

ABSTRACT

In the digitally connected era, social media plays a significant role in society. Instagram is one of the popular social media platforms in Indonesia, with great potential as a marketing tool. The coffee industry, including coffee shops, has leveraged Instagram's presence for marketing purposes. One of the popular coffee shops in Kota Tasikmalaya is Kopi Naw Naw, offering a unique experience with a metal band theme and captivating content on their Instagram account. This research aims to investigate the role of Instagram @kopinawnaw in increasing Brand awareness among new customers in Kota Tasikmalaya. Using qualitative methods and a descriptive approach, the study found that through Instagram features such as Stories, Story Highlights, and Direct Messages, Kopi Naw Naw successfully built Brand awareness and engaged their followers. The use of unique visual elements and brand identity associated with hard music also enhanced Brand Recognition. Instagram proved effective in promoting products, understanding consumer preferences, and facilitating communication between the brand and customers. By adopting Instagram Ads and implementing specific engagement strategies with the student community, Instagram also helped overcome challenges like low previous awareness. Overall, this study concludes that Instagram plays a vital role in increasing Brand awareness for Kopi Naw Naw among new customers in Kota Tasikmalaya.

Keyword: Instagram, Social Media, Brand awareness