

ABSTRAK

Instagram Studi Deskriptif Kualitatif Strategi Promosi Digital Akun Instagram @lost_tagg dalam Membangun Engagement dan Brand Image”. Fokus penelitian adalah untuk menganalisis strategi promosi digital @lost_tagg pada setiap tahapan model AIDA yang terdiri dari Attention, Interest, Desire, dan Action serta bagaimana strategi tersebut membangun engagement dan brand image. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam dengan owner, admin, followers, media spesialis, dan akademisi, serta dokumentasi. Analisis data menggunakan model AIDA yang diperkuat oleh teori Integrated Marketing Communication dari Shimp. Hasil penelitian menunjukkan bahwa @lost_tagg efektif menerapkan strategi pada setiap tahap AIDA yaitu menarik perhatian melalui diferensiasi konten dan visual estetik, membangkitkan minat melalui produk langka dan gaya komunikasi informal, membangun keinginan dengan pendekatan motif rasional seperti harga terjangkau dan diskon serta motif emosional seperti hiburan dan eksklusivitas, serta mendorong tindakan melalui respons cepat dan fleksibilitas transaksi. Pembahasan menegaskan bahwa konsistensi pesan melalui pendekatan IMC menjadi kunci sinergi seluruh tahapan. Penelitian menyimpulkan bahwa strategi promosi digital @lost_tagg berhasil membangun engagement dan brand image yang kuat sebagai brand fashion casual bernuansa football casual yang terjangkau dan dekat dengan anak muda.

Kata Kunci: Strategi Promosi Digital, Instagram, AIDA, IMC, Engagement, Brand Image.

ABSTRACT

This research is entitled "Digital Promotion Strategy Through Instagram Social Media A Qualitative Descriptive Study of the Digital Promotion Strategy of the @lost_tagg Instagram Account in Building Engagement and Brand Image". The study focuses on analyzing @lost_tagg digital promotion strategy at each stage of the AIDA model consisting of Attention, Interest, Desire, and Action and how this strategy builds engagement and brand image. The research employs a qualitative approach with descriptive methods. Data were collected through observation, in depth interviews with the owner, admin, followers, media specialist, and academic, as well as documentation. Data analysis used the AIDA model reinforced by Shimp Integrated Marketing Communication theory. The results show that @lost_tagg effectively implements strategies at each AIDA stage capturing Attention through content differentiation and aesthetic visuals, arousing Interest through rare products and informal communication styles, building Desire by balancing rational motives such as affordable prices and discounts and emotional motives such as entertainment and exclusivity, and encouraging Action through quick responsiveness and transaction flexibility. The discussion confirms that message consistency through the IMC approach is key to synergizing all stages. The study concludes that @lost_tagg digital promotion strategy successfully builds strong engagement and a brand image as an affordable youth oriented fashion brand with a distinctive football casual nuance.

Keywords: *Digital Promotion Strategy, Instagram, AIDA, IMC, Engagement, Brand Image.*

RINGKESAN

Panalungtikan ieu judulna "Strategi Promosi Digital Ngaliwatan Media Sosial Instagram Studi Deskriptif Kualitatif Strategi Promosi Digital Akun Instagram @lost_tagg dina Ngawangun Engagement jeung Brand Image". Fokus panalungtikan nyaéta pikeun nganalisis strategi promosi digital @lost_tagg dina unggal tahapan modél AIDA anu diwangun ku Attention, Interest, Desire, jeung Action sarta kumaha strategi éta ngawangun engagement jeung brand image. Panalungtikan ngagunakeun pendekatan kualitatif kalawan métode deskriptif. Data dikumpulkeun ngaliwatan obsérvasi, wawancara jero jeung owner, admin, followers, spesialis média, jeung akademisi, kitu deui dokuméntasi. Analisis data ngagunakeun modél AIDA anu dikuatkeun ku téori Integrated Marketing Communication ti Shimp. Hasil panalungtikan némbongkeun yén @lost_tagg éféktif nerapkeun strategi dina unggal tahap AIDA nyaéta narik perhatian ngaliwatan diferensiasi kontén jeung visual éstétik, ngahudangkeun minat ngaliwatan produk langka jeung gaya komunikasi informal, ngawangun kahayang ku cara saimbang antara motif rasional saperti harga nu kahontal jeung diskon serta motif émosional saperti hiburan jeung éksklusivitas, sarta ngadorong tindakan ngaliwatan réspon gancang jeung fléksibilitas transaksi. Sawala negeskeun yén konsisténsi pesen ngaliwatan pendekatan IMC jadi konci sinérgi sakabéh tahapan. Panalungtikan nyimpulkeun yén strategi promosi digital @lost_tagg hasil ngawangun engagement jeung brand image anu kuat salaku brand fashion kasual nu miboga nuansa football casual, harga nu kahontal, jeung deukeut jeung nonoman.

Kecap Konci: *Stratéji Promosi Digital, Instagram, AIDA, IMC, Engagement, Brand Image*