

ABSTRAK

Penelitian ini mengeksplorasi bagaimana CV. Veraldi Padang memanfaatkan Instagram untuk memperkuat kesadaran merek akun @Wedding.Veraldi_Real dan mengatasi keterbatasan dalam menampilkan keunikan layanan MC. Fokusnya adalah analisis strategi pemasaran media sosial yang digunakan oleh perusahaan tersebut. Tujuannya adalah untuk memahami dampak dan efektivitas strategi pemasaran dalam membangun citra merek dan mengatasi tantangan yang dihadapi dalam konteks platform Instagram. Metode penelitian ini menggunakan pendekatan kualitatif dengan studi kasus untuk memahami secara mendalam strategi pemasaran CV. Veraldi melalui Instagram. Lokasi penelitian dilakukan di CV. Veraldi Padang. Informan kunci dan pendukung dipilih melalui purposive sampling. Pengumpulan data dilakukan melalui penelitian kepustakaan, wawancara, dan observasi. Analisis data dilakukan dengan model Miles dan Huberman, termasuk reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diperiksa melalui triangulasi sumber. Penelitian ini mengeksplorasi strategi dan tantangan CV. Veraldi dalam membangun Brand Awareness melalui Instagram. Mereka fokus pada konten berkualitas dan kreatif, serta responsif terhadap audiens. Meskipun menghadapi komentar negatif dan diretasnya akun, mereka tetap berkomitmen untuk menjaga reputasi dan membangun komunitas pengikut yang loyal. Dengan pendekatan proaktif, CV. Veraldi berhasil memperkuat citra merek mereka di platform Instagram. Hasil wawancara menunjukkan bahwa CV. Veraldi berhasil membangun Brand Awareness di Instagram dengan konten kreatif dan berbagi informasi bisnis. Mereka menerapkan teori pemasaran sosial media dalam membangun Brand Awareness. CV. Veraldi mengatasi hambatan dengan manajemen hati-hati akun Instagram dan pendekatan diam terhadap komentar negatif, memastikan uniknya tetap terlihat. Ini memungkinkan mereka menghadapi tantangan dengan efektif.

Kata Kunci: Instagram, Brand Awareness, Strategi pemasaran media sosial, Konten Berkualitas

ABSTRACT

This research explores how CV. Veraldi Padang utilizes Instagram to strengthen the brand awareness of the @Wedding.Veraldi_Real account and overcome limitations in showcasing the uniqueness of MC services. The focus is on analyzing the social media marketing strategy used by the company. The aim is to understand the impact and effectiveness of marketing strategies in building brand image and overcoming challenges faced in the context of the Instagram platform. This research method uses a qualitative approach with a case study to deeply understand CV. Veraldi's marketing strategy through Instagram. The research location was at CV Veraldi Padang. Key and supporting informants were selected through purposive sampling. Data collection was carried out through library research, interviews, and observation. Data analysis was conducted using the Miles and Huberman model, including data reduction, data presentation, and conclusion drawing. Data validity was checked through source triangulation. This research explores CV. Veraldi's strategies and challenges in building Brand Awareness through Instagram. They focus on quality and creative content, and are responsive to the audience. Despite facing negative comments and account hacks, they remain committed to maintaining their reputation and building a loyal community of followers. With a proactive approach, CV. Veraldi managed to strengthen their brand image on the Instagram platform. The interview results show that CV. Veraldi managed to build Brand Awareness on Instagram with creative content and sharing business information. They apply social media marketing theory in building Brand Awareness. CV. Veraldi overcame obstacles with careful management of their Instagram account and a silent approach to negative comments, ensuring their uniqueness remained visible. This allowed them to face the challenges effectively.

Keywords: *Instagram, Brand Awareness, Social media marketing strategy, Quality Content*