



ABSTRAK

STRATEGI KOMUNIKASI PADA AKUN INSTAGRAM @iDevicestorejogja DALAM MENINGKATKAN BRAND AWARENESS

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Penelitian ini bertujuan untuk menganalisis strategi komunikasi digital yang diterapkan oleh akun Instagram @idevicestorejogja dalam meningkatkan brand awareness. Dalam era digital yang kompetitif, media sosial menjadi alat penting bagi bisnis ritel, khususnya dalam memasarkan produk dan membangun citra merek. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan model analisis *The Circular Model of SOME* yang terdiri dari empat tahapan, yaitu *Share*, *Optimize*, *Manage*, dan *Engage*. Data diperoleh melalui wawancara mendalam dengan tim digital marketing, observasi aktivitas akun, serta dokumentasi unggahan konten dan interaksi audiens. Hasil penelitian menunjukkan bahwa @idevicestorejogja secara aktif membangun interaksi melalui konten edukatif dan promosi yang sesuai dengan karakteristik audiens, mengoptimalkan strategi berdasarkan data insight, mengelola percakapan serta respons audiens secara cepat, dan melibatkan audiens melalui pendekatan kreatif serta kolaborasi. Strategi komunikasi yang dilakukan terbukti mampu meningkatkan kesadaran merek di kalangan pengguna Instagram, khususnya target pasar mahasiswa dan profesional muda. Penelitian ini diharapkan dapat menjadi referensi bagi pelaku bisnis ritel teknologi dalam mengelola media sosial sebagai sarana komunikasi yang efektif dan efisien.

Kata Kunci: Strategi Komunikasi, Media Sosial, Instagram, Brand Awareness, The Circular Model of SOME, @idevicestorejogja

ABSTRACT

COMMUNICATION STRATEGY ON INSTAGRAM ACCOUNT @idevicestorejogja IN INCREASING BRAND AWARENESS

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This study aims to analyze the digital communication strategy implemented by the Instagram account @idevicestorejogja in increasing brand awareness. In today's competitive digital era, social media has become an essential tool for retail businesses, especially in marketing products and building brand image. This research employs a descriptive qualitative approach using the analytical model The Circular Model of SOME, which consists of four stages: Share, Optimize, Manage, and Engage. Data were collected through in-depth interviews with the digital marketing team, observation of account activities, and documentation of posted content and audience interactions. The findings show that @idevicestorejogja actively builds engagement through educational and promotional content tailored to audience characteristics, optimizes strategies based on data insight, manages conversations and audience responses promptly, and engages followers through creative approaches and collaborations. The communication strategies applied have proven effective in increasing brand awareness among Instagram users, particularly targeting students and young professionals. This research is expected to serve as a reference for technology retail businesses in managing social media as an effective and efficient communication tool.

Keywords: *Communication Strategy, Social Media, Instagram, Brand Awareness, The Circular Model of SOME, @idevicestorejogja*