

## ABSTRACT

*This research discusses the branding efforts of one of the SMEs engaged in the fashion sector which carries the Bukittinggi Aqillah by Ria concept. The purpose of branding is to introduce the brand to a predetermined audience. One of the things done in Aqillah by Ria's branding efforts is to use content on Instagram. Based on this, researchers are interested in knowing the role of social media, especially the use of Instagram content on the Aqillah by Ria brand. The method used is a qualitative approach with descriptive. Data collection techniques used are observation, interviews, and documentation. This study uses the concept of the Circullar Model of Social Media according to Lutrell (2016) which includes share, optimize, manage, and engage. This study also uses the concept of brand strategy according to Knapp (2000) which includes brand assessment, brand promise, brand blueprint, brand culture, and brand excellence. The results of this study can be concluded that managing content with the share stage is by choosing Instagram to disseminate information, optimize, namely containing photos and videos in the content, manage, namely seeing reactions from the audience, and engage, namely working with Puteri Indonesia 2022. In Aqillah branding by Ria also carries out the branding strategy stages such as conducting brand assessments, conducting brand promises, determining brand blueprints, and brand excellence.*

**Keywords:** *Branding, Use of Instagram Content, UMKM*