

ABSTRAK

Banyaknya strategi komunikasi pemasaran yang dilakukan oleh para owner, menuntut adanya strategi baru yang berbeda agar produk yang ditawarkannya tetap terjaga eksistensinya. Penelitian ini mengkaji mengenai strategi komunikasi pemasaran melalui media sosial instagram dalam meningkatkan penjualan produk yang dilakukan oleh Brand 308 Absolute Unscared. Tujuannya adalah mendeskripsikan dan menganalisis strategi komunikasi pemasaran Brand 308 Absolute Unscared melalui media sosial instagram dalam meningkatkan penjualan produk. Jenis penelitian ini adalah deskriptif kualitatif, data yang digunakan adalah postingan-postingan akun Instagram Brand 308 Absolute Unscared bulan Januari–Oktober berupa kata-kata dan gambar. Teknik Pengumpulan data dengan cara mengambil postingan dari akun Instagram yang diduga penulis terdapat strategi pemasarannya. Selanjutnya penulis melakukan *cross check* dengan *owner* dan kepala *operational marketing*. Pada penelitian ini ditemukan komunikasi pemasaran online dengan pemanfaatan fitur (upload foto, hastag, caption, geotagging), tampilan visual, endorsement, gestur, dapat menarik perhatian followers yang dibuktikan dengan jumlah likers, respon followers di fitur comment dan direct messages. Sementara itu, dalam meningkatkan penjualan produk di Instagram terdapat aktivitas pendukung komunikasi pemasaran online seperti periklanan (desain layaknya poster, leaflet, baliho yang di posting di Instagram), promosi penjualan (pameran, diskon khusus high season, kerjasama dengan restaurant), humas dan publikasi (men-support acara komunitas, melakukan *Corporate Social Responsibility*). Peningkatan penjualan terjadi jika 308 Absolute Unscared melakukan promosi kupon diskon, bugling, pemberian voucher diskon, dan free shipping.

Kata Kunci: Komunikasi pemasaran online, Media Sosial Instagram, Penjualan Produk.

ABSTRACT

The number of marketing communication strategies that is being undertaken by owners demands a new different strategy in order to maintain the existence of the offered product. This study examined the marketing communications strategy through social media, Instagram, in increasing the products selling of *308 Absolute Unscared Brand*. Its goal is to describe and analyze 308 Absolute Unscared brand's marketing communications strategy in using Instagram (social media) to increase the product selling. The type of research is descriptive qualitative, the data used are postings of *308 Absolute Unscared Brand* Instagram account from January to October in the form of words and images. The technique of data collection in this research is taking postings of Instagram account that perceived by the writer has a marketing strategy. Furthermore, the writer conducted an interview with the *owner* and head of *operational* marketing. This study found that online marketing communications with the use of features (upload photos, hashtag, caption, geotagging), visual display, endorsement, gestures were effective in grabbing followers' attention as proved by the number of likers, followers' response in the comments and direct messages feature. Meanwhile, in increasing products selling in Instagram, there also supportive activities of marketing communications such as online advertising (design such as posters, leaflets, billboards which are posted on Instagram), sales promotion (exhibitions, special discount on high season, cooperation with restaurants), public relations and publications (supporting community events, conducting a Corporate Social Responsibility). The improvement in sales might happen if 308 Absolute Unscared does promotion by giving discount coupons, bugling, giving discount vouchers and free shipping.

Keywords: Online Marketing Communications, Social Media Instagram, Product Sales.