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This research aims to analyze the branding strategies implemented by Bank Mandiri through its mobile banking application, Livin' by Mandiri, utilizing the social media platform Instagram. Employing a descriptive qualitative method, this study explores how Bank Mandiri's Public Relations team executes branding strategies through brand positioning, brand identity, and brand communication. Data were gathered through structured interviews with internal Bank Mandiri representatives, observations of the Instagram account @bankmandiri, and supporting documentation.

The findings reveal that Bank Mandiri utilizes innovative strategies such as maximizing Instagram features for promotions, engaging visual content, and interactive communication with users. These efforts effectively increase brand awareness and enhance the image of Bank Mandiri as a modern and innovative provider of digital banking services.