

ABSTRACT

Instagram is one of the social media that is currently used as a media campaign. In addition to the photo, caption writing become an important element for the promotion. The use of social media Instagram makes the dissemination of information to spread rapidly and causing the creation of viral marketing. Promotions by foodstagram account @makanpakereceh are different with any other foodstagram account. Because foodstagram account @makanpakereceh are reviews the cheap culinary in Bandung, which is delivered through the narrative in the caption. The purpose of this research is to know how the characters and storyline built by the characters, and viral marketing strategies applied to each narrative through Algirdas Greimas's activation and functional model. The method used in this research is a qualitative study using narrative paradigm. The methods of data collection using primary data as narratives in the photos that are uploaded to the account foodstagram @makanpakereceh taken through social media Instagram. The results of this research suggests that characters built by Mang Mimin in the narrative uploaded on Easy Cafe are gossiping and flirtatious characters, but the character is also a frugal and careful towards the price of a food or drink. The storyline is an advanced path, where the story narratives, in functional model and has continuity of story on each rank. This is the right strategy to build viral marketing.

Keywords: Foodstagram, Narrative, Narrative Analysis, Algirdas Greimas, Aktansial, Functional.