

ABSTRACT

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Marketing Communication Strategy of Instagram @inotek.market in Building Brand Awareness of Local MSMEs

Keywords: *Marketing communication strategy, Instagram, Brand awareness, MSMEs, Digital marketing*

(xi + 78 + Attachment)

Marketing communication through social media such as Instagram plays an important role in building and maintaining brand awareness amidst intense market competition, especially for small and medium enterprises (SMEs). The theoretical framework used in this research is Integrated Marketing Communication (IMC), which refers to an approach in marketing communication planning that integrates various tools and channels such as advertising, sales promotion, direct marketing, and public relations into a coordinated strategy to create clearer and more consistent communication impacts. The research method applied is qualitative, with data collection techniques including observation, interviews, and documentation. The findings show that the Instagram account @inotek.market employs various elements of marketing communication strategies such as the use of engaging visual content, collaboration with local communities, and the utilization of Instagram features including feed, stories, reels, and live sessions. These strategies align with the concept of Integrated Marketing Communication (IMC), particularly in aspects of personal selling, direct marketing, and public relations. The implemented communication strategies have successfully enhanced the brand awareness of the promoted SMEs and created a positive impact on consumer engagement.

Bibliography (2003 - 2025)