

ABSTRACT

In managing social media there is quite a big responsibility, not only representing the brand but the management is also responsible for building brand awareness in the community. The purpose of this research is to determine the management for social media Instagram @Socialbarn.id as a medium for building brand awareness. The method used in this research is a descriptive qualitative approach with data collective through interviews, observation and documentation with key informants, expert informants and supporting informants. The results of this research show that Social Media Management Social Barn has implemented a social media management on Instagram as a medium for building brand awareness. Instagram Social Barn is considered to have met expectations regarding the dissemination of content and product information about Social Barn by utilizing the features available on Instagram. In this research the author uses the Circular Model of SOME research model which has four aspects, namely share, optimize, manage, and engage to measure social media management carried out by @Socialbarn.id which shows the results that only three of the four aspects have been implemented optimally.

Keyword : Social Media , Management, Brand Awareness