

## **ABSTRACT**

*The branding done by Calceamenta Karawang in an effort to build its image is through Instagram. The use of Instagram social media was chosen because the basic function of Instagram is sharing photos which has been carried out since 2013. Through photos with the main quality of the product and also the selection of attractive models is the main strategy that is the main attraction in building Calceamenta Karawang's brand image. But the social media managed by Calceamenta Karawang is not optimal, so Calceamenta Karawang needs to carry out effective branding and brand image recognition so that Calceamenta's image will increase again. This research method uses qualitative research, with data collection techniques carried out by observation and interviews. Interviews were conducted with one Calceamenta Karawang employee who has an important role in managing Calceamenta Karawang's Instagram social media, one Calceamenta Karawang regular customer and one expert informant who supports information from key informants and supporters. The results of this study indicate that Instagram social media is a means to improve branding strategy in building a brand image, therefore researchers want to help Calceamenta Karawang to find out whether the media has helped in building Calceamenta Karawang's brand image to its target market.*

**Keywords : Brand Image, Branding Strategy, Social Media**