

ABSTRACT

Hana Michelle Karina. 17822110

@frozyland.id Product Marketing Communication Strategy Through Instagram in Building Brand Awareness.

Keywords: Communication Strategy, Marketing, Instagram, Brand Awareness.

(xi + 53 + attachment)

The purpose of this study is to identify the Instagram marketing communication strategy for @frozyland.id items in raising brand awareness. The qualitative methodology used in this study includes observation, documentation, and interviews with four informants. The triangulation of data sources is a strategy for data validation. The findings indicated that Frozy Land used the 4P marketing mix (product, price, place, and promotion) in its marketing communication strategy to increase brand awareness on Instagram. This strategy was complemented by five other elements of the promotion mix, including events and experiences, public relations and publicity, online and social media marketing, personal selling, and database direct selling. According to this study, creating everyday content on Instagram using the platform's built-in capabilities, such as Instagram stories, reels, feeds, and live Instagram, is the most efficient method of marketing communication on the internet and on social media. Building brand exposure is possible with the help of Instagram's activities.

Bibliography (2010 – 2022)