

ABSTRACT

This research is entitled "INSTAGRAM AS A HARUMIKA PROMOTIONAL MEDIA". The aim of this research is to find out the implementation of marketing communication concepts in accordance with the Media Convergence theory, namely to find out how the process works computing, communication and content promotions presented by Harumika through social media Intagram.

The research method used by researchers in this study is a case study, with a qualitative research type. Data collection techniques used in this study were library research and field studies, namely field observations and in-depth interviews. The selection of informants was carried out through an observation process.

Based on the research results, it was found that Harumika implemented the three concepts of Media Convergence through Instagram social media to carry out its promotional strategies. Harumika inputs data and information about their products through Instagram. Harumika also communicates via Instagram, including with consumers. Likewise with the presentation of product content, Harumika promotes its products through Instagram. Instagram helps Harumika in marketing and promoting their products, and can reach a wider market.