

ABSTRACT

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Marketing communication strategy for beauty care products and services through the Instagram account @dr.jo.cares at the dr. pratama clinic. Jo

Keywords : Communication Strategy, Marketing, Instagram

(XIV + 114 + 20)

The growth trend of the beauty industry in Indonesia is currently experiencing a very high increase due to an increase in people's purchasing power and the need to appear better than the potential that exists in oneself can be obtained from extra facial skin care at beauty clinics. The increasing demand from the public for skin care makes manufacturers strive to meet consumer needs by providing various desired products and services. Pratama clinic dr.Jo presents the needs of beauty services with various types of treatment that patients can choose from. This clinic is one of the clinics that provides beauty services in the form of consultations that can be done in person or online to make it easier for patients to buy products at affordable prices. Primary Clinic dr. Jo also realizes that many women today want to use skincare and choose the best beauty clinic, so the problem studied in this study is how the marketing communication strategy for beauty care products and services through the Instagram account @dr.jo.cares at the dr. pratama clinic. Jo. This study aims to determine the marketing communication strategy, what forms of promotional activities are carried out by the Pratama Clinic dr.Jo Harapan Indah Bekasi through the Instagram account @dr.jo.cares and determine the level of patient satisfaction with the products and treatments offered. The method used in this research is descriptive qualitative that is explained by way of elaboration or story form. The results of the study indicate that the marketing communication strategy uses Instagram social media by holding activities through Instagram accounts, utilizing patient testimonials, service to patients and in increasing product sales, promotions carried out by the @dr.jo.cares Instagram account such as August special promos, promos Shopee special 8.8 and payday promo.

Bibliography (2017 – 2022).