

ABSTRAK

Penelitian ini dilakukan untuk mengetahui tentang bagaimana “Analisis Pemanfaatan Media Sosial Instagram Dalam Membangun *Brand Awareness* Produk Kopi Khas Subang (Studi Kasus pada Akun @kopicupumanik)”. Tujuan penelitian ini untuk mengetahui strategi dan persepsi audiens Cupumanik Coffee memanfaatkan media sosial Instagram dalam membangun *brand awareness* terhadap produknya. Serta mengetahui hambatan yang dialami dalam mengelola akun @kopicupumanik.

Penelitian ini menggunakan metode kualitatif dengan jenis studi kasus. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Dalam penelitian ini terdapat satu orang informan kunci yaitu pemilik Cupumanik Coffee dan satu informan pendukung yaitu salah satu konsumen sekaligus followers akun @kopicupumanik.

Berdasarkan hasil penelitian, Cupumanik Coffee telah menerapkan elemen 4C (*context, communication, collaboration, dan connection*) melalui akun Instagram @kopicupumanik. *Context* dan *connection* menjadi aspek yang paling menonjol melalui penyajian konten edukatif yang relevan dan *storytelling* yang membangun hubungan emosional dengan audiens. Sementara itu, *communication* dan *collaboration* masih terbatas pada interaksi langsung dengan pelanggan dan kegiatan *offline* yang diunggah ke Instagram, tanpa pemanfaatan penuh fitur interaktif maupun kolaborasi strategis dengan pihak lain. Adapun persepsi audiens terkait pemanfaatan media sosial Instagram memberikan umpan balik yang positif walaupun pemanfaatannya masih harus diperbaiki, tentunya hal ini mempengaruhi posisi Cupumanik Coffee dalam piramida *brand awareness*. Serta hambatan yang dihadapi meliputi tingginya keterbatasan sumber daya manusia dan aktu, belum adanya perencanaan konten yang terstruktur, rendahnya pemanfaatan fitur interaktif, kurangnya evaluasi berbasis data, serta pengaruh perubahan algoritma Instagram terhadap jangkauan konten.

Kata Kunci: Media Sosial, Instagram, *Brand Awareness*, Cupumanik Coffee

ABSTRACT

This study was conducted to determine how “Analysis of Instagram Social Media Utilization in Building Brand Awareness of Subang's Specialty Coffee Products (Case Study of the @kopicupumanik Account)”. The purpose of this study was to determine the strategies and perceptions of Cupumanik Coffee's audience in utilizing Instagram social media to build brand awareness for its products. It also sought to identify the obstacles encountered in managing the @kopicupumanik account.

This research used a qualitative method with a case study type. The data collection techniques used were observation, interviews, and documentation. In this study, there was one key informant, namely the owner of Cupumanik Coffee, and one supporting informant, namely a consumer who was also a follower of the @kopicupumanik account.

Based on the research results, Cupumanik Coffee has implemented the 4C elements (context, communication, collaboration, and connection) through its Instagram account @kopicupumanik. Context and connection are the most prominent aspects through the presentation of relevant educational content and storytelling that builds an emotional connection with the audience. Meanwhile, communication and collaboration are still limited to direct interactions with customers and offline activities uploaded to Instagram, without full utilization of interactive features or strategic collaboration with other parties. The audience's perception of the use of Instagram social media provides positive feedback, although its utilization still needs to be improved, which certainly affects Cupumanik Coffee's position in the brand awareness pyramid. The obstacles faced include limited human and financial resources, the absence of structured content planning, low utilization of interactive features, lack of data-based evaluation, and the impact of Instagram's algorithm changes on content reach.

Keywords: Social Media, Instagram, Brand Awareness, Cupumanik Coffee