

LEMBAR PENGESAHAN

**ANALISIS PEMANFAATAN *INSTAGRAM* @nooresport
BERDASARKAN EMPAT PILAR MEDIA SOSIAL
SKRIPSI**

Diajukan sebagai Salah Satu Syarat untuk
Memperoleh Gelar Sarjana Komunikasi
Program Studi Ilmu Komunikasi

Disusun oleh:

Nira Aulia Zahara

1502164104



Menyetujui,

Pembimbing

Sylvie Nurfebiaraning, S., Sos., M.Si

NIP. 14860017

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS KOMUNIKASI DAN BISNIS
UNIVERSITAS TELKOM
BANDUNG
2020**

ABSTRACT

Noore Sport Hijab is a sister brand of Applecoast, which is one of the clothing brands with theme of Urban Street Wear based in Bandung, it was first launched in 2016. Social media Instagram is one of platform that supports on marketing activities that aim to provide all information about brand and products or services it offers. After observed through Instagram and the HypeAuditor website, Noore Sport Hijab has the highest number of followers and posts compared to the competitors itself. The purpose of this study is to research the utilization of @nooresport Instagram based on social media's four pillars by Lon Safko and David K. Brake. The research method use in these research is descriptive qualitative research. Data was collected through direct observation on social media @nooresport Instagram and interviews with key informants and support the informants for obtaining data in utilization of social media strategy's four pillars categorization on @nooresport Instagram. This research explain the messages categorization of @nooresport Instagram in communication's pillar and entertainment, which are need to be fix recently with a more interactive messages that maximize Instagram features until it can create an emotional bond with the consumer in depth.

Keywords : Social Media, Instagram, Social Media Pillars