

## ABSTRAK

Penelitian ini bertujuan meningkatkan *brand awareness* UMKM Marisa Food melalui penerapan strategi *digital marketing* berbasis kerangka SOSTAC, dengan fokus optimalisasi Instagram dan iklan digital. Metode penelitian menggunakan pendekatan campuran *mixed methods*, menggabungkan analisis data kuantitatif dari *Instagram Insights reach, impressions, engagement* dan evaluasi kualitatif melalui wawancara mendalam untuk menilai efektivitas strategi konten organik dan kampanye berbayar selama periode 6 minggu. Hasil penelitian menunjukkan bahwa implementasi strategi berhasil meningkatkan kinerja digital secara signifikan. *Impressions* meningkat 1.120% dari 4.791 menjadi 58.436 dan *reach* melonjak 31.315% dari 191 menjadi 60.008 akun, jauh melampaui target awal masing-masing 50% dan 30%. Konten *Reels* bertema edukasi dan kredibilitas merek berhasil melampaui target tayangan. Namun, peningkatan jumlah pengikut hanya mencapai 3,24% belum mencapai target 5% dan *Engagement Rate* sebesar 1,07% belum mencapai target 5%, meskipun jumlah interaksi absolut naik dari 10 menjadi 641. Kesimpulan penelitian ini adalah strategi *digital marketing* terstruktur dengan SOSTAC efektif memperluas jangkauan dan membangun kredibilitas melalui konten edukatif, namun diperlukan optimalisasi lebih lanjut untuk meningkatkan konversi pengikut dan keterlibatan audiens yang lebih mendalam. Penelitian ini memberikan kontribusi berupa model implementasi *digital marketing* yang terukur bagi UMKM di sektor pangan.

Kata kunci: *digital marketing, brand awareness, instagram insights, Meta Ads, UMKM*

## **ABSTRACT**

*This study aims to enhance the brand awareness of Marisa Food SME through the implementation of a SOSTAC-based digital marketing strategy, focusing on Instagram optimization and digital advertising. The research employs a mixed-methods approach, combining quantitative data analysis from Instagram Insights reach, impressions, engagement and qualitative evaluation through in-depth interviews to assess the effectiveness of organic content and paid campaigns over a 6-week period. The results indicate that the strategy implementation significantly improved digital performance. Impressions increased by 1,120% from 4,791 to 58,436 and reach surged by 31,315% from 191 to 60,008 account, far exceeding the initial targets of 50% and 30%, respectively. Educational Reels content focusing on brand credibility successfully exceeded viewership targets. However, follower growth only reached 3.24% falling short of the 5% target and the Engagement Rate was 1.07% below the 5% target, despite the absolute number of interactions rising from 10 to 641. The study concludes that a structured SOSTAC digital marketing strategy is effective in expanding reach and building credibility through educational content, but further optimization is required to improve follower conversion and deeper audience engagement. This research contributes to a measurable digital marketing implementation model for SMEs in the food sector.*

*Keyword: digital marketing, brand awareness, instagram insights, Meta Ads, SMEs*