

ABSTRAK

This study aims to formulate a communication strategy to enhance brand awareness of cat food products in Indonesia, focusing on the case of MAXlife, a brand under PT. Kino Indonesia Tbk. Brand awareness is a vital element in shaping consumer preferences in a competitive market. However, MAXlife faces challenges with lower brand awareness compared to its competitors. The research employs a qualitative method, utilizing data triangulation through observation, interviews, literature reviews, and comparative studies. Data were collected from cat owners, veterinary practitioners, and branding experts. The study incorporates various analyses, including Segmenting, Targeting, Positioning (STP), engagement rate, brand equity model, marketing mix (4P), advertisement analysis, sales and brand awareness metrics, and SWOT analysis. Recommendations for communication strategies are implemented in promotional strategies using AISAS (Attention, Interest, Search, Action, Share) and the Content Matrix. The findings indicate that digital platforms, particularly Instagram, are effective in reaching the target audience, which primarily consists of millennials and Gen Z. By creating relevant, engaging, and personalized content, MAXlife has the potential to increase its brand awareness significantly. The recommended strategy includes promotional campaigns that emphasize the nutritional advantages of MAXlife products and the brand's key messages. This research contributes to the development of communication strategies for cat food brands in Indonesia, especially by leveraging digital platforms to compete in an increasingly competitive market. It is hoped that the results of this study can serve as a practical guide for cat food manufacturers to enhance brand appeal and awareness among consumers.

Keywords: *Brand Awareness, Brand Communication, Cat's Food, MAXlife*