

ABSTRACT

In the midst of social media development, Instagram has become an effective platform to build brand awareness. One key strategy is using copywriting that can attract attention, engage, and create awareness. This study analyze the application of copywriting on @indibiz.jabar's Instagram content in building brand awareness for Indibiz by PT Telkom Regional II. The approach used in this research is qualitative with descriptive methods through data collection techniques of interviews, documentation, and observation. This research refers to David Aaker's brand awareness pyramid theory which includes four sub-analyses: unaware of brand, brand recognition, brand recall, and top of mind.

The results show that @indibiz.jabar has applied copywriting to build the first three levels in the brand awareness pyramid. In building unaware of Indibiz copywriting is applied with simple language, solutive explanations, and a combination of softselling and hardselling to attract audience. For Indibiz's brand recognition, copywriting is applied by being consistent with the tagline and mentioning the brand name and services. In Indibiz's brand recall, the application of copywriting focuses on call to action (CTA), specific descriptions of services, and testimonial content to strengthen memory and trust. However, @indibiz.jabar has not implemented copywriting for the highest level which is top of mind awareness, because Indibiz has just been launched. This research contributes to the understanding of how the application of copywriting on Instagram content can build brand awareness.

Keywords: Brand Awareness, Call to Action, Copywriting, Indibiz, Instagram