

STRATEGI KOMUNIKASI PENGELOLA WEST BANDITS DALAM MEMBANGUN BRAND AWARENESS MENGGUNAKAN MEDIA SOSIAL INSTAGRAM

ABSTRAK

Abstract : *West Bandits Combiphar Solo is a basketball club that has been trying to introduce its brand using Instagram since its debut. By using Instagram, they try to make their brand known to basketball lovers. This will be a focus that will be examined by researchers to examine more deeply the use of West Bandits Instagram Media as a Means in Building Brand Awareness. The method in this research is a case study, this type of research is descriptive and conducts interviews, reads written sources in the form of books, and documentation in the form of photographs. The results of this study are that West Bandits have succeeded in raising their level of awareness from not being aware of the brand to having brand awareness. They also upload activities and accompany public opinion by hiring public figures to increase their brand awareness. The suggestion in this research is that West Bandits continue to improve content in using their Instagram social media.*

Keywords: *brand awareness, instagram, new media, strategic communication, west bandits combiphar solo*

Abstrak : *West Bandits Combiphar Solo adalah klub basket yang berusaha mengenalkan brandnya menggunakan media Instagram sejak awal debutnya. Dengan penggunaan Instagram mereka berusaha agar brand mereka dikenal oleh para pecinta bola basket. Metode dalam penelitian ini adalah studi kasus, jenis penelitian deskriptif wawancara, membaca sumber tertulis berupa buku, serta dokumentasi berupa foto-foto. Hasil dalam penelitian ini adalah West Bandits berhasil dalam menaikkan level awareness mereka dari tidak menyadari merek hingga adanya kesadaran merek. Mereka juga mengupload kegiatan dan juga penggiringan opini publik dengan menghire publik figur untuk menaikkan brand awareness mereka. Saran dalam penelitian ini adalah West Bandits terus meningkatkan konten dalam menggunakan media sosial Instagram mereka.*

Kata Kunci : *brand awareness, instagram, media baru, strategi komunikasi, west bandits combiphar solo*