

ABSTRACT

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Emina Cosmetics Marketing Communication Through Instagram in Increasing Consumer Attractiveness.

Keywords: *Marketing Communication, Instagram, Consumer Attractiveness, Emina Cosmetics.*

(xii+62+attachments)

This study aims to determine the marketing communication strategy for Emina Cosmetics products which is carried out through Instagram social media in increasing consumer attractiveness. Marketing communication strategy is a plan carried out by companies with environmental challenges and is designed for the process of disseminating information to be offered to the target market. This study aims to determine the marketing communication strategy of Emina Cosmetics through Instagram social media in increasing consumer attractiveness. This research is a qualitative research using qualitative descriptive method. This data collection technique uses primary data based on the results obtained from interviews with five informants in accordance with the research criteria. Based on the results of the study, it is shown that at this time, social media is considered very important in terms of life, especially for materials to promote a product. Emina Cosmetics uses Instagram as a tool to increase consumer attractiveness so that consumers can choose Emina as their choice and Emina also takes advantage of current technological developments by marketing products through various social media platforms, especially Instagram. The results of this study are also based on the theory of Integrated Marketing Communication (IMC) which can be interpreted as a process of managing customer relationships that can drive brand value in creating and maintaining profitable relationships with customers and other stakeholders.

Bibliography (2008--2020)