

ABSTRACT

This research was conducted to determine the effect of Instagram @gojekindonesia's social media strategy on brand awareness among followers, by analyzing and identifying the social media strategy used by Gojek on Instagram. This study uses the independent variable, namely social media strategy (X) with communication, collaboration, education, and entertainment. The dependent variable is brand awareness (Y) with recall, recognition, purchase, and consumption. This type of research uses quantitative research methods with literature study data collection techniques and questionnaires distributed to Gojek Instagram followers. The population used in this study was 400 people. Based on the results of the hypothesis test, the tcount value is 46.182 and the sig value is 0.000, then for df (degrees of freedom) is 98, a t table is 1.966, because the t count is (46.182) > t table (1.966) with a significance value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, meaning that Gojek's social media strategy on Instagram has a significant effect on brand awareness among Gojek Instagram followers. In this study, it can be concluded that the Instagram @gojekindonesia social media strategy has a positive and significant effect on brand awareness of followers by 84.27%. While the remaining 15.73% is influenced by other factors not examined by the author.

Keywords: Gojek, Social Media Strategy, Instagram, Brand awareness.