

ABSTRACT

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Marketing Communication Strategy for @Melstore.jkt Products on Instagram

Keywords: Social Media Instagram, Marketing Communication Strategy, IMC Theory

(xiii + 76 + Attachments)

The advancement of information technology has brought convenience to daily activities, access to information, and communication. With the widespread use of Instagram in Indonesia, businesses have leveraged this platform as part of their marketing communication strategy. Instagram plays a crucial role in enhancing marketing efforts, not only by promoting products but also by building brand image and increasing brand awareness. Through engaging visual content, features, and strategies, businesses can create a consistent and appealing brand identity for their customers. This study aims to investigate and analyze the marketing communication strategy of @melstore.jkt on their Instagram account. The research method employed is qualitative descriptive, utilizing Integrated Marketing Communication (IMC) theory. Data collection techniques include interviews, observations, and documentation, with source triangulation used to strengthen data validity. The findings indicate that the marketing communication strategy on Instagram account @melstore.jkt, employing IMC theory, effectively increases sales, expands market reach, and builds and strengthens Melstore's position as a leading local shoe brand in Indonesia.

Bibliography (2001 – 2024)