

ABSTRACT

The times have made a shift in people's behavior in communicating. By 2020, almost half of the world's total population has used social media as a means of communication. Likewise, the techwear brand ORBITGear, which utilizes Instagram social media as the main means of conducting marketing communication activities. ORBITGear is a local techwear-themed brand from Jakarta that produces Technical Gear and Garment Maker and was officially established in March 2017. This study aims to determine the marketing communication strategy of ORBITGear through Instagram social media in building brand awareness. This research uses a constructivism paradigm with a descriptive qualitative approach. The data in this study were obtained through observation, documentation, literature study, and online interviews with the Co-Founder of ORBITGear as key informants, a marketing expert as expert informants, and two ORBITGear customers as supporting informants. The results of this study reveal that there are message strategies and media strategies used by ORBITGear in carrying out marketing communications through Instagram social media. By implementing an effective marketing communication strategy through Instagram social media, ORBITGear has built its brand awareness to the brand recall stage.

Keywords: *Marketing Communication, Social Media Marketing, Instagram, Brand Awareness.*