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Strategi Promosi Untuk Meningkatkan Brand Awareness Pipikomiko Melalui Instagram
Bibliografi: 5 Bab 96 hal + Lampiran + 20 Books + 10 Jurnal + 2 Website

ABSTRAK

Digitalisasi telah menjadi kunci penting bagi masa depan ekonomi Indonesia, membuka peluang baru di dunia bisnis akibat penggunaan intensif kanal digital terutama selama pandemi. Meskipun masyarakat semakin melek digital, banyak UMKM belum mengoptimalkan platform online untuk mempromosikan usaha mereka. Studi kasus Pipikomiko menunjukkan pentingnya strategi promosi yang efektif melalui media sosial Instagram untuk membangun brand awareness. Dengan pertumbuhan pasar yang kompetitif, penting bagi Pipikomiko memahami penggunaan fitur Instagram untuk membangun kesadaran merek yang lebih baik. Peningkatan digitalisasi memerlukan dukungan SDM dan infrastruktur internet, seperti hasil survei Bappenas terhadap UMKM. Meskipun masyarakat semakin melek digital, banyak UMKM belum mengoptimalkan media sosial untuk mempromosikan merek. Studi kasus Pipikomiko menunjukkan pentingnya strategi promosi yang efektif melalui media sosial Instagram untuk membangun brand awareness. Dapat disimpulkan strategi promosi yang dilakukan Pipikomiko melalui Instagram memberikan pengaruh terhadap kenaikan brand awareness terhadap Pipikomiko.

Kata kunci: Strategi promosi, sosial media, Instagram, kesadaran merek



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Promotional Strategies to Increase Pipikomiko Brand Awareness Through Instagram

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ABSTRACT

Digitalization has become an important key for Indonesia's economic future, opening up new opportunities in the business world due to the intensive use of digital channels, especially during the pandemic. Even though people are increasingly digitally literate, many MSMEs have not optimized their online platforms to promote their businesses. Pipikomiko's case study shows the importance of an effective promotional strategy through Instagram social media to build brand awareness. With the growing competitive market, it is important for Pipikomiko to understand using Instagram features to build better brand awareness. Increasing digitalization requires the support of human resources and internet infrastructure, such as the results of a Bappenas survey of MSMEs. Even though people are increasingly digitally literate, many MSMEs have not optimized social media to promote brands. Pipikomiko's case study shows the importance of an effective promotional strategy through Instagram social media to build brand awareness. It can be concluded that the promotion strategy carried out by Pipikomiko through Instagram has had an influence on increasing brand awareness for Pipikomiko.

Keywords: Promotion strategy, social Media, Instagram, brand awareness