karena membagikan hal – hal yang informatif. Terakhir tahapan *action & control* yaitu pembuatan laporan media sosial.

Refrensi: 34 (2003 – 2020)

## **ABSTRACT**

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### **RAPIER TECHNOLOGY INTERNATIONAL DIGITAL MARKETING ACTIVITIES THROUGH SOCIAL MEDIA INSTAGRAM IN BUILDING BRAND AWARENESS**

(xii + 82 Pages; 32 Pictures; 9 Attachments)

Key Words: Brand awareness, Content, Internet, Information Technology , Social Media Plan,

The development of internet users in indonesia is very fast and many companies look at them and build company activity in the virtual world as promotional activities , make the official site of , make a formal account in social media, and so forth encourage employment opportunities in industries communication technology keeps growing and the more many companies focusing move in the field of IT .One of the new company standing and focusing in the field of it were Rapier Technology International located in Tangerang.

In digital marketing activities to build Rapier brand awareness through Instagram, Rapier Technology International uses the concept of Social Media Plan which is divided into four stages, first is listen where the company analyzes the content that has been uploaded previously, second is plan in which the company plans to use three types of content namely: examples of projects worked by Rapier, information about the IT world or quotes about the IT world, and office life in Rapier. Then the strategy stage is to increase the number of followers, Rapier uploads content consistently so that Rapier followers see that the Rapier Instagram account is an active and useful Instagram account because it shares informative things. The last step in the action & control that focus on making social media reports.

References: 34 (2004 – 2019)