

## **ABSTRACT**

*Marketing communication has a very important role in building an image of brand. Development of market demand companies to be more creative in choosing marketing communication strategy. Including choosing the media that will be used for publication. Media Kampus Bandung use social media as communication media for college student in Bandung. One of social media that they use is Instagram. Instagram is a sharing media like other social media, but the difference is Instagram more focusing on the visual content.*

*This study discusses how media kampus bandung used marketing communication strategy to promote smile motion 2016. The method that used in this study is qualitative descriptive with data retrieval conducted through interview and observation. This study included discussion by using communication strategy theory for social media, those are message strategy, creative strategy, and media strategy.*

*This study result has conclusively that marketing communication strategy of Media Kampus Bandung in promoting Smile Motion 2016 uses 2 of 3 communication strategies for social media based on basic theory, those are creative strategy that used creative visual design and media strategy both media selection and consumer gap. From the communication strategy that used, Media Kampus Bandung has successfully engaged the attention from audience. But it still need a further improvement through marketing communication strategy evaluation to create a larger range of positive impact for the next partnership.*

**Keywords:** *Marketing Communication Strategy, Social Media, Instagram*