

Abstract

Information and communication technology has developed very rapidly since the advent of the internet, especially social media, the internet has emerged as a new media that has an active role in changing people's activities and including changing business strategies to attract consumers. The presence of the internet that cannot be separated from people's lives. With the development of technology and information at this time the use of social media can be one way for companies to promote promoting products or services offered by the company to consumers through social media. Social media is a means of communication media for the community. Not only limited to communication media, but social media today are often used to market products. Data on internet users in Indonesia in January 2020 with a total population of 272 million, using the internet is 175 million with a penetration of 64% and those actively using social media are 160 million with a penetration of 59%. Of all internet users all actively using social uses. This study aims to determine whether the influence of the use of social media Instagram as a promotional media on the level of Brand Awareness. The method of data collection in this study was by distributing questionnaires to 100 respondents using the Berneoulli approach. This type of research is quantitative with descriptive research methods, the sampling technique used is non-probability sampling with the type of purposive sampling. The data analysis technique used is descriptive analysis.

Kata kunci : *Social media, Promotion, and Brand Awareness level*