

ABSTRACT

The digital era is changing consumer behavior patterns, especially in accessing information. The synergy between the telecommunications industry, telecommunications equipment and telecommunications networks provides consumers with an era of interactive communication. This will make it easier for companies to interact and manage relationships with their customers in a way that can benefit the company. With these changes, the approach to consumers must also be changed, one of which is through the use of social media which focuses on how to create communication and awareness with consumers. Creating content marketing is a very effective marketing strategy to build and increase brand awareness. Safi is a company that uses digital marketing using social media platforms, one of which is Instagram. Safi uses social media as a form of promotion of brands and products. This research generally aims to see whether consumers are aware of the existence of Safi's brands and products through the various social media presented.

In this study the method used is a quantitative method. Data was collected through the distribution of online questionnaires via google form 100 respondents. The respondents taken are people who live in the city of Bandung who have seen content marketing on Instagram social media. The analytical tool used in this research is simple linear regression analysis.

The results of this study are the variable content marketing has a significant positive effect on brand awareness. Overall, content marketing on brand awareness in the community in the city of Bandung has an effect of 64% while the other 36% is influenced by other variables not examined in this study. The results of this study are expected to be a reference for Safi's company in improving social media content and online advertisements that are presented.

Keywords: Safi, Instagram, *Content Marketing*, and *Brand Awareness*