

Abstract

Warteg Hipster is the first warteg in Bandung with the restaurant concept, this warteg hipster uses social media as one of their marketing tools. This study aims to find out how digital marketing content on Warteg Hipster social media facebook as an effort in building brand awareness. This research uses qualitative research method with constructivist paradigm. Data collection was done by in-depth interviews to Warteg Hipster and consumers as supporting informants. The result of this research is that digital marketing content on Warteg Hipster's social media facebook is the same as other social media, that is presenting photos, and other features. And also the digital marketing content of Warteg Hipster on facebook social media as an effort to build brand awareness has not succed in building public brand awareness about Warteg Hipster product

Keywords: Social Media, Facebook, Brand Awareness.