

## ABSTRAK

Perkembangan era *digital* menuntut UMKM beralih ke *digital marketing* melalui *Instagram* untuk membangun *brand awareness*. Rambo Computer, penyedia jasa perbaikan komputer di Purwokerto, menghadapi masalah rendahnya kesadaran merek akibat adanya kesenjangan besar antara jangkauan (*Reach*) organik yang masif dengan rendahnya konversi pengikut baru. Penelitian ini bertujuan menganalisis penerapan strategi *digital marketing* akun @rambocomputer untuk meningkatkan *brand awareness* menggunakan analisis *STP*, *SWOT*, dan *RACE Planning Framework*. Metode yang digunakan adalah deskriptif kualitatif dengan observasi digital via *Instagram Insights*, wawancara, dan dokumentasi. Hasil penelitian menunjukkan penerapan strategi *STP* telah sesuai dengan target audiens usia produktif (18-44 tahun) di Purwokerto melalui *positioning* jasa servis yang transparan dan jujur. Analisis *SWOT* menegaskan kondisi internal dan eksternal sangat mendukung pemasaran, di mana kekuatan *Unique Selling Point* (spesialisasi teknis) dan konsistensi visual optimal dalam menangkap peluang audiens non-pengikut, sekaligus memitigasi kelemahan manajemen konten serta ancaman kompetitor. Selanjutnya, *RACE Framework* efektif memandu pemasaran secara terstruktur dengan kinerja positif, meskipun batasan *algoritma* organik menyebabkan hanya 9 indikator KPI yang mencapai target sementara 7 lainnya belum tercapai. Secara keseluruhan, strategi ini berhasil meningkatkan *brand awareness*. Penurunan kuantitatif jangkauan murni mampu diimbangi oleh peningkatan kualitas interaksi melalui lonjakan kunjungan profil (+82,45%), pertumbuhan pengikut (+109,09%), dan kenaikan *Engagement Rate*. Hasil ini menegaskan *brand awareness* Rambo Computer telah melampaui tahap pengenalan awal (*Brand Recognition*) menuju fase transisi kuat daya ingat merek aktif (*Brand Recall*).

Kata Kunci: *Digital Marketing*, *Brand Awareness*, *Instagram*, *STP*, *SWOT*, *RACE Framework*

## ABSTRACT

*The advancement of the digital era demands UMKM to shift to digital marketing through Instagram to build brand awareness . Rambo Computer, a computer repair service provider in Purwokerto, faces a problem of low brand awareness due to a large gap between a massive organic reach and low conversion of new followers. This study aims to analyze the implementation of digital marketing strategies on the @rambocomputer account to increase brand awareness using STP, SWOT, and RACE Planning Framework analysis. The method used is descriptive qualitative with digital observation via Instagram Insights, interviews, and documentation. The results show that the implementation of the STP strategy is in accordance with the target audience of productive age (18-44 years) in Purwokerto through the positioning of a transparent and honest repair service. The SWOT analysis confirms that internal and external conditions strongly support marketing , where the Strength of the Unique Selling Point (technical specialization) and visual consistency are optimal in capturing opportunities from non-follower audiences, while simultaneously mitigating the weaknesses of content management and Threats from competitors. Furthermore, the RACE Framework effectively guides marketing in a structured manner with a positive performance, although the limitations of the organic algorithm cause only 9 KPI indicators to reach the target while 7 others have not been achieved. Overall, this strategy successfully increases brand awareness . The quantitative decline in pure Reach can be offset by an increase in the quality of interaction through a surge in profile visits (+82.45%), Follower Growth (+109.09%), and an increase in Engagement Rate. These results confirm that Rambo Computer's brand awareness has moved beyond the initial stage of Brand Recognition toward a strong transition phase of active Brand Recall.*

**Keywords:** Digital Marketing , Brand Awareness , Instagram, STP, SWOT, RACE Framework