

ABSTRACT

Technological developments have brought an increase in the use of social media which is a concern for a brand in designing marketing strategies, especially on Instagram. These changing conditions change consumer behavior, so brands must reposition to change value offerings and expand reach. Riung Panyaungan is a traditional Sundanese restaurant brand whose social media marketing management is not optimal. So it is necessary to make a social media marketing strategy using a creative brief based on research from observations, interviews and pre-research surveys. The creative brief implementation produces social media content in various formats such as photos, videos, graphic designs and motion graphics. During the two months of managing Instagram, the number of followers from Riung Panyaungan's Instagram increased by 117 followers. In addition, the acquisition of accounts reached for two months reached 5,146 accounts, which means the percentage has increased by 780% more than the previous two months. Therefore, optimizing Instagram as a traditional restaurant marketing medium must be considered. So it can create brand repositioning for traditional restaurants when facing competition with other brands (competition), changes in technological advances that affect changes in consumer behavior (change) and a crisis of inappropriate marketing plans in the future (crisis).

Keywords: Marketing, Social Media, Brand, Instagram