

ABSTRAK

Perkembangan teknologi informasi tumbuh dengan pesat di era globalisasi ini, Revolusi teknologi digital telah membentuk masyarakat ke zaman informasi yang memungkinkan pengiriman dan penerimaan informasi yang tidak terbatas khususnya Instagram. Penelitian dilakukan untuk mengetahui pengaruh media sosial Instagram @motionsportindonesia terhadap brand awareness Motion Sport Indonesia. Penelitian ini menggunakan metode kuantitatif. Pengumpulan data dilakukan menggunakan survey dengan Google Form dan disebarakan melalui grup whatsapp komunitas elang laut basketball. Berdasarkan penelitian ini dapat disimpulkan bahwa Ada pengaruh penggunaan media sosial Instagram @motionsportindonesia terhadap Brand Awareness Brand Motion Sport Indonesia di Komunitas Elang Laut Basketball

Kata Kunci : *Media Sosial; Instagram; Brand Awareness; MotionSportIndonesia*

ABSTRACT

The development of information technology is growing rapidly in this era of globalization, the digital technology revolution has shaped society into the age of information that allows the sending and receiving of unlimited information, especially instagram. The study aims to know the influence of Instagram @motionsportindonesia social media on Motion Sport Indonesia's brand awareness. This research uses quantitative methods. Data collection was carried out using a survey with Google Form and distributed through the whatsapp group of the basketball albatross community. Based on this research, it can be concluded that there is an influence on the use of Instagram @motionsportindonesia social media on the Brand Awareness of the Motion Sport Indonesia Brand in the Elang Laut Basketball Community

Keywords : *Media Social; Instagram; Brand Awareness; MotionSportIndonesia*