

## ABSTRACT

*Torch is a brand engaged in retailing traveling equipment and daily products that was established in 2015. In the growing digital era, Instagram social media has become an effective platform in building Brand Awareness for companies. This study aims to analyze the management of Instagram social media @torch.id in building Brand Awareness. This research uses the theory of social media content management consisting of people, objectives, strategy, and tecknology (Kominfo, 2018), and three elements of Brand Awareness strategy (Kotler & Keller, 2016). This research uses a qualitative approach and obtains data through interviews with Torch social media brandcomm coordinators as key informants, users and followers of Torch Instagram accounts as supporting informants, and digital content PT Telkom as expert informants; as well as conducting non-participant observations. The results showed that the management of Instagram social media @torch.id in building Brand Awareness is by introducing products through posting feeds on Instagram, running campaigns by tapping through communities, and interacting with its audience.*

**Keywords:** *Social Media Content Management Method, Brand Awareness Strategy.*