

ABSTRACT

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Jawaer.id Marketing Communication Strategy Through Instagram Social Media

Keywords: Instagram, Communication strategy, Marketing

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This research is entitled marketing communication strategy through Instagram media in increasing Jawaer.id sales. The purpose of this research is to find out how the Jawaer.id marketing communication strategy uses Instagram social media. The theories that support this research include communication, IMC theory, new media theory, marketing communication. This study uses a qualitative approach that uses several informants, the source of the data used is information that comes from direct observation to the research location by means of observation and interviews. Data was collected through field research with observations, interviews, and documentation. The data analysis techniques include data reduction, data presentation, and drawing conclusions. The results of this study can be concluded that the strategy of marketing communication, sales promotion, and event marketing and combines with the theory of the marketing mix as it is known (4P) namely product (product), price (price), place (place), and promotion (promotion) as the strategy used by the Jawaer.id brand to increase product sales. Factors that can hinder the use of Instagram media as a media for promotion and product sales are trust and factors that can increase the use of Instagram media are website design, attractive applications, price competition, number of product choices, creative marketing, speed of access, and service. The implications of the research, it is hoped that this research can be a reference in running a business to increase the number of consumers and be useful for students who want to do similar research.

Bibliography (2000 – 2021)