

STRATEGI PERIKLANAN *BRAND* 3MASK.LEATHERGOODS MELALUI MEDIA SOSIAL INSTAGRAM DALAM MEMBANGUN *BRAND AWARENESS*

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Abstrak

Latar belakang skripsi ini membahas mengenai strategi periklanan yang dilakukan 3Mask.leathergoods dalam membangun *brand awareness* melalui media sosial Instagram. Kajian Pustaka yang penulis gunakan adalah komunikasi massa, media massa, periklanan, komponen iklan, fungsi periklanan, tujuan periklanan, media sosial, strategi periklanan, *brand awareness*. Metodologi Penelitian yang digunakan menggunakan pendekatan kualitatif deskriptif. Pengumpulan data dilakukan melalui wawancara mendalam dengan *key informan* dan *informan* serta observasi. Hasil penelitian menunjukkan bahwa strategi periklanan yang dilakukan 3Mask.leathergoods dalam meningkatkan *brand awareness* dapat dikatakan berhasil dengan melihat antusias dari para pembeli yang menggunakan sosial media Instagram. Saran untuk kedepannya kegiatan periklanan ini sebaiknya tidak hanya melalui Instagram saja, melainkan diperluas kembali dengan menggunakan sosial media lainnya dan membuka toko *offline* serta membuka *booth-booth* di acara-acara tertentu dalam periklanan *brand* 3Mask.leathergoods.

Kata Kunci : Stragei Periklanan, *Brand*, Media Sosial instagram dan *Brand Awarness*.

THE ADVERTISING STRATEGIES OF 3MASK.LEATHERGOODS BRAND THROUGH SOCIAL MEDIA INSTAGRAM IN BUILDING BRAND AWARENESS

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Abstract

The background of this thesis discusses the advertising strategies how 3Mask.leathergoods does to building brand awareness through social media Instagram. Reader Review that the writer use is mass communication, mass media, advertising, advertising components, the function of advertising, the purpose of advertising, social media, advertising strategies, and brand awareness. Methodology of the research which the writer use is a qualitative descriptive approach. Data collected through in-depth interviews with key informants, informants, and observation. The results showed that the advertising strategies 3Mask.leathergoods did to increase brand awareness was successful by looking at the enthusiasm of buyers using social media Instagram. Suggestions for future advertising activities for 3Mask.leathergoods should not only by Instagram but also could expand by using other social media, opening an offline store, and open booths at special events.

Key Words : Advertising Strategies, Brand, Social Media InstagramAnd Brand Awarness.