

ABSTRACT

Very rapid technological development takes us to a far and more advanced realm. Social media is one of the manifestations of technological development that can be used as a tool of marketing communication in building brand awareness and implementation of digital marketing. The research is an implementation of a marketing communication strategy through social media Instagram, which focuses on one of the topics of the dining house in Bandung, the Bakek Bakar A'Yayo. As far as the author is interested in designing this work, the author wants to know whether the management of social media, especially Instagram can affect consumer interest in a dining house by improving the quality of visualization in the form of photos and videos. Where, the author finds that it's one of the canteen accounts that's been up since 2005, not paying much attention to social media marketing. That is, the baking house of Bebek Bakar A'Yayo. The research method used is the mixed method, with the technique of collecting data through lifts, interviews, and also observations. As well as an explanation of what the author prepared to improve the quality of visualization and attract the audience, using variation formats such as photos, videos, graphic design, and also motion graphics, against the Instagram account @bebekayayo, which is based on the theory put forward by Chaffey (2016) on digital marketing. The results of the research carried out by the author showed the success of the author during running the management of the Instagram account @bebekayayo in the course of 2 months, i.e. October until December 2023, with the result obtained is an increase in the number of accounts reached by 5,579 accounts or +602%. In addition, there is an increase in sales to the dining house Bakek Bakar A'Yayo after doing the planning of this work. Therefore, the management of social media, especially Instagram for business, should be taken into account, because social media Instagram can be used as an option as a media promotion for a business, especially a dining house.

Keywords: Marketing Communications, Social Media, Instagram, Brand Awareness.