

ABSTRACT

The growing phenomenon of brands in the pet food industry presents challenges in shaping consumer perceptions regarding product quality, value, and credibility. The Instagram account @naturebridgeid, as the digital representation of the Nature Bridge brand, illustrates how promotional communication strategies are implemented to sustainably shape audience perceptions. This study aims to analyze the social construction process within the content of @naturebridgeid's Instagram account using Berger and Luckmann's theory of social construction, which includes three stages: externalization, objectivation, and internalization. This research employs a qualitative interpretative approach with a case study method. Data were collected through in-depth interviews with three types of informants: followers of @naturebridgeid (main informants), the Social Media Strategist of @naturebridgeid (key informant), and a marketing communication expert (expert informant), along with documentation of Instagram content. The data were analyzed using Miles and Huberman's interactive model, which involves data reduction, data display, and conclusion drawing. The results reveal that the @naturebridgeid Instagram account has successfully externalized brand identity through visually and narratively consistent content that conveys values of health, care, and love for pets. The objectivation stage is reflected in the audience's collective acceptance of brand symbols, as seen through interactions, comments, and content reproduction. Meanwhile, internalization is evident from the emotional engagement, increased awareness, and influence of the content on followers' behavior and consumption decisions. These findings suggest that the communication strategies employed by Nature Bridge have effectively constructed a shared digital social reality among its audience.

Keywords: *social construction, social media, Instagram, promotional communication, brand competitor*