

ABSTRACT

Pasar Digital UMKM or PaDi UMKM is an E-Commerce that brings together BUMN and MSME owners. The transaction process at PaDi UMKM is carried out in a Business to Business (B2B) or Buyer Group manner and in a Business to Consumer (B2C) or Retail Buyer manner. PaDi UMKM has several social media that are used in the promotional process, Instagram being one of the most frequently used social media. However, the author found a lack of social media optimization and content variety on Instagram PaDi UMKM. Therefore, the author created a social media campaign as an effort to increase brand awareness. There are data collection methods in this design, namely interviews, observation and documentation, then the theories used are Marketing Communications, Social Media Campaigns, MSMEs, Instagram, New Media and Brand Awareness. Creating this social media campaign can be part of efforts to increase brand awareness, optimize social media, produce six pieces of content with the result that content in the form of infographics must still be created to retain PaDi MSME followers, then video content must also be maintained to reach non-followers or gain new audience.

Keywords: Brand Awareness, Instagram, New Media, Marketing Communications, Social Media Campaign, MSMEs