

ABSTRACT

This study discusses the brand-building strategy of Maesa Dental Clinic through educational content on Instagram @maesadental. The research is motivated by the low public awareness and limited education in Indonesia regarding the importance of oral health, as well as the increasing use of social media as a tool for brand development. Maesa Dental Clinic utilizes Instagram as the primary platform to disseminate educational content as part of its brand-building strategy. The purpose of this research is to analyze how Maesa Dental Clinic implements its brand-building strategy through educational content on Instagram @maesadental. This study employs a descriptive qualitative approach within an interpretive paradigm. Data were collected through observation of @maesadental Instagram activity, in-depth interviews with key and expert informants, and documentation. The analysis refers to Kevin Lane Keller's Customer-Based Brand Equity (CBBE) theory, which consists of six key elements: brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. Through its educational content, Maesa Dental Clinic has successfully differentiated its brand from competitors by using relatable content and accessible language. The brand-building strategy has fostered a strong, professional, and educational brand image through consistent visuals, a light and friendly communication style, and the direct involvement of the owner.

Keywords: Brand-Building Strategy, Educational Content, Instagram, Maesa Dental Clinic.