

ABSTRACT

As a result of the Covid-19 pandemic, businesspeople are facing increasingly tough competition. This necessitates that they continue to develop marketing techniques in order to compete in business, one of which is through the use of social media. One Eighty Coffee and Music is one of many businesses who have used social media, particularly Instagram, to express their marketing strategies over the last two years by sharing content from morning to noon where the information to be delivered is on its core strength, especially coffee and music by focusing on the traits that set them apart from their competitors, mainly photos, graphics, colors, and videos with a strong character that can be sustained. This research used qualitative approach and an interpretive paradigm to determine an effective marketing communication strategy. Research data were obtained through two key informants and one expert informant, as well as observation and documentation. According to the study's findings, One Eighty Coffee and Music has used Instagram to implement their message and media strategies, particularly in delivering information about the products and forms of promotion they offer.

Keywords: Social Media, Marketing Communication Strategy, Media Strategy, Message Strategy