ABSTRACT

The development of digitalization globally has had a significant impact on the field of information and communication, allowing people to easily access information via the internet. In particular, the development of social media such as Instagram has become one of the main tools in efforts to build brand awareness for companies and institutions. This research aims to understand how digital content management on Instagram can build brand awareness for the Banten Provincial Education and Culture Office Branch in Cilegon City, Serang City, and Serang Regency (KCD Seragon). The approach used in this research is a qualitative method using a case study method. Data were collected through interviews, observations, and documentation, then analyzed using qualitative descriptive techniques. Theoretical studies include theories from experts such as David Aaker on branding and McQuail's digital communication theory as the main basis for this analysis.

The results showed that the utilization of various Instagram features such as feeds, instastory and mentions played a significant role in building brand awareness. In addition, interaction with audiences through comments and likes increases engagement. Consistent and relevant content, as well as the use of attractive visuals, helped strengthen the brand image. This strategy successfully increased the number of followers and interactions on the @kcd_seragon account. Thus, this research contributes to the understanding of how educational institutions can utilize digital branding to build brand awareness.

Keywords: *brand awareness, digital content, Instagram, KCD Seragon*