

ABSTRACT

The rapid pace of technology today benefits many sectors, not least in terms of business, both small and large businesses. Currently, there are many applications that can help audiences simplify their business affairs. One of them is logee.id that can connect distributors with direct consumers, be it BtoB or BtoC. One technology that can help other businesses is social media as a medium of product introduction to customers. Media that is currently still used by all circles is Instagram social media. In addition to the need to design a real business strategy, companies also currently need to carry out a digital strategy. Through Instagram, logee.id was able to introduce the public about his company. This research was made to find out what logee.id strategy in increasing brand awareness through Instagram social media. The research was summarized and compiled using descriptive qualitative methods using marketing communication strategy theory (Mahfoedz, 2010). The method of collecting research data uses the theory of Miles and Huberman. The results show that Logee.id currently use messaging strategies and media strategies to increase brand awareness. Instagram as a medium is quite effective to increase brand awareness, but logee.id have not utilized it optimally.

Keywords: Brand awareness, Instagram, Communication Strategy