

ABSTRACT

This study aims to determine the influence of Instagram social media (@dlanier.id) on the brand awareness of D'Lanier chocolate. The independent variable in this study is Instagram social media, while the dependent variable is brand awareness. The research adopts a quantitative method with an associative causal survey approach, using descriptive and verification techniques. The population comprises 26,100 followers of the @dlanier.id Instagram account, with a non-probability sampling technique applied using the Slovin formula, resulting in 400 respondents. The analytical methods used are simple linear regression and coefficient of determination at a 5% significance level. The results indicate that (1) Instagram social media is considered effective due to regular updates of engaging content, although some respondents find the language used in the content difficult to understand; (2) brand awareness is relatively good, but D'Lanier is not yet the top-of-mind brand for healthy chocolate products; (3) Instagram social media has a positive and significant effect on brand awareness. The contribution of Instagram to brand awareness is 61.1%, while the remaining 38.9% is influenced by other factors beyond the research model.

Keywords: *Communication, Marketing, Social Media, Brand Awareness*