

ABSTRACT

In this era of globalization, business competition is getting tougher, especially with the development of digital technology. Markobar is a brand of a food product, namely sweet martabak. The Markobar social media platform that has the most followers is Instagram. With a total of 178 thousand followers, Markobar is the sweet martabak food with the most followers in Indonesia. The content uploaded by Markobar varies and is very active. One of the things that Markobar did on the Instagram social media platform was by forming a Brand Image from Markobar. In order to perceive consumers that Markobar products have their own characteristics, different from sweet martabak in general. This study aims to determine how effective the use of Instagram social media is in the formation of Markobar's brand image in consumers who want to try to taste a sweet martabak that is different from the others. This research uses descriptive quantitative method. This research was conducted by distributing questionnaires to 100 respondents. In this study using non-probability sampling techniques. The results of this study state that the use of social media Instagram in delivering the desired message is in the effective category with a percentage value of 80.75%. Meanwhile, the formation of a brand image to consumers is included in the very effective category with a percentage value of 81.27%.

Keywords: Communication Effectiveness, Social Media, Instagram, Brand Image