ABSTRACT

Digital marketing is one of the activities that use digital media to support modern marketing for the purpose of marketing. Business targets can be easier with the use of social media, website, SEO, e-mail, etc. Now, Instagram is a social media platform that has been used by many bussines to market the shop. Lemonilo use digital marketing with social media to increase consumer curiousity to try the product with the use of social media. The purpose of this research is to know how the respondent's answers about the use of digital marketing through Instagram and brand awareness. The testing variable independent digital marketing (X) such as context, communication, collaboration and connection. And for variable dependent brand awareness (Y) such as dependen variabel such as Brand Recognition, Brand Recall, Purchase and Consumption. The population used for is the followers of @Lemonilo *Instagram in Indonesia. Sampling technique that the writer use is purposive sampling because the sample member can represent certain answer to the purpose of this research. The writer determine the sample by using slovin formula which 100 sampel. The analysis method used for this research are descriptive analysis, hypothesis analysis, simple linear regression analysis. The program used for this research is SPSS ver 25.*

Keywords: *digital marketing*, *brand awareness, social media, social media marketing,* Instagram