Abstract

Warteg Hipster is the first warteg in Bandung with the restaurant concept, this warteg

hipster uses social media as one of their marketing tools. This study aims to find out how digital

marketing content on Warteg Hipster social media facebook as an effort in building brand

awareness. This research uses qualitative research method with constructivist paradigm. Data

collection was done by in-depth interviews to Warteg Hipster and consumers as supporting

informants. The result of this research is that digital marketing content on Warteg Hipster's social

media facebook is the same as other social media, that is presenting photos, and other features.

And also the digital marketing content of Warteg Hipster on facebook social media as an effort to

build brand awareness has not succed in building public brand awareness about Warteg Hipster

product

Keywords: Social Media, Facebook, Brand Awareness.

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