ABSTRACT

This research delves into Bank BJB Cibinong's Digital Branding strategy to enhance the awareness of bjb DIGI through Instagram. Bank BJB stands as the largest Regional Development Bank in Indonesia, boasting 65 branches. The Cibinong branch, situated in the most populous area of West Java Province as of 2023, serves a population of 5,643,838. The study's objective is to analyze the application of Digital Branding through the Instagram account @bankbjbcibinong, aiming to cultivate bjb DIGI awareness among the Cibinong community. Employing a qualitative case study approach, data was collected through interviews and observations, drawing on Digital Branding concepts from Denga, Vajhalla, Asortse, and Pierre Levy's New Media theory. The findings indicate that Bank BJB Cibinong implements a three-stage Digital Branding process: establishing credibility, creating exposure or visibility, and developing a unique identity and characteristics. This involves active engagement with Instagram followers through promotional content and collaborations. The creation of identity and distinctive features is achieved through mini vlog content and philanthropic initiatives, guided by a standard template from the creative team. The study concludes that Bank BJB Cibinong has effectively utilized Digital Branding for promotional and informative purposes, successfully building bjb DIGI awareness. However, there is a need for improvement, particularly in optimizing Instagram features and enhancing customer engagement.

Keywords: brand awareness, digital branding, social media