

ABSTRACT

The title of this research is Communication Strategies of Building a Brand Image through Social Media Instagram with descriptive studies about Guteninc marketing communication strategy of building brand image through social media Instagram. The purpose of this research is to determine the communication strategy of Guteninc to building a brand image by using social media Instagram through @guteninc account. This research used qualitative methods with descriptive study approach. Data collecting technique was done through interviews with informants by the number of 3 (three) people from Guteninc team, which are CEO (Chief Executiv Officer), CBO (Chief Branding Officer), and SCM (Social Media Manager). The result showed that the communication strategy of Guteninc to building a brand image through Social Media Instagram are using AISAS model plan (Attention, Interest, Search, Action, Share) considered to change Knowledge, Attitude, and Behavior of audiences towards product and branding created by Guteninc which will improve the image of brand.

Keywords : Communication strategy, Brand Image, Social Media, Brand