

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Content Marketing* melalui Media Sosial terutama pada aplikasi Instagram terhadap brand awareness J.A Seafood Jambi. Penelitian ini melibatkan dua variabel utama: *Content marketing* dan *brand awareness*. Populasi penelitian mencakup seluruh konsumen yang pernah melihat *content marketing* di media sosial Instagram serta yang pernah membeli produk di gerai J.A Seafood Jambi, dengan sampel penelitian sebanyak 98 responden. Metode pengambilan sampel yang digunakan adalah *probability sampling*, yakni metode pengambilan sampel dimana setiap anggota populasi memiliki peluang yang sama untuk dipilih menjadi sampel dengan teknik *simple random sampling*. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Metode analisis yang digunakan adalah analisis regresi sederhana yang dilakukan dengan IBM SPSS 25. Hasil penelitian menunjukkan bahwa *content marketing* di media sosial berpengaruh positif terhadap brand awareness.

Kata Kunci: *content marketing*, media sosial, *Brand Awareness*

ABSTRACT

This research aims to identify and analyze the influence of content marketing through social media, particularly on Instagram, on brand awareness of J.A Seafood Jambi. The study involves two main variables: content marketing and brand awareness. The research population includes all consumers who have seen content marketing on Instagram and have purchased products at the J.A Seafood Jambi outlet. The research sample consists of 98 respondents. The sampling method used is probability sampling, which is a sampling technique where every member of the population has an equal chance of being selected as a sample, using the simple random sampling technique. Data was collected through a questionnaire that has been tested for validity and reliability. The analysis method used is simple regression analysis conducted using IBM SPSS 25. The results of the study indicate that content marketing on social media has a positive effect on brand awareness. Keywords: content marketing, social media, brand awareness.