

ABSTRACT

Social media is one of the important parts of people's lives today. This makes social media a necessity for all people to carry out various activities, one of which is doing business. Often companies utilize social media as one of their media in conducting business practices and making it a medium of communication. The same applies to this research. This research analyzes the social media content of instarent, which is one of the youth motorcycle rentals in Bandung. This research aims to analyze instarent content that can create brand awareness. This research uses a qualitative approach with descriptive methods and data collection in this research is done through interviews, observation, and documentation. This research was studied using the theory of Brand Awareness by Kotler (2006) and content theory by Regina Luttrell (2015). The results of this study show that brand awareness can be created through varied and structured content on social media accounts. Based on the results of the researcher's analysis using the existing theory in this study, instarent Instagram social media content shows that brand awareness can be formed through social media content using the stages in the theory.

Keywords: brand awareness, Instagram, content, social media