ABSTRAK

This study aims to analyze the effect of Instagram content @creativehub.bdg on the brand image of Bandung Creative Hub. In the digital era, social media such as Instagram is a strategic communication tool to build brand image, especially in the creative industry. This research uses a quantitative approach with a questionnaire survey method with 130 respondents who are followers of the @creativehub.bdg Instagram account. Data analysis was conducted through simple linear regression test, hypothesis testing (t and F test), and Pearson correlation analysis to determine the relationship between variables. The results showed that Instagram content contributed significantly to the formation of the Bandung Creative Hub brand image. The dimensions of Instagram content which include context, communication, collaboration, and connection have a positive influence on brand image. Based on regression analysis, the Instagram content variable has an influence of 34% on brand image, with the remaining 66% influenced by other factors not examined in this study.

Keywords: Social Media, Instagram, Brand Image, Bandung Creative Hub, Creative Industry