

ABSTRACT

The emergence of social media is the impact of digital transformation. Social media is revolutionizing marketing practices such as advertising and promotion in the business world. Marketers are starting to realize that social media has a broader function to support the development of a business. So that the term social media marketing appears which has five characteristics, namely entertainment, interaction, trendiness, customization and word of mouth. Businesses in the fashion world, especially secondhand clothes, have also experienced changes, which were originally only done offline, but now they can be done online using social media, otherwise known as an online thrift shop. One of them is @reuse.able, an online thrift shop that uses Instagram to support its business needs. Thus, this study aims to determine the @reuse.able social media marketing on Instagram based on five characteristics of social media marketing, namely entertainment, interaction, trendiness, customized and word of mouth. The research method used is descriptive qualitative with constructivism paradigm because the researcher wants to examine in depth the topics raised. The results of the study illustrate that @reuse.able has implemented the five characteristics of social media marketing, namely entertainment, interaction, trendiness, customized and word of mouth well on its Instagram account, this is supported by the use of the features provided by Instagram, so that social media marketing that is carried out has a positive impact.

Keyword: social media marketing, Instagram, online thrift shop