

ABSTRACT

This study aims to explore how the use of Instagram can increase brand awareness at MSME SayurKlik which focuses on online distribution of fresh vegetables. The method used in this research is descriptive qualitative with data collection through in-depth interviews, Focus Group Discussions (FGDs), and content analysis on SayurKlik's Instagram account. The findings of this study show that promotional content and nutritional information have the highest level of interaction and contribute significantly to brand recognition and brand recall. In addition, quick response in service and collaboration with the right influencers proved to support purchase decisions and customer loyalty. The findings show that SayurKlik's digital marketing strategy through Instagram has successfully implemented elements from the 4C theory (context, communication, collaboration, connection) as well as Brand Awareness indicators according to David Aaker. This research provides strategic understanding in utilizing social media as a means of marketing communication for MSMEs.

Keywords: Instagram, Brand Awareness, Sayurklik, Digital Marketing, Social Media