

ABSTRACT

Marketing communication is the most important thing in a company. As the growth of business, encourage company to do marketing communication strategy. Social media trend in society make an opportunity to use social media as marketing communication media. Martabak Mertua is culinary business in Bandung since 2015 that use Instagram as marketing communication media to promote their product. Instagram is social media application that has same function with another social media, but Instagram focus on visual communication and could share pictures or videos with another Instagram user. This research pupose to explore and analyze message and media strategy in usage of Instagram as marketing communication media by Martabak Mertua. This research use descriptive quialitative method by collecting many kind of facts from interview, observation data, and field note to understand the phenomenon.

The writter concludes that Martabak Mertua capable of using Instagram as marketing communication media effectively. The effectiveness of using message strategy that delivered by @martabakmertua that include information strategy and creative message strategy. While in media strategy there is selecting Instagram as media and consumer opportunity which adjust target behavior.

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