

ABSTRACT

This study explains the social media marketing strategy through Rely Studio's Instagram account, which is a wedding photo vendor that was established in 2019. Because Rely Studio is a photo vendor, Rely Studio uses social media, namely Instagram to build brand awareness and maintain engagement so that consumers are more aware with Rely Studio. The theory used in this study is computed mediated communication and the concept of social media marketing (Lee, et al 2013) using qualitative descriptive methods. The key informants in this research are Founder and Social Media Marketing. Supporting informants are 3 consumers and followers of Rely Studio. Practitioner informants are Social Media Specialists who are experts in the field of Social Media Marketing.

The results of this study indicate that of the five characteristics of social media marketing, namely participation, which explains that the content provided by Instagram Rely Studio causes participation in the form of likes and comments from Rely Studio consumers. The second characteristic, namely openness, explains that the information provided by Instagram Rely Studio is clear so that there are no barriers between consumers and Rely Studio. Conversation on Instagram Rely Studio is shown through the comment column and direct messages, followers can directly communicate with Rely Studio. Community explained that Rely Studio formed its community in a fairly focused way by creating people who have the same interests about weddings and photography. Connectedness by Rely Studio creates a good social relationship between Rely Studio and consumers, through this connection will create positive emotions.

Keywords: Social Media Marketing, Instagram, Rely Studio.