

## ***ABSTRACT***

*The development of digital communication technology has transformed the interaction patterns between brands and consumers, particularly through the use of social media in marketing strategies. Instagram, as a visual-based platform, serves as an effective medium for building brand image and reaching audiences. Baba Laundry, a microenterprise in the laundry service sector, utilizes Instagram for communication and promotion purposes. This study aims to analyze Baba Laundry's Instagram strategy in enhancing brand awareness. Using a descriptive qualitative approach with data collection techniques including interviews, observation, and participatory methods, the findings show that Baba Laundry's social media strategy is still in the development stage and not yet optimal, especially in terms of content, customer engagement, and the use of Instagram features. However, the strategy shows great potential if managed more strategically. The analysis applies the 5C framework from Tuten & Solomon (2013) Content, Community, Conversation, Connection, and Conversion to understand Baba Laundry's digital communication strategy through Instagram.*

**Keywords:** *Social Media Strategy, Instagram, Brand Awareness, Digital Communication, Baba Laundry*