

ABSTRACT

Social media like Instagram is currently being used by many companies to create an marketing communication, there's important steps taken by company to create a brand awareness in the minds of customers. One of them is Tokopedia. This research is conduct to determine The Effect Of Tokopedia Social Media Strategies In Instagram On Brand Awareness, by analizing and identifying Tokopedia media social strategy and brand awareness on Instagram. The method of this research is descriptive and causal. The population on this research is 100 followers of Tokopedia Instagram and used simple liniear analysis technique. Based on result of the data, it shows that social media strategy variable has a good category with score 77% and Brand Awareness Variable has good category too with score 82,5%. Social Media Strategy has significant impact to brand awareness with score 56,3%. Based on result of testing the partially hypothesis, it was found that Tokopedia social media strategy on Instagram has a significant impact on brand awareness of tokopedia Instagram followers.

Keywords: Media Social Strategy, Brand Awareness