

ABSTRACT

Brand awareness is an important identity for a company in building a reputation. Beeuthree implements a branding strategy in an effort to build public awareness of the benefits of its beauty products through Instagram social media. Through educational content, Beeuthree spreads educational messages to increase public knowledge about skin health and inserts promotional messages in the educational content. Researchers want to know how Beeuthree's branding strategy through the distribution of educational content builds brand awareness on Instagram @beeuthree. The approach in this research uses descriptive qualitative methods through observation, interviews and documentation data collection techniques. This research uses branding strategy theory from Gelder SV (2005) with three sub-analyses, namely brand positioning, brand identity, and brand personality. The results of this research show that Beeuthree implements a branding strategy on Instagram with a focus on informative and educational content. Beeuthree emphasizes product excellence through organic ingredients and educational content about skin care. The brand identity was built by consistently using a blue and white logo and color palette to increase brand awareness and differentiate it from competitors. Brand personality is visible in active communication through Instagram feeds, stories and reels. In its efforts to build brand awareness, Beeuthree has reached the brand recognition stage where the company must continue to increase interaction, expand the reach of content, and maintain consistency in the distribution of content to strengthen the company's position among the public.

Keyword: *Beeuthree, Brand Awareness, Branding Strategy, Education, Instagram*