

ABSTRACT

Social media has become a strategic tool in building brand awareness, especially for local brands seeking to expand their market reach. This study aims to analyze the branding strategy of Icip Koffe in building brand awareness through the Instagram account @icipcoffeid. A descriptive qualitative approach was used, with data collected through observation, in-depth interviews, and documentation. The analysis refers to the branding strategy theory by Schultz and Barnes, which includes four main elements: brand positioning, brand identity, brand personality, and brand communication. The findings show that Icip Koffe positions itself as the first mobile coffee service in Medan offering coffee-shop-quality beverages, strengthens its identity through distinctive visual elements, builds a cheerful and friendly brand personality, and delivers its brand message consistently through storytelling and two-way communication on Instagram. This strategy not only enhances brand awareness but also fosters emotional engagement with the audience. The study recommends developing more varied content and utilizing social media insights to optimize future branding strategies.

Keyword: brand awareness, Instagram, strategi branding, media sosial, Icip Koffe.