

ABSTRACT

Marketing communication strategy is a bridge between companies and their target customers to create good interactions and relationships. Today, due to technological developments that are increasingly developing, digital media is often used by company companies for their marketing communication activities. One of the digital media that is emerging is social media. This research is entitled Analysis of Marketing Communication Strategy for Bright Gas Products by PT. Pertamina (Persero) 2019 Through Social Media *Instagram*. The purpose of this study was to determine the marketing communication strategy carried out by PT. Pertamina (Persero) on their product that is Bright Gas through social media *Instagram* with @brightgas account. This research uses a qualitative research method with a descriptive study approach and is supported by a constructivist paradigm. Data collection techniques carried out by structured interviews, participatory observation, and documentation. Discussion through interview results with 2 (two) research informants, namely Ast Manager Brand Communication of PT. Pertamina (Persero) as key informant and CEO of Idealog & Communication Consultant as an expert informant. Message strategy and Media Strategy (Machfoedz 2010) in conducting marketing communication strategies through social media *Instagram*.

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