

ABSTRACT

Every business that sells goods or services desires for its brand to be well-known and widely recognized by everyone, as does Chika Furniture brand. Chika Furniture needs develop an up-to-date and successful marketing communication strategy to increase brand awareness in an era with increasingly complex technical advancements. Chika Furniture was established as an Small Medium Enterprises (SME) that produces sofas or furniture from Cicurug, Sukabumi Regency. Therefore, Chika Furniture adopts a marketing communication strategy, namely social media marketing, to increase public awareness of the Chika Furniture brand as a sofa or furniture manufacturer. This study focuses on the Instagram account @chika_furniture. Through the @chika_furniture account, researchers wish to monitor social media marketing utilized to develop brand awareness among customers. Researchers expect this study will provide information and references for future research, as well as help Chika Furniture become more adept at utilizing social media marketing to increase client brand awareness. This study used a qualitative descriptive research approach to collect data via interviews. Through Instagram posts, Chika Furniture publishes information regarding its sofas and other furniture products. This Instagram has an effect on customer brand awareness and makes the Chika Furniture brand greater awareness of the larger community.

Keyword : *social media marketing, customer brand awareness, Instagram.*

AFFIDAVIT

This is to certify that I have translated the foregoing from Indonesian to English that it is true and complete and that I am competent in both languages.

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SOESILO
Decree of Governor of DKI Jakarta No. 527/1995

ABSTRAK

Setiap usaha yang menawarkan produk atau jasa tentu menginginkan *brand* dari produk atau jasanya dikenal dan disadari oleh semua orang, begitu pula dengan *brand* Chika Furniture. Di era perkembangan teknologi yang semakin canggih, Chika Furniture perlu melakukan strategi komunikasi pemasaran yang mengikuti jaman dan efektif untuk membangun kesadaran merek. Chika Furniture berdiri sebagai UKM yang memproduksi sofa atau *furniture* berasal dari Cicurug, Kabupaten Sukabumi. Oleh karena itu, Chika Furniture melakukan strategi komunikasi pemasaran yaitu *social media marketing* agar masyarakat semakin menyadari keberadaan merek Chika Furniture sebagai *brand* sofa atau *furniture*. Pada penelitian ini, berfokus pada Instagram @chika_furniture. Melalui akun @chika_furniture, peneliti ingin mengamati *social media marketing* yang digunakan untuk membangun *customer brand awareness*. Peneliti mengharapkan penelitian ini dapat memberikan informasi dan referensi bagi penelitian selanjutnya, serta masukan bagi Chika Furniture agar lebih terampil menggunakan *social media marketing* dalam membangun *customer brand awareness*. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan perolehan data melalui wawancara. Chika Furniture menggunakan Instagram untuk menyebarkan informasi terkait produk sofa atau *furniture*-nya melalui unggahan postingan di Instagram. Hal ini berpengaruh pada *customer brand awareness* dan membuat *brand* Chika Furniture semakin disadari masyarakat luas.

Kata Kunci: *social media marketing, customer brand awareness, Instagram.*