

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi *content marketing* yang diterapkan oleh akun Instagram @tehwaliniofficial dalam upaya meningkatkan *brand awareness* Teh Walini sebagai produk agribisnis milik BUMN. Latar belakang penelitian ini didasarkan pada rendahnya tingkat *brand awareness* Teh Walini di media sosial, yang disebabkan oleh belum optimalnya pemanfaatan strategi konten digital di tengah persaingan industri minuman teh yang semakin kompetitif. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui observasi partisipan terhadap konten Instagram, wawancara mendalam dengan tim pemasaran dan audiens, serta dokumentasi aktivitas media sosial. Hasil penelitian menunjukkan bahwa strategi *content marketing* Teh Walini mencakup tiga elemen utama, yaitu *content creation*, *content distribution*, dan *engagement*. Namun, implementasinya masih belum konsisten dan belum sepenuhnya mencerminkan identitas merek. Fitur-fitur Instagram seperti Reels, Story, dan kolom interaktif belum dimanfaatkan secara maksimal, serta interaksi dua arah antara brand dan audiens masih minim. Hal ini berdampak pada rendahnya *brand recall*, *brand recognition*, dan belum tercapainya posisi *top of mind*. Untuk itu, dibutuhkan perbaikan dalam perencanaan strategi, peningkatan kualitas konten, serta penguatan interaksi audiens yang terstruktur dan berbasis data.

Kata Kunci: *Content marketing*, Instagram, *Brand awareness*, Teh Walini, Strategi Digital

ABSTRACT

This study aims to analyze the content marketing strategy implemented by the Instagram account @tehwaliniofficial in an effort to increase brand awareness of Teh Walini, a local tea brand owned by a state-owned enterprise (BUMN). The research is grounded in the issue of low brand awareness, which is linked to the suboptimal use of digital content strategies amid increasing competition in the tea beverage industry. This research employs a qualitative approach using a case study method. Data were collected through digital observation of Instagram content, in-depth interviews with the marketing team and audience, and documentation of social media activities. The findings reveal that Teh Walini's content marketing strategy consists of three key elements: content creation, content distribution, and engagement. However, the implementation is not yet consistent and does not fully reflect the brand's identity. Instagram features such as Reels, Stories, and interactive tools are underutilized, and two-way communication between the brand and its audience remains limited. These factors contribute to low brand recall, weak brand recognition, and the brand's absence in consumers' top of mind. Therefore, improvements in strategic planning, content quality, and structured, data-driven audience engagement are essential for enhancing Teh Walini's digital brand presence.

Keywords: Content marketing, Instagram, Brand awareness, Teh Walini, Digital Strategy