

## **ABSTRACT**

In Indonesia, the government has disseminated information to several power generation companies to seek alternative energy for power plants. The power plant that has now begun to be developed and implemented in Indonesia is a solar power plant. In addition, now there are solar panel products that can be traded directly to the public, one of which is LenSOLAR. In 2019, PT. Surya Energi Indotama is increasing its product marketing to enter the renewable energy market in Indonesia. This certainly makes researchers interested in examining how far the marketing communication strategy is carried out to increase Brand Awareness on Instagram by using the Promotion Mix as a theoretical basis to analyze the advantages and disadvantages of promotions carried out by the LenSOLAR Business Unit. This research uses descriptive qualitative method with constructivism paradigm and data collection using interview, observation and document analysis techniques. The results of this study indicate that the Promotion Mix tools (Advertising, sales promotion, personal selling, public relations, direct selling) very influential on audience reach which has an impact on brand awareness on Instagram.

**KEYWORDS:** Digital Marketing Communication Strategy, LenSOLAR, Brand Awareness, Promotion Mix.