

ABSTRACT

The Evolution of a community on these days have been increasing because there's a lot of teenagers that have an interest in a same thing and they start to create a community based on same interest. Suara Disko is a community that want to reborn the old 80's music. The Growth of social media makes Suara Disko choose Instagram as their platform to introduce their community. The purpose of this study is to find out the role of an online community " Suara Dikso " in building their brand awareness for 80's music via instagram. This Study uses descriptive qualitative method approach indicators consisting four levels of Brand Awareness from Durianto which is Brand Unaware, Brand Recognition, Brand Recall, and Top Of Mind. The outcome of this study inform the role of Suara Disko community in building brand awareness is by creating their own identity, giving education, creating an interaction with their followers, and became the first thing people remember when it's about re-popularize 80's music. To achieve the goal of Suara Disko to popularize the music of the 80s, Suara Disko use Instagram to convey the activities in the form of visuals and messages.

Keywords: Brand Awareness, Community, Instagram, Role, Suara Disko