

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan mengidentifikasi strategi *content marketing* di media sosial *instagram* BIAS Education dalam meningkatkan *brand awareness*, penelitian ini juga mengidentifikasi kesesuaian *content marketing instagram* BIAS Education menurut konsep McPheat.

Konsep McPheat digunakan untuk mengukur kualitas konten dengan lima indikator yaitu mengedukasi, menginformasikan, menghubungkan, menghibur dan membangun kepercayaan. Pendekatan yang digunakan dalam penelitian ini adalah *mix method* model campuran tidak berimbang dengan pengambilan data melalui dokumentasi, wawancara, dan kuesioner. Subjek penelitian ini adalah *Graphic Design and Social Media Manager* BIAS Education dan *member* BIAS Education periode 9, informan dipilih berdasarkan pertimbangan tertentu.

Hasil penelitian menunjukkan bahwa tanpa bantuan *instagram ads*, strategi *content marketing* yang dilakukan BIAS Education dalam meningkatkan *brand awareness* belum sepenuhnya berhasil berdasarkan perhitungan *engagement rate*. Namun, keseluruhan strategi *content marketing* media sosial *instagram* BIAS Education telah memenuhi konsep McPheat.

**Kata kunci** : *content marketing, brand awareness, Instagram.*

## **ABSTRACT**

This research was aimed to identify content marketing strategies on social media BIAS Education's Instagram by increasing brand awareness, This research also identifies the suitability of BIAS Education's Instagram marketing content according to the McPheat concept.

The McPheat concept is used to measure content quality with five indicators namely educates, informs, connects, entertains and creates trustworthiness. The approach used in this research is the mix method of concurrent embedded design with data collection through documentation, interviews, and questionnaires. The subjects of this research were BIAS Education Graphic Design and Social Media Manager and BIAS Education member 9, informants were selected based on certain considerations.

The results showed that without the help of Instagram ads, the content marketing strategy undertaken by BIAS Education in increasing brand awareness has not been entirely successful based on engagement rate calculations. However, BIAS Education's Instagram social media content marketing strategy has fulfilled the McPheat concept.

***Keywords*** : *content marketing, brand awareness, Instagram.*