

## ***ABSTRACT***

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**Media Sosial Instagram Sebagai Sarana Komunikasi Pemasaran di Xstyle.id Untuk Menarik Minat Pembeli**

*Keywords : Marketing Communication, Computer Mediate Communication Theory*

(xii + 53 + 40-L)

**Background Communication** is an easy and fundamental thing for all living things. Communication outlined is the interaction between two or more people to convey a message or information about giving knowledge to others. **Research Purpose** To find out social media Instagram as a means of Marketing Communication at Xstyle.id to attract buyers. The theory used is adaptation theory and social penetration theory. **The method** used in the study is to use descriptive qualitative research methods. **The results of observations**, the study concludes social media Instagram as a means of marketing communication on Xstyle.id to attract buyers by supporting Instagram accounts for followers of the Xstyle.id account by using the feature of posting content Xstyle.id goods both photos and videos, snapgrams , use a business account and install Instagram ads. Communicate with followers and respond in direct responses by replying to comments by providing solutions to the problems presented and at certain times giving with fulfilling gifts to Xstyle.id followers. **Conclusions** on the analysis of CMC theory (Media mediated communication), Instagram social media as a marketing communication tool on Xstyle.id to attract buyers through Instagram social media by promoting Instagram accounts to followers of Xstyle.id accounts. **Suggestions** for researchers for academics can be useful for reference use for development for other students who are interested in conducting related research, especially those related to Instagram social media as marketing communication

Bibliography (1997-2017)

Another Source (2015-2017)