ABSTRACT

Whitelab, a local skincare brand established in 2020, has received over 10 awards in just four years. This study aims to uncover the strategies used by Whitelab in building product brand awareness through the Instagram social media platform, contributing to their success in garnering various accolades. The research methodology employed is a qualitative approach with a descriptive method, referencing concepts and theories such as The Circular Model of Some (Regina Lutrell, 2021) and the Brand Awareness pyramid (Rangkuti, 2008). The findings indicate that Whitelab's content management follows The Circular Model of Some to ensure a focus on message, customers, and context, as well as to provide benefits to the community. The implications of these findings offer insights to other brands on effectively leveraging social media to strengthen product brand awareness.

Keywords: *Brand Awareness, Content Management, Instagram, Social Media*