

## ABSTRACT

*PT. Sasana Digital Solutions is one of the companies engaged in the service sector with a variety of services provided. However, there are problems faced by PT. Sasana Solusi Digital in creating marketing content on Instagram @marketingstudio.id, even though the followers owned by PT. Sasana Digital is quite a lot but it is considered less effective or the audience has not fully recognized the services provided through content marketing, this is what underlies this research, with the hope that through this research researchers can find out the extent of content marketing implemented by PT. Sasana Solusi Digital on Instagram @marketingstudio.id has an effect on brand awareness, so that it can answer problems.*

*This type of research is descriptive quantitative research using non-probability sampling technique, with 100 respondents who are followers of Instagram @marketingstudio.id. Based on the questionnaires that have been distributed, researchers get the results of respondents' responses to content marketing applied by PT. Sasana Solusi Digital, which is 90%, is included in the category of strongly agree or rated very good, while the respondent's response to brand awareness has a value of 88% which means that it is in the category of strongly agree or is considered very good when viewed with a continuum line.*

*The results of this study are the influence of content marketing on brand awareness at PT. Sasana Solusi Digital with t test results of  $t_{count} 3,912 > t_{table} 1,984$ , which means  $H_0$  is rejected and  $H_1$  is accepted. Thus, the content marketing carried out by PT. Sasana Solusi Digital through Instagram @marketingstudio.id has a positive and significant influence on brand awareness, and the contribution of content marketing is 13.5%, of which 86.5% is influenced by other factors not examined by the author.*

*Keywords: Marketing, Content Marketing, Brand Awareness*