

ABSTRACT

With spicy food quickly becoming a local favorite, the culinary sector in Bandung is expanding quickly. Raja Cabai Garam is one of the culinary companies that has come up with novel ideas. Raja Cabai Garam uses Instagram to advertise their products, helping them reach more people and create a strong business presence online. This study looked at how using Instagram promotions can boost sales of Raja Cabai Garam goods.

This research aims to study the promotional tactics used by Raja Cabai Garam on Instagram and to see how they affect brand awareness, memory of the brand, and what consumers decide to buy. The research method used is qualitative descriptive with a case study technique. Data was gathered by conducting detailed interviews, watching Raja Cabai Garam's Instagram account, and collecting advertising posts they shared. The data was analyzed by looking at themes related to company awareness.

Research shows that having a strong visual identity, especially with the colors red and yellow and a modern, consistent style, helps people remember a brand better. The ads on Instagram helped create a closer connection with the audience, which affected their buying choices.

The application of Marketing 4.0 in the local culinary business is a major contribution to the development of digital marketing theory. The results of this study will help other culinary businesses create effective social media marketing tactics. It is suggested to do more study on different social media platforms or use numbers and statistics to get more complete information..

Keywords: Digital marketing, Social media, Brand awareness, Marketing 4.0, Instagram