

ABSTRACT

This study was conducted to determine the effect of Instagram social media on the Wormhole Store brand image. The purpose of this study is to find out and analyze how much influence Instagram social media has in building a good brand image on the Wormhole Store. This research uses descriptive quantitative method. Social media is a platform for communication media that is growing rapidly and is widely used by the public at this time. Social media users can easily and quickly receive and convey information through this social media. From the results of data analysis conducted by the author regarding the influence of Instagram social media in building the Wormhole Store brand image in this study, it shows that Instagram social media has a positive effect on a brand in building a good image in the eyes of the public. use social media as a platform for marketing media and a place to convey information about the products being sold. By managing Instagram social media well, the multi-brand store will get good attention and image from the audience. In addition, this is done for the sake of branding strategy.

Keywords : *Brand Image*, Kuantitatif, Media sosial Instagram, Wormhole Store