ABSTRACT

Property in Indonesia is still dominated by Jakarta, West Java, and East Java. West Java is still the highest population in Indonesia. Bandung is one of the most searched city for property. Property agency is one of the business area in property industry. Property agency links customers and property owners through their property advisors. Digital Broker Property is one of the property agency brand in Bandung, West Java. This agency has been asscosiated with AREBI. This asscosiation relationship is one of their branding strategy. However, branding in asscosiation only relate to great companies. Digital Broker Properti should have create the social media to increase their branding. However, Instagram has not been used properly as this platform reached almost 88% of Indonesia's population. Therefore, customer needs attributes for this social media are identified using interview and survey. There are 19 attributes for Instagram in 5 different dimensions. Those dimensions are Content Marketing, Interactivity, Cross Functional Planning, Strategic Consistency, and Resource Commitment. Those attributes is measured using IMC Quality and Kano Model. Customer Satisfaction Value is determined using IMC Quality method.

*Keywords— **Instagram, Branding, IMC Quality, Kano Model, Integration***