

ABSTRACT

The rapid advancement of the digital age has changed the way people communicate, work, learn, and interact. Marketing in this era utilizes digital channels, especially the internet and social media to achieve business goals. One of the companies that One company that utilizes social media for digital marketing is PT Global Inovasi Siber Indonesia on its cybersecurity products.

This research aims to analyze the content marketing content and brand awareness of PT Global Inovasi Siber Indonesia on social media. Instagram social media @cyberacademyid. This research uses descriptive qualitative method with data collection techniques through social media observation and interviews.

The results showed that the marketing content marketing content @cyberacademyid has proven to be not too optimal in increasing product sales and customer engagement. product sales and customer engagement, this can be seen from the followers who have increased in a certain period. increased in certain periods. Even so @cyberacademyid still packaging content well, including the use of colors and language that match their brand identity, thus helping to create strong brand recognition and brand recall.

Keywords: *Brand Awareness, Content Marketing, Instagram*