

## ABSTRACT

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***Eyelash Extension Bekasi Marketing Communication Strategy Through Social Media Instagram @Lashbeautyofficial To Increase Customers.***

*Keywords: Marketing Communication Strategy, Instagram, Increasing Customers, Eyelash Extension.*

*(xii + 88 + attachment)*

*This research aims to determine the marketing communication strategy used by @lashbeautyofficial using the 4P marketing mix, so that it can determine the impact of increasing customers. Find obstacles and solutions when carrying out marketing communication strategies. The research method used is descriptive qualitative. Using observations via Instagram @lashbeautyofficial then, in-depth interviews with 1 owner and 2 customers and followers, and carried out documentation. The same data sources are collected to produce conclusions. This research also uses data triangulation. Research results found that @lashbeautyofficial chose the Instagram platform to carry out marketing communication strategies to increase customers. Eyelash Beauty Official's marketing communication strategy via social media Instagram @lashbeautyofficial to increase customers using the 4P marketing communication mix, namely the product offered is a treatment service using the best quality, price provided at a standard to high. Adapted to the target of school teenagers to adult women, the place chosen is a strategic location according to the layout of the target market. Promotion provides promotions on Instagram @lashbeautyofficial. Actively post content on Instagram @lashbeautyofficial, so that customers are interested and increase. The marketing communication strategy carried out by @lashbeautyofficial succeeded in increasing the number of customers by 60%.*

*Bibliography (2000-2023)*