

ABSTRACT

Indibiz Jabar implements a branding strategy to build public awareness of their digital services and solutions through Instagram social media. This study aims to analyze Indibiz Jabar's branding strategy in building brand awareness through Indibiz Instagram. jabar. The method used is descriptive qualitative with observation, interview, and documentation techniques. The branding strategy was analyzed using Gelder SV (2005) theory which includes brand positioning, brand identity, and brand personality. The results showed that Indibiz Jabar emphasizes educational and informative content that suits the needs of the audience to improve digital technology in business use, especially SMEs and businesspeople. The brand identity is strengthened using a logo and a consistent combination of blue and white colors, reflecting professionalism and trust. The brand personality is seen through active interaction with the audience through various Instagram features, such as feeds, stories, reels, and comments. To increase reach and maintain relevance, Indibiz Jabar is advised to further optimize interaction and consistency in content creation. This effort is expected to strengthen the brand's position during digital market competition.

Keywords: *Brand Awareness, Branding Strategy, Indibiz, Instagram*