

ABSTRACT

This research was conducted to find out how marketing communication strategies to increase sales made by @ Parte.co. The purpose of this research is to explain the message strategy and media strategy carried out by PARTE through social media Instagram as a product marketing communication media.

This study uses qualitative methods with descriptive qualitative research types and data collection is done by observation and in-depth interviews (in-depth interviews) with informants through two components of communication strategies according to Mahmud Machfoedz regarding message strategies which include the contents of communication information and creative forms of messages, while Media strategies include media selection and target audience.

Based on the results of the study showed that @ Parte.co chose Instagram as a medium for marketing communications to provide information and promotion of its products. In addition, Instagram is also believed by PARTE to have a greater consumer appeal compared to other social media. PARTE does not only market its products, but also provides messages that contain education to consumers in the form of Islamic quotations sourced from the Holy Qur'an and hadith as well as publishing a campaign in using its products that are "environmentally friendly"

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