

ABSTRACT

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Digital Campaign Communication Strategy on Instagram Account @Jakarta.Keras

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(xii + 60 + Appendies)

In today's modern society, it's almost impossible not to be exposed to the media. Whether we realize it or not, the media with all its content has become a part of human life. With the development of the times, the presence of the media has become more diverse and widespread. Social media is present and changing the paradigm of communication in today's society. Communication is not limited by distance, time or space. It can happen anytime, anywhere. One of the most widely used social media is Instagram. Instagram is a social media platform designed to share photos and videos and allows its users to apply digital filters to their photos, edit photos and videos. However, now Instagram, which was originally only used to share photos and videos, now Instagram can be used by users as a platform for promotions. By using Instagram, users don't need to do direct promotions.

The current form of promotion used is a campaign, from a campaign we can promote a brand that we have from an Instagram account that already has a lot of followers. One Instagram account that has a lot of followers and can also promote a brand is @jakarta. In between Jakarta Keras Instagram content that uploads funny content that attracts a lot of young people's attention, Jakarta Keras accounts can also collaborate on campaigns on Instagram. Because of its convenience, social media, especially Instagram, is one of the top choices for internet users to get the information they need, especially when looking for information about a trending brand. That's because people on Instagram want to get the information they want to need in their daily lives depending on the accounts they follow. This makes Instagram social media an effective medium for users to get the information they are looking for or need.

Bibliography (2012 – 2022)