

ABSTRACT

Instagram is currently a marketing tool that is widely used by business actors to introduce products. Business actors are required to present interesting content so that viewers are interested in buying the product. PT Docil Berkah Abadi (Docilworks) sells car glass products online. High competition and lots of competition in windshield sales require creative ideas to be superior in sales competition. In their research, researchers found one problem that docilworks is less active in activities on social media, especially Instagram, which results in reduced brand awareness resulting in reduced market reach. the purpose of this research is to find out more about the strategy carried out by docilworks to increase brand awareness through Instagram.

The method used in this study uses a qualitative research method with a case study research type. In qualitative research, the role of the researcher is a key instrument in collecting data and analyzing data. The theory used in this study is the theory of Brand Awareness, namely the ability of brands to appear in the minds of consumers, especially when consumers think of certain products and how easily these brands appear. The stages of Brand Awareness are brand awareness, brand recognition, brand recall and top of mind. The results of the study show that Instagram by using the Content Creation, Content Sharing and Community Building features can increase Brand Awareness.

The findings of the researchers in the research conducted were the use of Content Creation, Content Sharing and Community Building conducted by PT. Docil Berkah Abadi through Instagram can increase Brand Awareness by creating content such as Reels, Feeds, Stories, Highlights and using Instagram Ads for promotional activities. Furthermore, the content that has been posted will be shared via Instagram social media so that the audience is expected to be aware of the presence of the docilworks brand.

Keywords : Brand Awareness, Instagram, Strategy