

## ABSTRACT

*Warteg Hipster is the only warteg contemporary with the concept of a la café or restaurant in Bandung. Warteg Hipster in marketing uses social media as one marketing tool. One of the social media used in marketing Warteg Hipster is instagram. This study aims to find out how digital content marketing through instagram Warteg Hipster as an effort to build brand awareness Warteg Hipster. The research method used is a qualitative method with a constructivist approach where social reality is seen as the result of social construction, where the truth of a social reality is relative. Data collection is done by in-depth interview method to Warteg Hipster owner and consumer.*

*The results of this research digital content marketing through instagram Warteg Hipster as an effort to build brand awareness Warteg Hipster is quite successful. In this case Warteg Hipster not only build brand awareness on social media content instagram, but also encourage people to make purchases. Instart digital marketing content Warteg Hipster makes consumers aware of Warteg Hipster, then interested to try and finally make a purchase. Social media is instrumental in building brand awareness Warteg Hipster. This shows that the branding done by Warteg Hipster quite successfully persuade consumers that can be seen from the number of visitors who continue to grow every day.*

*Keywords: Social Media, Instagram, Brand Awareness*