ABSTRAK

Penelitian ini berjudul "Strategi Komunikasi Busrain Coffee dan Eatery di Instagram dalam Meningkatkan Kesadaran Merek". Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan strategi komunikasi yang dilakukan Busrain Coffee dan Eatery melalui Instagram dalam meningkatkan kesadaran merek, sekaligus mengidentifikasi hambatan yang dihadapi dalam membangun *Brand Awareness* konsumen. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan penelitian meliputi pemilik, admin Instagram, barista, serta konsumen Busrain Coffee dan Eatery. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis secara deskriptif berdasarkan temuan di lapangan. Hasil penelitian menunjukkan bahwa strategi komunikasi Busrain Coffee dan Eatery di Instagram mencakup penyampaian pesan, pemanfaatan konten, serta penentuan dan pendekatan terhadap khalayak. Pesan disampaikan melalui foto dan video yang dikemas dengan desain menarik, bahasa yang sederhana, serta informasi mengenai produk, suasana tempat, dan berbagai aktivitas di Busrain Coffee dan Eatery. Konsistensi dalam penggunaan warna, desain konten, tampilan produk, dan visual suasana tempat turut memperkuat identitas merek sehingga lebih mudah dikenali oleh konsumen. Strategi tersebut berkontribusi terhadap terbentuknya *Brand Awareness*, yang terlihat dari kemampuan konsumen dalam mengenali (*Brand Recognition*) dan mengingat kembali merek (*Brand Recall*). Dalam penerapannya, strategi komunikasi tersebut masih menghadapi sejumlah kendala. Hambatan tersebut meliputi lokasi usaha yang relatif jauh dari pusat kota dan tidak berada di jalur utama, keterbatasan kegiatan promosi, jumlah pengikut Instagram yang masih dalam tahap perkembangan, serta persaingan dengan coffee shop lainnya. Meskipun demikian, Instagram tetap menjadi media komunikasi yang berperan penting dalam memperkenalkan sekaligus memperkuat keberadaan Busrain Coffee dan Eatery dalam benak konsumen.

Kata Kunci: Strategi Komunikasi, Instagram, *Brand Awareness*, *Brand Recognition*, *Brand Recall*.

ABSTRACT

This research is titled "Communication Strategy of Busrain Coffee and Eatery on Instagram in Increasing Brand Awareness." This study aims to analyze and describe the communication strategies employed by Busrain Coffee and Eatery through Instagram in enhancing brand awareness, while also identifying the obstacles faced in building consumer Brand Awareness. The research uses a qualitative method with a descriptive approach. The research informants include the owner, Instagram admin, barista, and consumers of Busrain Coffee and Eatery. Data were collected through interviews, observations, and documentation, and then analyzed descriptively based on field findings. The research results show that the communication strategy of Busrain Coffee and Eatery on Instagram includes message delivery, content utilization, as well as audience targeting and approach. Messages are conveyed through photos and videos packaged with attractive designs, simple language, and information about the products, the ambiance, and various activities at Busrain Coffee and Eatery. Consistency in the use of colors, content design, product appearance, and visual ambiance also strengthens the brand identity, making it easier for consumers to recognize. That strategy contributes to the formation of Brand Awareness, which is evident from the consumers' ability to recognize (Brand Recognition) and recall the brand (Brand Recall). In its implementation, the communication strategy still faces several obstacles. These obstacles include the business location being relatively far from the city center and not on the main route, limited promotional activities, a growing number of Instagram followers, and competition with other coffee shops. Nevertheless, Instagram remains an important communication medium in introducing and simultaneously strengthening the presence of Busrain Coffee and Eatery in the minds of consumers.

Keywords: Communication Strategy, Instagram, Brand Awareness, Brand Recognition, Brand Recall.