ABSTRACT

Giladiskon Indonesia is a one-stop platform to get the best offers and information about discounts, vouchers, cashback and promotional codes from various F&B Fashion brands, as well as Entertainment. Giladiskon has now become the largest discount lover community for consumers in Indonesia. The purpose of this study was to determine the Public Relations strategy of Giladiskon in building brand awareness as the number 1 discount lover community in Indonesia. This research was studied using the theory of Public Relations Strategy (Cutlip, Center & Broom, 2005) and brand awareness pyramid (Aaker, 2011). The method used in this research is a qualitative approach with the case study method. Data collection techniques are carried out by means of observation, interviews, literature study, and documentation. The interview was conducted by involving the Head of Public Relations as a key informant, a Social Media Specialist as an expert informant, and followers of the Instagram account Giladiskon as a supporting informant. The results of the study show that the strategy used by Giladiskon to build brand awareness as the No.1 discount lover community in Indonesia through social media Instagram, namely: (1) always experimenting with creating original and interesting content and uploading it consistently, (2) collaborate with as many brands as possible to provide the latest promo or discount information, (3) provide information or news that is currently viral in order to create high engagement when interacting with the audience, (4) provide experience by making videos on recommendations for places to eat, unique tours and attractive and low cost, and (5) Giladiskon uses surveys with prizes with a large enough nominal so that the audience is more active in participating when Giladiskon conducts the survey.

Keywords: *brand awareness, Giladiskon, public relations strategy*