

ABSTRAK

Penelitian ini bertujuan untuk menganalisis komunikasi digital dalam pembentukan *brand awareness* komunitas olahraga DX Boxing melalui instagram @dxboxing.id. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara, observasi dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa komunikasi digital DX Boxing dilakukan melalui penyajian aktivitas komunitas, seperti latihan rutin, sparring, perkembangan anggota dan kegiatan olahraga lainnya. Pemanfaatan fitur *feed*, *reels*, dan *instagram story* memungkinkan penyampaian informasi yang beragam serta mendorong interaksi audiens melalui *like*, *coment*, *share* dan *view*. Berdasarkan teori *Social Presence Theory*, komunikasi digital yang dilakukan mampu menciptakan kehadiran sosial sehingga audiens merasa dekat dengan komunitas meskipun interaksi berlangsung secara daring. Sementara itu, Teori Solidaritas Mekanik menjelaskan bahwa kesamaan aktivitas, nilai, disiplin dan kebersamaan yang ditampilkan memperkuat identitas komunitas dan hubungan antar anggota. Komunikasi digital yang dilakukan DX Boxing tidak hanya berfungsi sebagai media penyebaran informasi, tetapi juga sebagai sarana pembentukan identitas komunitas dan *brand awareness*. Melalui komunikasi yang konsisten, autentik dan relevan, DX Boxing berhasil membangun *brand recall* dan *top of mind awareness* di kalangan audiens. Dengan demikian, instagram berperan penting dalam mendukung pembentukan *brand awareness* komunitas olahraga DX Boxing.

Kata kunci : komunikasi digital, *brand awareness*, komunitas olahraga

ABSTRACT

This study aims to analyze digital communication in the formation of *brand awareness* of the DX Boxing sports community through the Instagram account @dxboxing.id. This research employs a qualitative approach using a case study method. Data were collected through interviews, observation, and documentation, and were subsequently analyzed through data reduction, data presentation, and conclusion drawing. The results show that DX Boxing's digital communication is carried out through the presentation of community activities, such as routine training sessions, sparring sessions, member development, and other sports activities. The utilization of Instagram features, including *Feed*, *Reels*, and *Instagram Stories*, enables the delivery of diverse information and encourages audience interaction through *likes*, *comments*, *shares*, and *views*. Based on *Social Presence Theory*, the digital communication conducted by DX Boxing is able to create social presence, allowing audiences to feel connected to the community even though the interaction takes place online. Meanwhile, *Mechanical Solidarity Theory* explains that the shared activities, values, discipline, and sense of togetherness displayed through digital communication strengthen the community's identity and relationships among its members. The digital communication conducted by DX Boxing not only functions as a medium for disseminating information but also as a means of building community identity and *brand awareness*. Through consistent, authentic, and relevant communication, DX Boxing has successfully established *brand recall* and *top-of-mind awareness* among its audience. Therefore, Instagram plays an important role in supporting the formation of *brand awareness* within the DX Boxing sports community.

Keywords: digital communication, *brand awareness*, sports community