

## ABSTRAK

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Program Studi : Ilmu Komunikasi  
Judul Laporan Skripsi : Analisis Pemanfaatan Fitur-Fitur Media Sosial Instagram Melalui Unggahan Konten Dalam Membangun *Brand Image* Pada Akun @garagemerch.id (Periode Januari-September 2023)  
Pembimbing : Rizky Oktarina Costa, SP, M.Ikom

Tujuan Penelitian ini ingin mengetahui dan mendeskripsikan bagaimana analisis pemanfaatan fitur-fitur media sosial Instagram melalui unggahan konten untuk membangun *brand image* pada akun @garagemerch.id (Periode Januari-September 2023). Dalam penelitian ini digunakan 6 orang responden, yang dibagi menjadi key informan dan informan. Metode pengumpulan data penelitian ini dilakukan dengan wawancara. Penelitian ini menggunakan metode deskriptif kualitatif. Instagram menjadi salah satu platform media sosial yang sangat populer di Indonesia, terutama dalam konteks bisnis. Hal ini disebabkan oleh banyaknya fitur yang disediakan oleh Instagram yang sangat membantu dalam pengelolaan bisnis. Fitur-fitur tersebut sangat beragam dan mudah digunakan. Akun @garagemerch.id, sebagai contoh telah memanfaatkan berbagai fitur dan unggahan kontennya di media sosial Instagram untuk membangun *brand image* nya.

Berdasarkan penelitian yang telah dilakukan, diperoleh hasil bahwa pemanfaatan fitur-fitur media sosial Instagram melalui unggahan konten untuk membangun *brand image* oleh akun @garagemerch.id dilakukan dengan aktif dan efektif. Keaktifan pemanfaatan fitur-fitur media sosial Instagram melalui unggahan konten oleh akun @garagemerch.id terlihat dari hasil analisis pada bulan Januari-September 2023, dimana akun @garagemerch.id memanfaatkan fitur feed, fitur story Instagram, dan fitur reels, dengan konsisten mengunggah konten menarik yang berisi pesan atau informasi mengenai produk dan hal mengenai permissikan hingga mendapatkan engagement. Hasil penelitian tersebut juga sudah memenuhi faktor-faktor dalam membangun *Brand Image* seperti *Quality*, *Trustworthy*, *Usefulness*, *Service*, *Risk*, *Price*, dan *Image*. Serta, telah menerapkan ketiga sifat elemen brand yaitu *Brand Strength*, *Brand Favorability*, dan *Brand Uniqueness*. Konten-konten yang diunggah untuk menyampaikan pesan dan informasi juga telah melalui empat cara, diantaranya *Context*, *Communication*, *Collaboration*, dan *Connection*. Semua hal yang dilakukan dalam pemanfaatan fitur-fitur media sosial Instagram melalui unggahan konten dalam membangun *brand image* pada akun @garagemerch.id juga sudah sesuai dengan konsep *Digital Public Relations*.

**Kata Kunci : Pemanfaatan, Instagram, Fitur, Konten, *Brand Image*.**

## **ABSTRACT**

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*Title of Thesis : Analysis of the Utilization of Instagram Social Media Features Through Content Uploads in Building Brand Image on @garagemerch.id Accounts (January-September 2023 Period)*  
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*The purpose of this study is to determine and describe how the analysis of the utilization of Instagram social media features through content uploads to build a brand image on the @garagemerch.id account (January-September 2023 Period). In this study, 6 respondents were used, which were divided into key informants and informants. The data collection method of this research was carried out by interview. This research uses a qualitative descriptive method. Instagram has become one of the most popular social media platforms in Indonesia, especially in the business context. This is due to the many features provided by Instagram that are very helpful in business management. These features are very diverse and easy to use. The @garagemerch.id account, for example, has utilized various features and uploaded its content on Instagram social media to build its brand image.*

*Based on the research that has been conducted, the results show that the utilization of Instagram social media features through content uploads to build brand image by @garagemerch.id account is carried out actively and effectively. The activeness of the utilization of Instagram social media features through content uploads by the @garagemerch.id account can be seen from the results of the analysis in January-September 2023, where the @garagemerch.id account utilizes the feed feature, Instagram story feature, and reels feature, by consistently uploading interesting content that contains messages or information about products and things about music to get engagement. The results of this study have also fulfilled the factors in building Brand Image such as Quality, Trustworthy, Usefulness, Service, Risk, Price, and Image. Also, it has applied the three characteristics of brand elements, namely Brand Strength, Brand Favorability, and Brand Uniqueness. The content uploaded to convey messages and information has also gone through four ways, including Context, Communication, Collaboration, and Connection. All things done in utilizing Instagram social media features through content uploads in building brand image on @garagemerch.id accounts are also in accordance with the concept of Digital Public Relations..*

***Keywords: Utilization, Instagram, Features, Content, Brand Image.***