

ABSTRACT

This research examines the effectiveness of digital marketing strategies in increasing brand awareness of Pocket Coffee, a new coffee brand based in Bandung, Indonesia. Operating in the midst of high competition in the coffee industry and targeting consumers aged 18–35 years who are digitally active, Pocket Coffee utilizes Instagram as its main promotional platform. This research uses a qualitative descriptive approach with an interpretivist paradigm and case study method.

Data collection techniques were carried out through in-depth interviews with consumers and brand managers, non-participatory observation, and content analysis of the Pocket Coffee Instagram account. The analytical tools used include SWOT analysis and the 4P marketing mix (Product, Price, Place, Promotion).

The research results show that strategic content planning, especially through the display of stories, advertisements, and the use of Instagram features such as videos and stories contribute significantly to increasing audience engagement and brand reach.

Quantitative data from Instagram analytics shows a spike in impressions, follower growth, and increased customer engagement post campaign implementation. In addition, message consistency and alignment of brand identity with consumer values also strengthen brand memorability and customer emotional connections.

This research concludes that a targeted and data-driven digital marketing strategy is the key for new brands to build strong brand awareness and achieve market differentiation. The recommendations provided include optimizing collaboration with influencers, strengthening user-generated content strategies, and investing in digital analytics for long-term strategy improvements.

Keywords : Marketing Strategy, Brand Awareness, SWOT, 4P