



ABSTRAK

STRATEGI MARKETING PUBLIC RELATIONS FAVOR HERITAGE DALAM MENINGKATKAN BRAND AWARENESS DI MEDIA SOSIAL INSTAGRAM

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Transformasi teknologi informasi dan komunikasi telah menciptakan berbagai kemudahan dalam membangun interaksi dan menjalin hubungan yang baik antara suatu brand dengan publik. Salah satu contohnya adalah penggunaan media sosial Instagram sebagai sarana promosi dan penyebaran informasi. Favor Heritage memanfaatkan akun Instagram resmi mereka, yaitu @favorheritage_, untuk meningkatkan kesadaran publik terhadap merek mereka. Penelitian ini bertujuan untuk menganalisis implementasi strategi *marketing public relations* yang diterapkan oleh Favor Heritage dalam upaya meningkatkan *brand awareness* melalui platform Instagram. Penelitian ini mengintegrasikan teori *The Circular Model of SoMe (Share, Optimize, Manage, Engage)* dan menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa Favor Heritage telah berhasil mengimplementasikan seluruh tahapan yang terdapat dalam *The Circular Model of SoMe* secara efektif. Selain itu, pemanfaatan berbagai fitur yang tersedia di Instagram terbukti membantu dalam meningkatkan *brand awareness* Favor Heritage di mata publik.

Kata Kunci: Brand Awareness, Marketing Public Relations, The Circular Model of SoMe

ABSTRACT

FAVOR HERITAGE'S MARKETING PUBLIC RELATIONS STRATEGY IN ENHANCING BRAND AWARENESS ON INSTAGRAM

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The transformation of information and communication technology has created various conveniences in building interaction and fostering positive relationships between brands and the public. One example is the use of Instagram as a medium for promotion and information dissemination. Favor Heritage leverages its official Instagram account, @favorheritage_, to enhance public awareness of its brand. This study aims to analyze the implementation of marketing public relations strategies carried out by Favor Heritage in its efforts to increase brand awareness through the Instagram platform. The research integrates the theory of The Circular Model of SoMe (Share, Optimize, Manage, Engage) and employs a qualitative approach with a descriptive method. Data collection techniques include in-depth interviews, observation, and documentation. The findings of this study indicate that Favor Heritage has successfully implemented all the stages outlined in The Circular Model of SoMe effectively. Furthermore, the use of various features available on Instagram has proven to help Favor Heritage boost its brand awareness in the eyes of the public.

Keywords: *Brand Awareness, Marketing Public Relations, The Circular Model of SoMe*