

ABSTRACT

This study is entitled The Use of Instagram as a Media for Online Marketing Communication (Qualitative Study of the Use of Instagram as an communication medium of online marketing for Hamletmasha Accounts) This study aims to find out directly how Instagram is used as a marketing communication medium by Hamletmasha's Instagram account.

Instagram is one of the social media that is user currently popular in the community and its use today is no longer just publishing private photos, but now many companies are using it to conduct online marketing communication media which is quite cheap and easy to do. Online marketing communication is an activity carried out to influence, persuade and remind the target market of the products offered by the company where all of its activities are carried out using the internet.

The method used is Qualitative Research Method with a case study approach, namely research conducted intensively, in detail and deeply on an organization, company, institution or certain phenomenon. Meanwhile, the data collection techniques used in this study are in-depth interviews, observation, literature studies, and documentation studies.

Based on the results of research that has been done, it was found that by using Instagram as a communication media for online marketing a company can facilitate sellers and buyers in conducting transactions, all can be done effectively and efficiently without wasting a lot of time and energy.

The suggestiom obtained from this research is that companies must have a special platform for selling such as shoope, tocopedia and others so that the image of the company is getting better and further reducing people's suspicion of fraud that often occurs today.