**ABSTRACT**

**This research is entitled "Utilization of Instagram as an Onslineshop @Rma.collection Marketing Communication (Qualitative Descriptive Study of Using Instagram as an Onlineshop @Rma.collection Marketing Communication)".**

**This study aims to determine how onlineshop @rma.collection marketing communication through Instagram social media in increasing consumer interest. In this study researchers used Marketing Communication Theory, therefore the purpose of this study was to find out Advertising (Advertising), Promotion (Pomotion), Public Relations (Public Relations), Face-to-Face Sales (Personal Selling) and Direct Sales (Direct Marketing) done by onlineshop @rma.collection.**

**The approach of this research is qualitative with descriptive method. The number of informants was 10 (ten) informants consisting of 1 (one) main informant @rma.collection, 9 (nine) additional informants namely consumers @rma.collection who followed Instagram @rma.collection social media.**

**Data collection is done by field research and library research. Data analysis techniques used are data reduction (data reduction), data display (data presentation) and conlusion drawing / verification.**

**In advertising (advertising) carried out by @rma.collection is quite good with promotion (promotion) offered by @rma.collection is quite attractive to consumers, for public relations (public relations) @rma.colection is quite good in building relationships with consumers, while face-to-face sales (personal selling) carried out by @rma.collection with customers or consumers are good by the way when consumers come to store @rma.collection is usually done that explains about the product and usually gives advice on products that will purchased by consumers, direct sales @rmacollection need to be repaired because there are things or responses that are not fast that consumers feel.**