

ABSTRACT

This study aims to analyze the promotional communication strategies implemented by Air Bambu Habiburohman in building brand awareness through the Instagram platform. This research was motivated by the low engagement rate of the @airbambu.id account despite a relatively high number of posts, as well as the importance of digital promotion amidst increasing competition for herbal products. Facing the challenges of digital marketing requires a communication strategy that is not only engaging, but also relevant and impactful. This research employs a qualitative descriptive method. Data were collected through in-depth interviews, observation, and documentation of the @airbambu.id Instagram account and relevant informants, including the business owner, social media manager, marketing expert, and consumers. The analytical framework is based on the 4C model in social media marketing: context, communication, collaboration, and connection. The findings show that (1) contextual strategy involves selecting a casual yet educational communication style, reflecting local values and natural health; (2) communication strategy is carried out through engaging visual content, video formats (Reels), and educational storytelling; (3) collaboration is implemented with micro-influencers who share similar values, emphasizing audience quality over follower count; (4) connection with the audience is built through high responsiveness, strategic promotional offers, and consistent two-way interaction. The study reveals that the integration of these four strategic elements effectively enhances brand awareness, fosters consumer loyalty, and strengthens the brand image of Air Bambu as a credible and relevant herbal product in the digital era. This research contributes academically to the literature on digital marketing communication and offers practical guidelines for SMEs to design more effective social media-based promotional strategies.

Keywords: Promotional communication strategy, Brand awareness, Instagram, social media, Air Bambu Habiburohman, SMEs, 4C marketing.