

ABSTRACT

The presence of social media platforms in web 2.0 has given rise to new innovations in the world of digital marketing, namely User Generated Content. User-Generated Content management is usually done through various media platforms such as the web, social media and so on. Instagram has become one of the most commonly used social media platforms in the application of User Generated Content especially for lodging that has an instagramable concept. The House Tour is one of the instagramable hotels that has a warm colored concept and creates a matching impression with the city of Bandung. Through its Instagram account, @thehousetourhotel manages User Generated Content as a strategy for promotion to increase Brand Awareness. The purpose of this study is to determine the management of User Generated Content as a promotional strategy in terms of 3 stages namely, planning or preparation of an initial strategy, implementation or implementation of the strategy, to an evaluation of the strategies that have been carried out previously. To achieve the research objectives, researchers used qualitative methods with a case study approach. And in this study, researchers used a constructivism paradigm which was studied collecting data through interviews obtained from three main informants and two expert informants, as well as data collected from the results of passive observation in the form of monitoring of changes in numbers that occur in the number of followers, likes, comments, to the User Generated Content content on the @thehousetourhotel Instagram account on Instagram. As in this study, New Media Theory is the basis of researchers' analysis because it is closely related to the Management of User Generated Content as a promotional strategy in increasing Brand Awareness of The House Tour Hotel on Instagram.

Keywords : Digital Marketing, Promotion, Brand Awareness, The House Tour Hotel