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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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LEVERAGING BRAND AWARENESS THROUGH APPRENTICE PROGRAM AS DIGITAL MARKETING PLATFORM

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Abstract

This study discusses using the social media 'Instagram' as a communication medium in Telkomsel Apprentice Program (TAP) activities to build brand awareness. This study aims to discover how Instagram is used in TAP activities to build brand awareness. This study used a qualitative descriptive method with interviews, observation, literature studies, and documentation. It uses seven sources, namely two staff of PT. Telkomsel Surabaya Branch, and five TAP participants. The results of this study indicate that Instagram is used as a medium for exchanging information, interacting and having easy access. Responses received by participants in the form of likes, comments, number of views from uploaded videos, interest in products and sales transactions showed the formation of brand awareness via Instagram. The limitation of this research is that the community does not know about the program. For future researchers to work together with the YBA division to optimize public knowledge about the program, the YBA division can take advantage of Instagram TAP to conduct an Instagram Live with TAP participants to reach more users while the program still running. The marketing division can create a post-apprenticeship program to maintain a friendship after the program. This can be done by involving the previous batch of TAP participants at PT. Telkomsel Branch Surabaya with more flexible activities so that the formation of brand awareness can be continues. There are other social media that can be used in programs to increase brand awareness and give more accurate results.

Keywords: Social Media, Instagram, Events, Brand Awareness