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The influence of Content marketing becomes a very important role for entrepreneurs who are starting to build their own Brand awareness. Transitory Coffee, for example, is the object of this research, which uses social media as a forum for them to interact with their followers. Transitory Coffee presents various kinds of Content marketing for the sake of establishing the Brand awareness of the Brand. Especially in the Depok area because it coincides with the Transitory in Depok, West Java. This study uses a positivism paradigm that looks for causes and effects of a study, this study uses a quantitative method that can calculate how much influence the variables under study have. In this study, the researchers found that the role of Content marketing was very high to support a Brand awareness, therefore the researcher concluded that the Content marketing that was shared by Transitory Coffee had a significant impact so that Transitory Coffee's Brand awareness received a positive response from their followers.

Keyword: Content marketing, Brand awareness, Positivism