ABSTRACT

Indodax is the largest crypto asset buying and selling platform in Indonesia. Along with the development of information technology, Indodax took advantage of the opportunity to build brand awareness using instagram social media marketing. Social media marketing is the implementation of modern marketing to get the purpose of marketing. This research aims to find out the influence of instagram social media marketing on Indodax brand awareness.

Factors tested in the variable (X) of instagram social media marketing are context, communication, collaboration, connection while the increase in brand awareness as a variable (Y) with indicators of brand recognition, brand recall, purchase, and consumption. The population in this study is instagram social media users in Indonesia. The sampling technique used is purposive sampling because members of the sample can represent or can provide answers to research problems. Determination of the sample using the formula slovin with the results of the calculation obtained a sample of 100. The method used is a simple linear regression analysis using SPSS 26.

The results of this study showed that digital marketing and brand awareness fall into the category of both with percentages of 77,17% and 78,95%. The results of the coefficient of determination above state that instagram social media marketing has a positive and significant effect on Indodax brand awareness of the remaining 44,8% of the remaining 55,2% is a contribution of variables other than social media marketing.

Keywords: Indodax, social media marketing, brand awareness, instagram