ABSTRAK

Strategi *Digital Marketing* Lakara *Coffee* untuk Meningkatkan *Brand Awareness* di Instagram

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Penelitian ini dilatarbelakangi oleh pentingnya pemanfaatan media sosial sebagai strategi *digital marketing* dalam meningkatkan *brand awareness* pada bisnis *coffee shop* di era *digital*. Lakara *Coffee* sebagai salah satu usaha kuliner di Kabupaten Kudus telah memanfaatkan Instagram sebagai media promosi, namun pengelolaannya belum optimal. Penelitian ini bertujuan untuk menganalisis strategi *digital marketing* Lakara *Coffee* dalam meningkatkan *brand awareness* melalui Instagram. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, *Focus Group Discussion* (FGD), wawancara mendalam, dan dokumentasi. Informan ditentukan menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan model interaktif Miles dan Huberman melalui reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji keabsahannya dengan triangulasi sumber. Hasil penelitian menunjukkan bahwa Lakara *Coffee* telah memanfaatkan fitur Instagram seperti *feed, story,* dan *reels* untuk menyampaikan informasi produk dan membangun identitas merek. Namun, strategi tersebut belum berjalan optimal karena kurangnya konsistensi unggahan, variasi konten, dan pemanfaatan fitur interaktif sehingga *brand recall* belum terbentuk secara kuat. Penelitian ini mengimplikasikan perlunya pengelolaan Instagram yang lebih terencana, konsisten, dan interaktif untuk memperkuat *brand awareness* Lakara *Coffee* secara berkelanjutan.

Kata kunci: *digital marketing*, Instagram, *brand awareness*, *coffee shop*, UMKM

ABSTRACT

LAKARA COFFEE'S DIGITAL MARKETING STRATEGY TO INCREASE BRAND AWARENESS ON INSTAGRAM

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This research is motivated by the importance of utilizing social media as a digital marketing strategy to increase brand awareness for coffee shop businesses in the digital era. Lakara Coffee, as one of the culinary businesses in Kudus Regency, has utilized Instagram as a promotional media, but its management has not been optimal. This study aims to analyze Lakara Coffee's digital marketing strategy in increasing brand awareness through Instagram. The research uses a qualitative descriptive approach with data collection techniques through observation, Focus Group Discussion (FGD), in-depth interviews, and documentation. Informants were selected using purposive sampling. Data analysis was conducted using the Miles and Huberman interactive model through data reduction, data presentation, and drawing conclusions, and its validity was tested using source triangulation. The results of the study show that Lakara Coffee has utilized Instagram features such as feed, story, and reels to convey product information and build brand identity. However, this strategy has not yet been optimal due to a lack of consistent posting, content variation, and use of interactive features, so brand recall has not been strongly established. This study implies the need for more planned, consistent, and interactive Instagram management to sustainably strengthen Lakara Coffee's brand awareness.

Keywords: digital marketing, Instagram, brand awareness, Coffee shop, MSMEs