

ABSTRACT

This research was conducted to find out how social media marketing communication strategy conducted by PT Matoa Indonesia Digdaya in increasing Brand Awareness.

This research uses qualitative research method with descriptive research type. Informant used in this research as many as 4 main informant, taken from customer side of Matoa watch product and also Matoa marketing.

Based on the research result, it is found that marketing communication strategy of Matoa Indonesia in increasing brand awareness by using strategy component of message and media strategy. First, the information content of communication, information is given not only concerned about the product only, via the hashtag #createyourtime, Matoa provide much information about how to appreciate the time, how to care products, ordering information, promotions and other information. Second, the use of moods on a different week can create emotional appeal. The mood or feed selection displayed by Matoa is different every week, usually following ongoing events or big days. Regarding media strategy, Matoa uses instagram as one of the marketing tools done through social media to increase brand awareness, and gives gaps to consumers through events where consumers can participate in the activity and also serve consumers by replying to comments, providing solutions, Serve with fast response.

The conclusion of this research is that Matoa has entered the stage of brand recall in the element of brand awareness, which consumers not only know the value and benefits provided, but more than that, it can form the impression and experience in the use of products that consumers can remember and acknowledge.

Keywords: Marketing Communication, Social Media, Instagram, Brand Awareness, Matoa Indonesia.