ABSTRACT

SOCIAL MEDIA CONTENT MARKETING DESIGN TO BUILD BRAND AWARENESS OF DAYA POTENSIA INDONESIA

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Because content marketing has become a trend and the primary focus of many brands in growing social media engagement, the use of graphic design and copywriting strategies is an important consideration for every content marketer. As a result, the objective of this study was to create a content marketing design for Instagram in order to build brand awareness for Daya Potensia Indonesia (DPI).

This study applied a qualitative-descriptive method that is supported by the distribution of questionnaires to determine the impact of content design. SWOT analysis, Instagram parameter data analysis, and brand awareness level analysis are used in this study data analysis approach.

DPI content marketing management strategies are obtained through eight steps of research, namely goal establishing, target market mapping, content initiation and planning, content creation, content distribution, content strengthening, content assessment, and content improvement. The content marketing strategy that prioritizes content production through visual design and copywriting can boost engagement by 363%, account reach by 539%, and follow-up with a large rise in followers of 282%. According to the findings of the brand awareness analysis, as many as 69% of respondents claimed that they were familiar with the DPI brand. Thus, it is recognized that the Daya Potensia Indonesia brand has achieved brand awareness, so that 69 respondents in this study need to be reminded of the DPI brand's existence through large marketing on Instagram or other media.

Keywords: Content Marketing, Visual Design, Copywriting, Brand Awareness

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