

ABSTRACT

This study describes Hammerstout's social media marketing strategy on Instagram. Hammersout has social media accounts that are used as digital marketing media, so it is interesting to see how the strategy is implemented by the Hammerstout brand as a massive brand in digital marketing on social media. So the focus of this research is to find out the Hammerstout Brand Social Media Marketing Strategy. The theory used in this research is the theory of Computer Mediated Communication (CMC) according to A.F. Wood and M.J. Smith. This study uses the concept of Mayfield (2008) which has 5 characteristics, namely: participation, openness, conversation, customer community, and connectedness. In this study using a qualitative descriptive qualitative method, the key informants in this study were the Owner and the social media marketing division of Hammerstout. Supporting informants are 3 consumers and followers of Hammerstout. Academic Informants are Lecturers of Communication Studies.

The results of the study illustrate that Hammerstout has implemented a social media marketing strategy in its marketing communication activities, by fulfilling several characteristics of a social media marketing strategy, including; Participation, Hammerstout succeeded in building customer participation on social media by establishing reciprocal relationships with Hammerstout customers. Openness, Hammerstout has openness to its Instagram social media, regarding product details, and feedback in the form of feedback, suggestions, and input. Conversation, Hammerstout uses a good communication method by conducting two-way communication with customers through their Instagram social media. Community, The role of the customer community in social media marketing activities for the Hammerstout brand is important, because it will facilitate the process of delivering information about brands and products in a more focused manner. Connectedness, there is a relationship between Hammerstout customers on social media, because every community has the same interest in the fashion field.

Keywords : Social media marketing, Instagram, Hammerstout