

ABSTRACT

Internet users in Indonesia have recorded an increase from last 2018. Based on the results of a polling study in Indonesia in collaboration with the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia grew by 10.12 percent. This survey involved 5,900 samples with a margin of error of 1.28 percent. This data was taken during the period March to April 14 2019. Of the total population of 264 million people in Indonesia, 171.17 million or around 64.8 percent are already connected to the internet. This figure has increased from 2017 when the internet penetration rate in Indonesia was recorded at 54.86 percent. This is influenced by various factors ranging from expanding the internet coverage area, increasing internet bandwidth, using the latest internet technology and communication which is faster and more efficient

The research approach used to analyze the problems in this study is to use qualitative research which is defined in various ways according to the viewpoints used by the experts. According to Djamel in Bodgan and Taylor in Meolong (2015: 9), which defines qualitative research as research that produces descriptive data in the form of written or spoken words from the behavior of the person being observed. This definition focuses more on the type of data collected in the study, namely qualitative descriptive data. In other words, qualitative research is research that produces descriptive data and also looks for the meaning of a phenomenon.

In the analysis of marketing communications in the 4P concept, the T-shirt shop determines men's clothing as a product that is offered including t-shirts, pants, jackets, shoes, sandals, belts, socks, hats, by utilizing Instagram social media as its product catalog. Marketing through Instagram is deliberately carried out to reach the target market for the casual shop among students and young people. On each product posting, displays information about the price (price). In addition, place information is informed via Instagram with the address information provided on @kedaioblong's Instagram account. by using online marketing on kedai oblong's instagram account, they got better (perceived vendor web reputation) from their customers regarding their friendly service and informations about offlinw shop from instagram's stories which make this shop become more trustfully. Kedai oblong can point out their product quality details to the followers so customers good quality receptions are achieved here(perceived web site quality).

Key Word: *Marketing Communication, Instagram*