

ABSTRACT

This study aims to determine how much success is applied to the promotion mix used by Tio Kingdom on the media campaign through LINE and Instagram.

This research is a qualitative descriptive research type, which has a purpose to further explore the object under study. In the data source this study using primary and secondary data or data provided by the company and data the results of observation of the author, while the data data authors use the observation to see directly the field situation, interviews according to the type of research used and literature studies for positions in accordance with research.

In this study the authors use 4C in accordance with the oprasional variables used. In Context, the Tio Kingdom timeline passes the focus LINE on the image to get the information clearly and in detail, while through instagram. An interesting image can attract Instagram users. On Communication, through lines and Instagram Tio Kingdom more conveys information or messages that users need in terms of response or testimony. In Collaboration, online promotion media and Instagram used by Tio Kingdom did not cooperate with other media. And on Connection, in building relationships Tio Kingdom add users in LINE friendship and Instagram to provide an interesting promo.

Keywords: Promotion Mix, 4C (Context, Collaboration Communication, Connection), LINE and Instagram.