

ABSTRACT

Social media, particularly Instagram, has become a strategic platform for companies to enhance customer interaction, while mass media continues to have a significant influence in shaping public opinion and strengthening corporate image. This study aims to analyze the impact of Instagram social media and mass media on corporate reputation, mediated by brand awareness, at PT Bank Rakyat Indonesia (Persero) Tbk (BRI). Data was collected through a questionnaire distributed to 117 respondents, consisting of BRI customers and the public exposed to social media and mass media related to BRI, and analyzed using the Partial Least Square – Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.1.

The results show that Instagram social media and mass media have a positive and significant impact on brand awareness. Brand awareness also plays a role in enhancing corporate reputation. Furthermore, mediation analysis indicates that brand awareness strengthens the relationship between social media and mass media usage and corporate reputation, although its effect is relatively low.

Keywords: Social Media, Mass Media, Brand Awareness, Corporate Reputation, Communication Strategy