

ABSTRACT

The purpose of this study was conducted is to find out how the marketing communication strategy on Instagram @ Hijabstory_Indonesia in reaching the market share of Millennials Muslim.

This research uses qualitative method with qualitative descriptive research type and with post-positivism paradigm. There are four informants in this study which is divided into three types namely one main informant as manager of Hijabstory, two informants supporting the generation of Millennials Muslims who are consumers and followers Instagram @Hijabstory_Indonesia, and one expert informant who understand about marketing communication strategy and generation of Millennials muslim.

Based on the results of this study, obtained marketing communication strategy on Instagram @ Hijabstory_Indonesia is about the message. Messages delivered include product information, stores, and promos. Promo information is preferred for generations of Millennials Muslims have purchasing power. In addition, the message delivered is packed with flexible feeds, design, color and Language to match the millennials of Muslim generation. Display feeds, designs, products favored by the current generation of Millennials Muslims are pastels. Interactivity built with Millennials generation is horizontal, friendly and responsive.

The conclusion of this research is to reach market share of Muslim Millennials Instagram @Hijabstory_Indonesia using message strategy. The messaging strategy in using Instagram as the medium is a message packaged with feeds, design, colors and Languages that can attract the generation of Millennials Muslim.

Keywords: *Marketing communication strategy, Instagram, Dwi Sapta IMC Model, Discovery circle, Intent circle, Strategy circle, Millennials muslim generation.*