

## **ABSTRACT**

*The study, titled “Analysis Pojok Event’s Online Marketing Communication Strategy in the Event Smilemotion 2015” to know what kind strategic use by Pojok Event on the Instagram account of Pojok Event.*

*This study used a qualitative approach will the method used is case study. Data collection techniques used were interviews and data of documents photo and uses the technique data collection of santana where researchers review data from start to finish the data has collected.*

*The result of this research be an explanation on online marketing strategy communication used by instagram @pojokevent in the event smilemotion 2015. An implication on this research could become a reference to strategy in the event in social media other.*