

ABSTRACT

This study discusses Vannisa Brownies' branding strategy to increase brand awareness through Instagram social media. How educational and promotional content can build a company's reputation and introduce product advantages to the public is the main focus of this study. It is expected that this strategy can increase customer attraction and strengthen brand reputation in the digital market by emphasizing product variety and the quality of ingredients used. The researcher wants to know how Vannisa Brownies' branding strategy uses content on Instagram @vannisabrownies to increase brand awareness. In this study, a descriptive qualitative approach was used to collect data through observation, interviews, and documentation. This study uses Gelder SV's (2005) branding strategy theory, which consists of three sub-analyses: brand positioning, brand identity, and brand personality. The results of the study show that Vannisa Brownies uses a branding strategy on Instagram that emphasizes informative and educational content. They use high-quality ingredients and unique flavor variations to highlight the advantages of their products. The use of logos, packaging designs, and unique color palettes are used to build brand identity and differentiate them from competitors. Active communication on Instagram feeds, stories, and reels shows brand personality.

Keywords: *Branding Strategy, Brand Awareness, Education, Instagram, Vannisa Brownies*