

ABSTRACT

Instagram social media is one of the most popular social networking applications in the community, especially among celebrities and politicians. Businesses that match Instagram's Social Media include entertainment, services, food and beverages, design, and financial services. One of the brokerage businesses that is quite developed in the city of Jakarta is Minna Padi Asset Management. The use of social media Instagram is a part of marketing communication conducted by Minna Padi Asset Management. Minna Padi Asset Management expands its target market to millennials, so they chose Instagram as a medium to build brand awareness so that the target market of Minna Padi Asset Management has brand awareness of the existence of MPAM. The purpose of this study is to find out how to use social media as a social marketing media in building brand awareness of PT. Minna Padi Asset Management in the city of Jakarta. Theories used by researchers are, Social Media, Instagram, Social Media Marketing, Brand Awareness. This research uses the type of qualitative research. The subject in this study was the Instagram account @ mpam.id with a total of 4 informants. This study uses the post-positivism paradigm. Data collection techniques use interview observation, documentation, and internet search. The data analysis technique used is the interactive model of Miles and Huberman. Data validity checking techniques using data triangulation techniques. The results of this study can be seen from the success of social media marketing, there are four variables that determine the success of social media marketing. First, content creation is second, content sharing, then Connecting and fourth, Community Building Social Web. As a result, Minna Padi Asset Management only runs 1 variable well, namely the Content Sharing variable besides that variable has not been implemented properly based on the statement of the Expert Informant.

Keyword : Brand Awareness, Social Media Marketing