

INTISARI

MOANA Bike Tour sedang melakukan strategi untuk menciptakan *brand awareness* yang kuat melalui Instagram. MOANA Bike Tour membangun *brand awareness* melalui Instagram. Tujuan penulisan tugas akhir ini adalah untuk mengetahui peran Instagram @moanabiketour, untuk mengetahui strategi membangun *brand awareness* melalui Instagram dan untuk mengetahui hasil strategi yang dilakukan dalam membangun *brand awareness* pada masa berdirinya MOANA Bike Tour. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Jenis data yang digunakan pada penelitian ini yaitu data primer dan data sekunder. Data primer diperoleh melalui wawancara semi terstruktur dan observasi partisipatori. Sementara itu, data sekunder diperoleh melalui dokumentasi. Data penelitian dikumpulkan melalui observasi partisipatori, wawancara semi terstruktur dan dokumentasi. Hasil penelitian menunjukkan bahwa didapatkan bahwa fungsi Instagram @moanabiketour adalah sebagai media untuk promosi, membangun *brand awareness* dan media untuk menjalin interaksi. Sementara itu, penerapan strategi MOANA Bike Tour untuk membangun *brand awareness* melalui Instagram yaitu dengan cara mengumpulkan informasi dari data *all insights* dan informasi dari *instagram experts*, memahami sumber *traffic*, memberi perantara untuk *audience* antara *online* dan *offline*, meningkatkan profil dan terus melakukan perbaikan.

Kata Kunci: Instagram, *Brand Awareness*, MOANA Bike Tour, Yogyakarta

ABSTRACT

MOANA Bike Tour is carrying out a strategy to create strong brand awareness via Instagram. has been established since 2019 and wants its brand to be known by many tourists, excel, and be able to compete with existing brands first. The negative impact of the Covid-19 pandemic makes MOANA have to think about strategies to be able to survive and be able to build brand awareness through Instagram. Instagram was chosen by MOANA Bike Tour because Instagram is considered more effective, it costs less, and the reach is wider. The purpose of writing this final task is to know the function of Instagram @moanabiketour, to know the strategy of building brand awareness through Instagram and to know the results of strategies carried out in building brand awareness at the time of the establishment of MOANA Bike Tour. This study used a qualitative method with case study approach. The types of data used are primary and secondary data. The primary data was collected through participatory observation and semi-structured interviews, while the secondary data obtained through documentation. This study's data were collected through participatory observation, semi-structured interviews, and documentation. The results showed that the function of Instagram MOANA Bike Tour are for promotion, building brand awareness and media to interact. Meanwhile, the implementation of MOANA Bike Tour strategy to build brand awareness through Instagram is by collecting information from all insight data and information from Instagram experts, understanding traffic sources, making channel for online and offline audiences, increasing profiles and continuing to make improvements.

Keywords: *Instagram, Brand Awareness, MOANA Bike Tour, Yogyakarta*