

# Peran dan fungsi marketing communication dalam meningkatkan brand awareness melalui instagram (studi deskriptif melalui konten publikasi akun Instagram UBPP Logam Mulia Antam) = The role and function of marketing communication in increasing brand awareness through Instagram (descriptive study through UBPP Logam Mulia Antam's Instagram publication content)

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## Abstrak

Unit Bisnis Pengolahan dan Pemurnian Logam Mulia dari PT ANTAM Tbk memiliki departemen marketing communication sebagai humas perusahaan yang menangani kegiatan kehumasan dan pemasaran.

Sehubungan dengan hal tersebut, marketing communication menjalankan program MPR salah satunya adalah kegiatan publikasi yang termasuk kedalam alat utama dan strategi MPR. Kegiatan publikasi dilakukan secara daring melalui media sosial Instagram untuk mendukung kegiatan promosi dan menaikkan penjualan produk, serta meningkatkan brand awareness. Penelitian ini bertujuan untuk menganalisa bagaimana departemen marketing communication pada UBPP Logam Mulia Antam berperan dan berfungsi sebagai humas perusahaan dalam meningkatkan brand awareness melalui akun media sosial Instagram. Penelitian ini menggunakan paradigma post-positivisme dan pendekatan kualitatif-deskriptif, serta data diperoleh dengan wawancara mendalam semi terstruktur. Hasil dari penelitian ini adalah departemen marketing communication UBPP Logam Mulia sebagai humas perusahaan menjalankan program MPR. Salah satu programnya adalah kegiatan publikasi dengan menggunakan strategi push dan pass melalui media sosial dengan mengelola akun Instagram milik UBPP Logam Mulia sebagai akun bisnis, serta memanfaatkan fitur seperti feed, story dan Instagram TV, menggunakan tagar dan melakukan perencanaan konten publikasi untuk meningkatkan brand awareness masyarakat.

.....PT ANTAM Tbk's Precious Metal Processing and Refinery Business Unit (UBPP Logam Mulia) has a marketing communication department that carries out the corporate's public relations function to handle public relations and marketing activities. In this regard, one of the marketing public relations (MPR) programs carried out by the marketing communication department is publication activity, which is the main strategy and tool of the MPR. Online publication activities are carried out through social media like Instagram to support promotional activities, improve product sales, and increase brand awareness. This study aims to analyze how the marketing communication department at UBPP Logam Mulia plays a role and functions as corporate public relations in order to increase brand awareness through their social media account on Instagram. This research uses a post-positivism paradigm and qualitative-descriptive approach and the data is obtained through a semi-structured in-depth interview. The result of this research shows that the marketing communication department of UBPP Logam Mulia, as the corporate's public relations, executes the MPR program. One of the programs is a publication activity using a push and pass strategy through social media by managing the Instagram account of UBPP Logam Mulia as a business account, as well as utilizing features such as feeds, stories and Instagram TV, using hashtags and planning publication content to increase public brand awareness.