

ABSTRACT

This study aims to determine the strategies implemented by Mafana Coffee and Eatery Manado to increase brand awareness through Instagram. The background of this research is based on the increasingly fierce competition in the coffee shop business in Manado City and the important role of social media in modern marketing strategies. This study used qualitative methods with a descriptive approach, and data collection techniques through observation, interviews, and documentation.

The research results show that Mafana Coffee and Eatery Manado has achieved several levels of brand awareness, ranging from brand recognition to some customers reaching top-of-mind status. However, challenges remain in the realm of brand unawareness, particularly among those less active on social media. A SWOT analysis revealed that the business's main strengths are its strategic location and potential collaboration with the community and key opinion leaders (KOLs). Weaknesses include an undeveloped content strategy, limited interaction with Instagram followers, and the absence of a social media specialist. Threats come from competitors with more engaging and structured content strategies.

Recommended strategies for increasing brand awareness include strengthening visual content planning, optimally utilizing Instagram features, collaborating with KOLs, and utilizing social media specialists. It is hoped that by implementing these strategies, Mafana Coffee and Eatery Manado can increase its competitiveness and presence in the digital world and attract more consumers through the Instagram platform.

Keywords: Strategy, Brand Awareness, Instagram, Social Media, Coffee Shop, Mafana Coffee and Eatery Manado.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi yang diterapkan oleh *Mafana Coffee and Eatery* Manado dalam meningkatkan *brand awareness* melalui media sosial Instagram. Latar belakang penelitian ini didasari oleh semakin ketatnya persaingan bisnis *coffee shop* di Kota Manado serta pentingnya peran media sosial dalam strategi pemasaran *modern*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, serta teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi.

Hasil penelitian menunjukkan bahwa *Mafana Coffee and Eatery* Manado telah mencapai beberapa tingkatan *brand awareness*, mulai dari *brand recognition* hingga sebagian pelanggan mencapai tahap *top of mind*. Namun demikian, masih terdapat tantangan di tingkat *unaware of brand*, terutama dari kalangan yang kurang aktif di media sosial. Melalui analisis SWOT, ditemukan bahwa kekuatan utama bisnis ini adalah lokasinya yang strategis dan potensi kolaborasi dengan komunitas serta *key opinion leader* (KOL). Sementara kelemahan terletak pada belum terkonsepnya *content strategy*, kurangnya interaksi dengan pengikut Instagram, serta ketiadaan sosial media *specialist*. Ancaman datang dari kompetitor dengan strategi konten yang lebih menarik dan terstruktur.

Strategi yang direkomendasikan untuk meningkatkan *brand awareness* meliputi penguatan perencanaan konten visual, pemanfaatan fitur Instagram secara optimal, kolaborasi dengan KOL, serta penggunaan sosial media *specialist*. Diharapkan dengan implementasi strategi tersebut, *Mafana Coffee and Eatery* Manado dapat meningkatkan daya saing dan eksistensinya di dunia digital serta menarik lebih banyak konsumen melalui platform Instagram.

Kata kunci: Strategi, *Brand Awareness*, Instagram, Media Sosial, *Coffee Shop*, *Mafana Coffee and Eatery* Manado.

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