

ABSTRACT

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Marketing Communication Strategy Through Instagram Media in Increasing Sales of Super Red Arowana Fish (Case Study of Pt Amerta Aquatics Indonesia)

Keywords: Marketing communication strategy, Instagram, Sales.

(xi+ 73+ Appendices)

This research aims to analyze the marketing communication strategy through Instagram implemented by Amerta Aquatics to enhance the sales of super red arowana fish. The research method employed is qualitative, utilizing data collection techniques such as participant observation, documentation, and semi-structured interviews. The findings reveal that Amerta Aquatics has effectively utilized Instagram as a marketing medium, focusing on product quality and engaging content. Through posts comprising images, videos, stories, and live future, the company captivates consumer interest with informative and high-quality content. The success in building a strong community around their brand reflects the significance of active interaction, compelling content, and effective community management in boosting sales. The selection of Instagram as the primary sales channel provides significant advantages for Amerta Aquatics, enabling them to target specific audiences based on particular characteristics. Online marketing strategies through social media have proven to be effective tools in reaching global markets at affordable costs. These findings offer valuable insights for companies in the ornamental fish industry and other business sectors regarding the importance of leveraging social media as a relevant and effective marketing strategy in addressing the evolving dynamics of the market.

Bibilography (1987-2023)