ABSTRACT

The city of Bandung is included in the UNESCO Creative City Network (UCCN), in the field of Design. Currently, the city of Bandung has become one of the "trendsetters" of fashion clothing by people from various regions in Indonesia. Instagram in Indonesia is the most widely used and popular social media for the whole community, especially teenagers. In the Instagram environment, companies can do social media marketing by posting interesting pictures and videos that are in line with their current lifestyle and needs.

In this study, researchers are interested in conducting research on an apparel fashion business that has the name Calla The Label (@callathelabel), where researchers are interested in conducting a study entitled "The effect of Instagram social media on brand awareness on @callathelabel" as the title of this research. The purpose of this study was to find out how the influence of Instagram social media (Context, Communication, Collaboration, and Connection) on brand awareness on @callathelabel.

This study is a causal study, namely studying the causal relationship. With the aim of knowing the influence of Instagram social media on brand awareness on @callathelabel. As for in this study, the population is consumers from @callathelabel. Using a questionnaire technique, in this study there were 390 male respondents as many as 105 and 285 female respondents.

The criteria of the sample in this study are consumers @ callathelabel. The primary data source in this study is the Consumer @ callathelabel. The measurement scale in this study was carried out with intervals of 1-5 points using a Likert scale.

Based on the results in this study, the respondents' responses to the Instagram social media variable in the context sub-variable were included in the influential category, namely 75.154%, then for the communication variable, it was included in the influential category, which was 79.709%, the collaboration variable was included in the influential category, which was 78.859%, Variable connection is in the influential category, which is 77.282%, the variable in brand awareness is also in the influential category, which is 78.188%. Thus, the influence of Instagram social media (context, communication, collaboration, and connection) on brand awareness on @callathelabel is 92.5%

Keywords: Fashion, Brand Awareness, Social Media, Brand, Instagram