

## ABSTRACT

**Intan Kusumaningrum, 13819027.**

***Digital Marketing Communication Strategies at Tasy the Label Clothing Stores Through Instagram Online Media in Attracting Consumer Interest***

*Keywords: Communication Mix, Instagram, Marketing Communication, Digital Marketing Communication Strategy, Online Shop, AISAS Model.*

*(xii + 70+ Appendices)*

*A communication strategy is a good combination consisting of all communication elements, namely communicators, messages, channels (media), receivers to effects designed to achieve good communication goals. The development of the internet supports all human activities in an all-digital direction, one of which is marketing communication activities. This is not easy amid the many competitors, it takes the right digital marketing communication strategy to be able to drive sales. This study aims to determine Tasy the Label's digital marketing communication strategy with the help of a communication mix that has 5 elements, namely advertising, personal selling, direct marketing, sales promotion and public relations. The data collection technique to be carried out uses in-depth interviews and documents. The subjects used in this study were Tasy the Label clothing store owners and Tasy the Label consumers on Instagram social media. In this study, the authors used the theoretical basis of AISAS where the object of this study was all digital marketing communication activities carried out by tasy the label via Instagram. This type of research uses a descriptive qualitative method. This study found that the digital marketing communication strategy carried out by tasy the label based on the AISAS theory (attention, interest, search, action, share) uses Instagram online media to attract audience attention by using existing features, such as Instagram ads, Instagram stories, reels, link on bio, feed and DM (direct message). Content created by Tasy the Label is in the form of promos, giveaways, using copywriting techniques, creating outfit recommendation content and opening interactive content on Instagram stories. Tasy the label shows that the strategy used has proven to be effective and efficient in attracting consumer interest and keeping consumers actively using Instagram social media.*

*Bibliography (1996-2022)*