

ABSTRAK

Perkembangan media sosial mendorong pelaku usaha memanfaatkan Instagram sebagai media pemasaran digital untuk membangun *brand awareness*. Penelitian ini bertujuan mengimplementasikan dan mengevaluasi strategi digital marketing menggunakan *RACE Planning Framework* melalui Instagram pada Fipsa Hijab. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan studi kasus. Pengumpulan data dilakukan melalui observasi, dokumentasi, dan survei, serta didukung oleh analisis data Instagram *Insight* dan *Meta Business Suite*. Hasil penelitian menunjukkan bahwa implementasi strategi *digital marketing* menggunakan *RACE Planning Framework* berhasil mendukung pembangunan *brand awareness* Fipsa Hijab. Tahap *Reach* berhasil meningkatkan jangkauan akun, tayangan (*impressions*), kunjungan profil, dan pertumbuhan pengikut yang melampaui target *Key Performance Indicator* (KPI). Tahap *Act* menunjukkan peningkatan interaksi audiens melalui *like*, *comment*, *share*, *save*, dan interaksi akun yang melebihi target KPI. Tahap *Convert* berhasil mendorong audiens melakukan tindakan yang mengarah pada pembelian melalui *Direct Message* (DM), WhatsApp, dan transaksi penjualan yang melampaui target. Tahap *Engage* menghasilkan *Average Engagement Rate* sebesar 10,20%, lebih tinggi dari target 5%, yang menunjukkan keberhasilan strategi dalam mempertahankan keterlibatan audiens. Berdasarkan hasil tersebut, *RACE Planning Framework* terbukti efektif sebagai pendekatan dalam implementasi strategi *digital marketing* melalui Instagram untuk membangun *brand awareness* Fipsa Hijab.

Kata Kunci: *Digital Marketing, RACE Planning Framework, Instagram, Brand Awareness, Fipsa Hijab.*

ABSTRACT

The growth of social media has prompted business owners to utilize Instagram as a digital marketing channel to build brand awareness. This study aims to implement and evaluate a digital marketing strategy for Fipsa Hijab using the RACE Planning Framework on Instagram. A descriptive research method with a case study approach was employed. Data collection involved observation, documentation, and surveys, supported by data analysis from Instagram Insights and Meta Business Suite. The results indicate that implementing the digital marketing strategy via the RACE Planning Framework successfully supported the development of Fipsa Hijab's brand awareness. The "Reach" stage successfully increased account reach, impressions, profile visits, and follower growth, exceeding Key Performance Indicator (KPI) targets. The "Act" stage demonstrated increased audience interaction, as evidenced by likes, comments, shares, saves, and account interactions that surpassed KPI targets. The "Convert" stage successfully drove audiences to take actions leading to purchases via Direct Message (DM) and WhatsApp, with sales transactions exceeding targets. The "Engage" stage yielded an average engagement rate of 10.20%, surpassing the 5% target demonstrating the strategy's success in maintaining audience engagement. Based on these findings, the RACE Planning Framework proved effective as an approach for implementing a digital marketing strategy on Instagram to build brand awareness for Fipsa Hijab.

Keywords: Digital Marketing, RACE Planning Framework, Instagram, Brand Awareness, Fipsa Hijab.