



ABSTRAK

STRATEGI HUMAS TAMAN PINTAR YOGYAKARTA DALAM MENINGKATKAN *BRAND AWARENESS* MELALUI INSTAGRAM PASCA PANDEMI 2022-2024

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Pasca pandemi COVID-19, terjadi pergeseran signifikan dalam perilaku konsumen, terutama dalam mencari informasi sebelum mengunjungi destinasi wisata. Masyarakat kini lebih selektif dan bergantung pada media sosial sebagai sumber informasi utama. Penelitian ini bertujuan untuk menganalisis strategi komunikasi digital yang dilakukan oleh Humas Taman Pintar dalam membangun kembali brand awareness melalui Instagram. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan teori Circular Model of SOME (Share, Optimize, Manage, Engage) dilakukan dengan wawancara, observasi serta lampiran dokumentasi. Hasil penelitian menunjukkan Humas Taman Pintar menerapkan strategi yang melibatkan partisipasi aktif audiens, pengoptimalan konten visual yang kreatif dan informatif, pengelolaan komunikasi dua arah secara responsif, serta keterlibatan melalui kolaborasi dengan influencer dan komunitas digital. Instagram dipilih sebagai media utama karena kemampuannya menjangkau audiens secara luas dan membangun kedekatan secara visual dan interaktif. Strategi ini terbukti mampu meningkatkan engagement, membangun kepercayaan publik, dan memperkuat citra Taman Pintar sebagai destinasi edukasi sains yang inovatif, ramah anak, dan terpercaya di tengah persaingan digital yang semakin ketat.

Kata Kunci: Public Relations, Brand Awareness, Media Sosial, The Circular Model of Some

ABSTRACT

PUBLIC RELATIONS STRATEGY OF TAMAN PINTAR YOGYAKARTA IN INCREASING BRAND AWARENESS THROUGH INSTAGRAM POST PANDEMIC 2022-2024

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Post-COVID-19, there has been a significant shift in consumer behavior, particularly in how people seek information before visiting tourist destinations. The public has become more selective and increasingly relies on social media as a primary source of information. This study aims to analyze the digital communication strategy implemented by the Public Relations team of Taman Pintar in rebuilding brand awareness through Instagram. This research employs a descriptive qualitative method using the Circular Model of SOME (Share, Optimize, Manage, Engage) as its theoretical framework. Data were collected through interviews, observation, and documentation. The findings reveal that Taman Pintar's PR team adopts strategies involving active audience participation, the optimization of creative and informative visual content, responsive two-way communication management, and engagement through collaboration with influencers and digital communities. Instagram was chosen as the main platform due to its ability to reach a broad audience and foster visual and interactive connections. These strategies have proven effective in increasing engagement, building public trust, and strengthening Taman Pintar's image as an innovative, child-friendly, and trusted science education destination amid growing digital competition.

Keywords: *Public Relations, Brand Awareness, Social Media, The Circular Model of Some*