

ABSTRACT

Mateha Production is a production house that provides activity documentation services. Located in Bandung City and starting to operate effectively from the beginning of 2023, as a newly established production house, Mateha Production has the need to develop the right strategy to increase brand awareness on social media. The marketing team is responsible for developing an effective content distribution strategy on social media, using a regular content schedule, creating creative content and drafting a marketing strategy from the start to conducting regular analysis of the performance of the brand awareness strategy. By implementing this brand awareness development strategy, it is hoped that it can help Mateha Production increase Mateha Production brand exposure, expand audience reach, and increase the number of Mateha Production followers.

Keywords: Production House, Mateha Production, Brand awareness, Content