

ABSTRAK

Digital marketing is an activity that uses the internet and digital media to support modern marketing to achieve marketing goals. Business goals are made easier with the use of social media, email, websites and others. Instagram is currently a social media that is often used by business people in doing digital marketing. Super Bubur uses digital marketing with social media to increase curiosity and make consumers try these products, because the power of social media cannot be ignored. This study aims to find out how digital marketing activities through Instagram are carried out by Super Bubur, to find out how Super Bubur's brand awareness is and to find out whether or not there is an influence of digital marketing on brand awareness, especially Instagram. Factors tested How can the character of consumers in the community increase the attractiveness of Super Porridge products Therefore it is necessary to design a unique promotional design for the Instagram feed which aims to determine the level of brand awareness among the public. This research uses a qualitative method approach and collects data through literature study, observing the environment. Then the data were analyzed by means of data reduction that had been obtained from literature studies, observations, and interviews. After that, present the data, then draw conclusions from the data that has been analyzed.

Keywords: Porridge, Super Bubur, Promotion