

ABSTRACT

At each time period, humans are categorized in a group of generations and each generation has its own characteristics. In each group, the generation is categorized by year of birth, including generations X, Y and Z to Alpha genes. Generation Z who was born in 1995-2009 ranked first in the population in Indonesia and the world, and at this time was at the peak of productive age. The characteristics of generation Z are "technology literacy", because the Z-generation birth year goes hand in hand with the expansion of the internet, the development of smartphones, and the emergence of social media networks. Instagram ranks first as an application used by Gen. Z in obtaining information. On Instagram itself a trend is now emerging by uploading photos that are considered aesthetic and attracting the attention of many people. Among generation Z this is known as the Instagramable photo term. The Instagramable photo trend is used by several business people, one of which is the Kollektiv Hotel which carries the concept of instagramable in its hotel theme. The use of these trends can be said to be a Digital Branding activity.

This study aims to find out how digital branding activities carried out by Hotel Kollektiv in achieving generation Z market share. The method used in this study is qualitative descriptive, the technique of data collection conducted is interviews. The source of the data came from a main informant, three supporting informants and an expert informant.

Keywords: digital branding, instagrams, generation Z, Kollektiv hotel.