

ABSTRACT

This study explores the educational content strategy employed by Beeuthree, a local beauty brand, in building brand awareness through Instagram. As a brand established in 2022, Beeuthree leverages Instagram as its primary platform to deliver informative, interactive, and engaging educational content. This strategy aims to enhance consumer engagement and trust, particularly among millennials. The study utilizes the AISAS (Attention, Interest, Search, Action, Share) framework to analyze how the published content captures attention, generates interest, and drives audience actions. Through a qualitative case study approach, data was collected via observations, interviews, and documentation involving key, expert, and supporting informants. The findings reveal that the consistent use of visual elements, strong narratives, and active interaction on Instagram significantly boosts Beeuthree's brand awareness. Structured educational content that aligns with audience needs has proven effective in establishing Beeuthree as an educational and trustworthy brand. The study recommends that Beeuthree continuously adapt its educational content strategy to keep pace with changing trends and consumer preferences on social media.

Keywords: *Educational Content Strategy, Beeuthree, Brand Awareness, Instagram.*