

ABSTRAK

STRATEGI PROMOSI DIGITAL MELALUI INSTAGRAM DALAM MENINGKATKAN *BRAND AWARENESS* LAHAN SIKAM SEBAGAI *FINTECH P2P LENDING*

Oleh

Avinda Ektia

Laporan akhir ini bertujuan meninjau strategi promosi digital melalui Instagram yang diterapkan Lahan Sikam dalam meningkatkan *brand awareness* sebagai perusahaan *fintech peer-to-peer lending*, menggunakan pendekatan deskriptif kualitatif yang berlandaskan teori *brand awareness* David Aaker dengan dukungan *Uses and Gratifications Theory* (UGT). Hasil peninjauan konten kategori *entertainment* dan informatif selama periode Desember 2025 hingga Maret 2026 menunjukkan bahwa strategi yang diterapkan secara konsisten melalui identitas visual yang selaras berupa warna, logo, slogan “Lebih Baik di Sini”, dan atribut resmi OJK menempatkan Lahan Sikam pada tahap *brand recognition* dengan *average engagement rate* dan *engagement rate by reach* yang mengindikasikan adanya potensi peningkatan menuju tahap *brand recall*. Konten *entertainment* cenderung lebih diminati dibandingkan konten informatif, namun stigma negatif masyarakat terhadap layanan pinjaman daring masih menjadi tantangan utama yang menghambat peningkatan *brand awareness* ke tahap yang lebih tinggi, sehingga optimalisasi konten, interaksi dua arah, iklan berbayar, dan kolaborasi *influencer* masih diperlukan agar Lahan Sikam dapat memperkuat kesadaran merek secara lebih luas.

Kata kunci: *Brand Awareness, Promosi Digital, Instagram, Fintech P2P Lending*

ABSTRACT

DIGITAL PROMOTION STRATEGIES USING INSTAGRAM TO ENHANCE BRAND AWARENESS OF LAHAN SIKAM AS A P2P LENDING FINTECH

By

Avinda Ektia

This final report aims to review the digital promotion strategy on Instagram implemented by Lahan Sikam to enhance brand awareness as a peer-to-peer lending fintech company, using a qualitative descriptive approach grounded in David Aaker's brand awareness theory and supported by the Uses and Gratifications Theory (UGT). The review of content in the entertainment and informational categories from December 2025 to March 2026 reveals that the consistently applied strategy featuring a cohesive visual identity comprising colors, the logo, the slogan "Better Here," and official OJK attributes positions Lahan Sikam at the brand recognition stage, with average engagement rate and engagement rate by reach which indicate potential for advancement toward the brand recall stage. Entertainment content tends to be more popular than informative content. However, the public's negative stigma toward online lending services remains the primary challenge hindering the advancement of brand awareness to a higher stage. Therefore, content optimization, two way interaction, paid advertising, and influencer collaborations are still necessary for Lahan Sikam to strengthen brand awareness on a broader scale.

Keywords: Brand Awareness, Digital Promotion, Instagram, P2P Lending Fintech