

ABSTRAK

Marsha Risdasari (01045170067)

Strategi Brand Awareness Melalui Media Sosial Instagram (Studi Kasus Pada Akun @oi.coffee.eatery)

(xii + 80 halaman: 4 gambar; 1 lampiran)

Kebutuhan masyarakat terhadap media sosial dimanfaatkan oleh para pelaku usaha untuk memperkenalkan jenis usahanya. Salah satu kedai kopi di Kota Depok yaitu Oi coffee and eatery merupakan kedai kopi yang memiliki akun media sosial Instagram bernama @oi.coffee.eatery. Konten dari akun Instagram tersebut adalah tentang produk-produk yang dipasarkan oleh Oi Coffee and Eatery. Dengan jumlah followers saat ini sekitar 2.666 followers, akun Instagram Oi Coffee cukup aktif berinteraksi dengan followers nya. Dalam menarik perhatian konsumen kedai kopi Oi Coffee and Eatery berusaha memperkenalkan brand dan produknya dengan memanfaatkan media sosial Instagram, seperti membuat konten foto, video di Instagram. Penelitian ini bertujuan untuk menganalisis Strategi Brand Awareness Melalui Media Sosial Instagram Pada Akun @oi.coffee.eatery. Teori yang dipakai pada penelitian ini adalah teori MIMC (modern integrated marketing communication). Metode penelitian yang digunakan adalah studi kasus dengan teknik pengumpulan data melalui wawancara mendalam dan juga studi dokumentasi. Hasil penelitian menjelaskan bahwa Oi Coffee and eatery menggunakan media sosial Instagram sebagai media untuk berinteraksi dengan pengikutnya. Selain itu, Oi Coffee and eatery juga menggunakan media sosial untuk brand awareness melalui konsistensi warna, isi konten media sosial yang memuat foto produk, suasana dan juga informasi lain seputar Oi Coffee and eatery.

Kata Kunci: Media Sosial, Instagram, *Brand Awareness*

Referensi: 17 (2014 - 2021)

ABSTRACT

Marsha Risdasari (01045170067)

Brand Awareness Strategy Through Instagram Social Media (Case Study On Account @oi.coffee.eatery)

(xii + 80 pages: 4 pictures; 1 attachment)

The community's need for social media is used by business actors to introduce their type of business. One of the coffee shops in Depok City, Oi coffee and eatery, is a coffee shop that has an Instagram social media account called @oi.coffee.eatery. The content from the Instagram account is about products marketed by Oi Coffee and Eatery. With the current number of followers around 2,666 followers, Oi Coffee's Instagram account is quite active in interacting with its followers. In attracting the attention of consumers, Oi Coffee and Eatery coffee shops try to introduce their brands and products by utilizing Instagram social media, such as creating photo content, videos on Instagram. This study aims to analyze the Brand Awareness Strategy through Instagram Social Media on the @oi.coffee.eatery account. The theory used in this research is MIMC theory (modern integrated marketing communication). The research method used is a case study with data collection techniques through in-depth interviews and documentation studies. The results of the study explain that Oi Coffee and eatery uses Instagram social media as a medium to interact with their followers. In addition, Oi Coffee and eatery also uses social media for brand awareness through color consistency, social media content that includes product photos, atmosphere and also other information about Oi Coffee and eatery.

Keywords: Social Media, Instagram, Brand Awareness

Reference: 17 (2014 - 2021)