

## **ABSTRACT**

*Implementing an Instagram content management strategy is one of the solutions taken by AGAVILab to answer the challenge of creating brand awareness. AGAVILab, as a startup company that operates in the field of providing biotechnology research materials, is still not very familiar to the public, so the company needs to increase efforts in building brand awareness, which is one of the supporting factors for consumers in choosing a product. This research aims to find out how the process of managing Instagram social media content builds AGAVILab brand awareness through a storytelling approach. The theory used in this research is The Circular Model of SoMe for Social Communication by Regina Luttrell to explain the stages of managing AGAVILab's Instagram social media content and the Triangle Theory of Storytelling by Maylanny Christin to explain the relationship between the three components involved in the type of storytelling content. This research use descriptive qualitative approach. The research was conducted for 9 months, starting in April – December 2023. The research was conducted using the main sources of social media monitoring results on the Instagram account @agavi.lab and interviews as well as document and literature studies from various books and journals with similar discussion topics. The results of this research indicate that the implementation of the content management strategy carried out by AGAVILab is aimed at increasing brand awareness and public trust in the products provided by AGAVILab. The content management strategy carried out consists of four stages, namely the analysis stage of the Instagram account @agavi.lab, the content design and production stage, the engagement maintenance stage, and the evaluation stage. Through this approach, AGAVILab seeks to build a strong brand presence while fostering engagement with its target audience.*

**Keywords:** *brand awareness, content management, instagram, social media management, storytelling*