ABSTRACT

PROMOTION STRATEGY THROUGH USER-GENERATED CONTENT TO ENHANCE BRAND AWARENESS AT HARK CAFE

Author : Andi Iqrimah Yulianti Remil
Supervisor : Sulaeman Fattah

This study aims to analyze promotional strategies through User-Generated Content (UGC) to enhance brand awareness at Hark Cafe in Soppeng Regency. The background of this study stems from the decline in customer visits to Hark Cafe, caused by the lack of sustainable promotional strategies amidst the increasingly competitive coffee shop business.

This study employed a descriptive qualitative approach, with data collection through observations, interviews, documentation studies, and social media content analysis. The UGC strategy was carried out through campaigns encouraging customers to share their experiences on Instagram by tagging Hark Cafe's official account, supported by incentives such as discounts and reposts by the café.

The results reveal that this strategy has successfully increased customer engagement, the number of posts mentioning the café's account, and the reach of Hark Cafe's Instagram account. The UGC strategy has been proven effective in building emotional connections with consumers and organically expanding brand visibility. This study recommends sustainable and creative UGC management to maintain Hark Cafe's competitiveness.

Keywords: *User-Generated Content, Promotion Strategy, Brand Awareness, Hark Cafe, Social Media, Instagram.*

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