

Penelitian ini memiliki tujuan untuk mengetahui bagaimana pengaruh *social media marketing* melalui *platform* Instagram terhadap *brand awareness*, khususnya *brand recall* terhadap Roaster and Bear Coffee Lounge & Kitchen. Penelitian ini juga ingin melihat apakah perbedaan intensitas penggunaan media sosial Instagram oleh para *followers* berpengaruh pada hubungan antara *social media marketing* Instagram yang dijalankan oleh Roaster and Bear Coffee Lounge & Kitchen dan tingkat *brand awareness* nya. Penelitian ini menggunakan metode survei dengan kuisioner kepada 100 *followers* akun Instagram Roaster and Bear @roasterandbear. Hasil kuesioner lalu di analisis menggunakan analisis korelasional dan analisis regresi yang diperoleh hasil dari perhitungan dengan bantuan SPSS. Dari hasil penelitian yang telah dilakukan dapat disimpulkan bahwa praktek *social media marketing* Instagram berkorelasi kuat dengan tingkat *brand awareness* Roaster and Bear Coffee Lounge & Kitchen. Dan intensitas penggunaan media sosial Instagram tidak berpengaruh signifikan pada hubungan antara *social media marketing* Instagram tersebut dan *brand awareness*. Elemen yang paling memengaruhi tingkat *brand awareness* Roaster and Bear Coffee Lounge & Kitchen adalah *sharing of content*, *credibility* dan *online communities*.

Selanjutnya mengenai ada tidaknya pengaruh simultan antara seluruh elemen variabel *social media marketing* Instagram terhadap variabel *brand awareness* Roaster and Bear Coffee Lounge & Kitchen, hasil yang didapatkan adalah bahwa *online communities*, *interaction*, *sharing of content*, *accessibility* dan *credibility* secara simultan berpengaruh terhadap *brand awareness* Roaster and Bear Coffee Lounge & Kitchen. *Social media marketing* melalui *platform* Instagram yang dijalankan oleh Roaster and Bear Coffee Lounge & Kitchen secara keseluruhan berpengaruh kuat terhadap *brand awareness*, tetapi mengingat makin menjamurnya kafe di Yogyakarta, maka Roaster and Bear harus terus meningkatkan inovasi pemasaran terutama dalam *social media marketing* yang dijalankan.

Kata kunci: *Social Media Marketing*, *Brand Awareness*, *Brand Recall*, *Instagram*, *Intensitas Penggunaan Media Sosial*

ABSTRACT

The purpose of this research is to find out how the influence of social media marketing through Instagram platform for brand awareness, brand recall in particular, against Roaster and Bear Coffee Lounge & Kitchen. This study also wanted to see whether the difference in the intensity of the use of social media by the followers of Roaster and Bear's Instagram account effect on the relationship between social media marketing Instagram run by Roaster and Bear Coffee Lounge & Kitchen and its level of brand awareness. This study used survey method with a questionnaire to 100 followers of Roaster and Bear's Instagram account. Results of the questionnaire then analyzed using correlation analysis and regression analysis, obtained from the calculation results with SPSS. From the research that has been done can be concluded that the practice of social media marketing Instagram strongly correlated with the level of brand awareness Roaster and Bear Coffee Lounge & Kitchen. And the intensity of the use of social media Instagram has no significant effect on the relationship between the social media marketing Instagram and brand awareness. Elements that most affect the level of brand awareness Roaster and Bear Coffee Lounge & Kitchen is the sharing of content, credibility, and online communities.

Furthermore, the presence or absence of simultaneous effect between all elements of variable social media marketing Instagram to variable brand awareness Roaster and Bear Coffee Lounge & Kitchen, the result obtained is that online communities, interaction, sharing of content, accessibility and credibility simultaneously affect the brand awareness Roaster and Bear Coffee Lounge & Kitchen. Social media marketing through Instagram platforms run by Roaster and Bear Coffee Lounge & Kitchen overall have strong influence on brand awareness, but given the growing numbers cafes in Yogyakarta, then Roaster and Bear must continue to improve the marketing innovation, especially in social media marketing run.

Keywords: *Social Media Marketing, Brand Awareness, Brand Recall, Instagram, Social Media Usage Intensity*