ABSTRACT

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MARKETING COMMUNICATION STRATEGY THROUGH INSTAGRAM

(Study on Instagram account @fusionmotocare)

(x + 67 + *Attachment*)

This study aims to explain the marketing communication strategy through Instagram as a marketing medium on the Depok Fusion Motocare Depok account. This research method uses qualitative case study research. The paradigm used is the constructivist paradigm. The theory used in this research is marketing communication using strategy 5 of 7C's Framework according to (Royport & Jaworski, data collection technique used is by interviewing the owner of the Fusion Motocare company as the main source and then with four (4) consumers chosen at random on the spot Fusion Motocare company, direct observation of Instagram @fusionmotocare Instagram uploads, and field observations.The results of this study show that Fusion Motocare applies 5 strategies from 7C's Concept, namely context as a display containing persuasife sentences, content that focuses uploads on Instagram social media accounts by emphasizing on a product and service information, then customization displays the same information for all other Instagram, then communication where the Fusion Motocare company can interact directly with consumers through Instagram, and finally connect ion namely the Instagram Fusion Motocare display provides another site link that is connected to its Instagram media and displays new site pages in the original site frame. The conclusions of this research show that Fusion Motocare applies the 5C's Framework to marketing communication strategies for marketing through Instagram and promoting the services provided by this company. Suggestions for Fusion Motocare managers to make use of unmet strategies that are Community and Commerce optimally so that they can be a reference for other companies in marketing a product or service, for further research it is expected to be able to use other approaches including Pull-Push Strategy.

Keywords: Social media Instagram, Marketing, 7C's Framework