ABSTRACT

Mismauli Nainggolan, NIM 7221250001 (2022). The Development of Instagram Social Media @hairoil_irma as an Effort to Increase Hair Oil Irma Brand Awareness.

This study aims to develop the Instagram social media account @hairoil_irma as an effort to improve brand awareness of Hair Oil Irma. The main problem identified was that the Instagram account had not been managed optimally, resulting in inconsistent content presentation and limited ability to increase brand awareness. This study employed the Research and Development (R&D) method using the 4D development model, which consists of the Define, Design, Develop, and Disseminate stages. The developed product was an Instagram social media account featuring feed content, Reels content, Instagram highlights, and a content calendar. The feasibility of the developed product was evaluated through validation by media and digital marketing experts. Furthermore, the developed Instagram account was implemented on the @hairoil_irma account and evaluated using Instagram Insights data and a brand awareness questionnaire. The findings indicate that the developed Instagram social media was considered highly feasible by the validators and was able to improve both the account performance and the brand awareness of Hair Oil Irma. Therefore, the development of Instagram social media using the 4D model can serve as an alternative strategy for increasing the brand awareness of Hair Oil Irma.

Keywords: *Social Media development, Instagram, 4D Model, Brand Awareness, Hair Oil Irma.*

ABSTRAK

Mismauli Nainggolan, NIM 7221250001 (2022). Pengembangan Media Sosial Instagram @Hairoil_Irma Sebagai Upaya Meningkatkan *Brand Awareness*.

Penelitian ini bertujuan untuk mengembangkan media sosial Instagram @hairoil_irma sebagai upaya meningkatkan brand awareness Hair Oil Irma. Permasalahan yang dihadapi adalah media sosial Instagram belum dikelola secara optimal sehingga penyajian konten kurang konsisten dan belum mampu meningkatkan kesadaran merek secara maksimal. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model pengembangan 4D yang meliputi tahapan *Define, Design, Develop,* dan *Disseminate*. Produk yang dikembangkan berupa media sosial Instagram yang mencakup pengembangan konten *Feed*, konten *Reels, highlight* Instagram, serta kalender konten. Kelayakan produk diuji melalui validasi oleh ahli media dan ahli *digital marketing*. Selanjutnya, hasil pengembangan diimplementasikan pada akun Instagram @hairoil_irma dan dianalisis menggunakan data Instagram *Insights* serta kuesioner *brand awareness*. Hasil penelitian menunjukkan bahwa media sosial Instagram yang dikembangkan dinyatakan sangat layak oleh validator dan mampu meningkatkan performa akun Instagram serta tingkat *brand awareness* Hair Oil Irma. Dengan demikian, pengembangan media sosial Instagram menggunakan model 4D dapat menjadi salah satu alternatif dalam meningkatkan *brand awareness* Hair Oil Irma.

Kata Kunci: Pengembangan Media Sosial, Instagram, Model 4D, *Brand Awareness*, Hair Oil Irma.