

ABSTRACT

This research titled "Promotion Strategy Local Brand General Culture through Instagram (Study Deskriptif Brand Image General Culture through the Account @generalculture). This research aims to know how informers redefining Promotion strategy from brand General Culture. The method used in this research is a qualitative research method the research procedures that produce descriptive data in the form of the written word or oral from the people involved in the present how marketing strategy from the General Culture in building brand image him. For data collection, researchers do in-depth interviews with informants - informers who play an important role and understand the marketing strategy General Culture in building brand image through Instagram. While the selected research method is descriptive qualitative method. The results of research and analysis shows that the marketing strategy that is done has been able to build brand image General Culture. And in building the brand image there were 3 components that is the uniqueness of the brand, the strength of the brand and the superiority of the brand. 3 And the components used by the General Culture in building brand image through the strength of the leader rotation membagian good information and clear and convenience store and comfortable, friendly services and through the power of the brand and promote its products and provide clear information about the products and understand the competition with competitors and uniqueness with a consistent theme, wear endorsement good athletes overseas and overseas and also have souncloud. The conclusion from this research,marketing strategy General Culture in building brand image through the 3 parts are correct.

Key Words: Promotion strategy, Social Media Instagram, Brand Image, General Culture.