

ABSTRAK

Persaingan co-working space yang kian ketat mendorong pelaku usaha memanfaatkan media sosial sebagai sarana *digital public relations* untuk membangun *brand awareness*. Rumah Marta, *co-working space* di Kota Bandung, mengandalkan akun Instagram @rumah.marta sebagai kanal utama komunikasi dengan audiensnya. Penelitian ini bertujuan mengetahui strategi *digital public relations* Rumah Marta dalam membentuk *brand awareness*, mengkaji pengelolaan konten akun tersebut, serta menelusuri alasan pemilihan Instagram sebagai medium utamanya. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus tunggal. Data dihimpun melalui wawancara mendalam, observasi non partisipan, dan dokumentasi, lalu dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui *kredibilitas*, *transferabilitas*, *dependabilitas*, dan *konfirmabilitas*, dengan mengacu pada empat properti *digital public relations* Holtz, tangga kesadaran merek Aaker, prinsip *Two Way Symmetrical Communication*, Konstruksi Sosial Realitas, dan Teori *Framing*.

Hasil penelitian menunjukkan strategi *digital public relations* Rumah Marta berkembang bertahap, dari sekadar memperkenalkan bisnis menjadi sarana komunikasi yang lebih terarah dalam membangun kesadaran merek, didukung konsistensi identitas visual, penyesuaian konten dengan *audiens*, dan interaksi aktif bersama pengikut, meski dimensi *integrated* dan *measurable* masih perlu diperkuat. Konten informatif, edukatif, dan relasional terbukti membentuk citra Rumah Marta sebagai co-working space yang nyaman, produktif, dan dekat dengan komunitas kreatif. Instagram dinilai paling sesuai karena fitur visual dan interaksinya memungkinkan komunikasi dua arah, sehingga sebagian besar calon konsumen mengenal Rumah Marta lebih dulu lewat Instagram sebelum menyewa.

Kata kunci: *digital public relations, brand awareness, media sosial, Instagram, co-working space*

ABSTRACT

Increasingly tight competition among co-working spaces has pushed business owners to turn to social media as a digital public relations tool for building brand awareness. Rumah Marta, a co-working space in Bandung, relies on its Instagram account @rumah.marta as the primary channel for reaching its audience. This study sets out to identify the role digital public relations plays in shaping Rumah Marta's brand awareness, to examine how content on the account is managed, and to explore why Instagram was chosen as its main medium. A qualitative approach was applied through a single case study method. Data were collected by way of in-depth interviews, non-participant observation, and documentation, then processed through data reduction, data display, and conclusion drawing. Validity was checked through credibility, transferability, dependability, and confirmability, with reference to Holtz's four properties of digital public relations, Aaker's brand awareness pyramid, the principle of Two Way Symmetrical Communication, The Social Construction of Reality, and framing theory.

The findings indicate that Rumah Marta's digital public relations strategy has developed step by step, moving from simply introducing the business to becoming a more deliberate tool for building brand awareness, aided by consistent visual identity, content tailored to its audience, and active engagement with followers, even though the integrated and measurable aspects still call for further strengthening. Content that is informative, educational, and relational has helped shape Rumah Marta's image as a comfortable, productive co-working space closely tied to the creative community. Instagram turned out to be the most fitting platform, since its visual features and interactive tools support two-way communication, meaning most prospective customers come to know Rumah Marta through Instagram before deciding to rent.

Keywords: digital public relations, brand awareness, social media, Instagram, co-working space