

ABSTRACT

This research examines the strategy of using Instagram social media by Telkom Indonesia's Innovation Lab, Digital Amoeba, in an effort to build brand credibility in Generation Z to be trusted because of the rampant news of hoax information in the current digital era. This research uses a qualitative approach with a case study method involving in-depth interviews, documentation, and observation. This research refers to the theory of Hovland, Janis and Kelley, namely Source Credibility Theory in the book Communication and Persuasion, which includes 3 aspects in assessing source credibility, namely trustworthiness, expertise, and attractiveness. And examining brand equity according to Aaker (2012) in building the brand itself. Digital Amoeba plays an important role in structuring content management to ensure that the information delivered has credibility and is in accordance with the needs of the company. This makes the communicated message more optimal in supporting the achievement of the company's vision and mission goals as Telkom Indonesia's Innovation Lab. In its implementation, the branding strategy to emphasize brand credibility is by applying content pillars, consistency and transparency of information, utilizing the PAS (Problem, Agitate, Solution) copywriting method to build a strong emotional bond with Generation Z. Benchmarking workflow activities to build innovative human resources in the eyes of Generation Z. The strategy proved optimal in building public trust, especially Generation Z.

Keywords: Branding, Content, Social Media.