

ABSTRACT

The use of social media as a marketing instrument has become a crucial factor in building brand awareness and reaching a wider audience. This research explores the implementation of media content strategies in restaurants, with a special focus on the Instagram account @bebekayayo. This strategy focuses on improving the quality of visualization through photos and videos, as well as expanding audience reach on the Instagram platform. Data was collected through interviews with restaurant owners, online surveys, and Instagram statistical analysis. During the management period of the @bebekayayo Instagram account from 23 October to 23 December 2023, there was a significant increase in the number of accounts reached, reaching 5,475 accounts. Of the 28 content uploaded, entertainment content emerged as the most effective type of content in building brand awareness. The research results demonstrate that designing the right media content strategy can significantly build brand awareness and strengthen the bond between the brand and the audience through Instagram social media, especially in the food and beverage industry. This research also provides insight into the importance of social media in attracting more customers by linking it to brand awareness theory. Understanding these dynamics contributes to designing marketing strategies in the ever-growing digital era.

Keywords: Media Content Strategy, Brand Awareness, Social Media, Instagram, Brand.