

## ABSTRACT

*The declining number of book sales through bookstores has encouraged publishers carry out marketing programs through the internet, which one of them is marketing through social media Instagram. There are challenges in conducting marketing programs through Instagram, namely the ineffectiveness of the program so that it does not have a positive impact for the company. This is caused by effectiveness of marketing programs requires attributes that generate high attractiveness and interaction so that the Instagram account is visited by many audiences or followers.*

*This study examines the attributes of needs that make a successful book marketing program through social media Instagram. By using the Refined Kano Model, this study explores the dimensions of the marketing communication programs quality concept. The dimensions studied are information quality, easy access, visual design communication, usefulness of content, engagement, and interactivity.*

*Through this research, the attributes that become The True Customer Needs for digital marketing programs on Instagram are known. The attributes are arranged according to the order of importance scale. There are eight attributes that must be prioritized, namely trusted content, easy understanding content, good quality images, clearly information, attractive visual design, Admin immediately answer questions from Instagram users, receive ideas from followers, and knowledge-adding content.*

*This research is focused on digital marketing programs, especially soft selling. The True Customer Needs in this study are key attributes to attract the attention of potential customers so that can increase interaction on Instagram, which is finally expected to increase book sales. For further researchers, they can do research on Instagram accounts that have specific topics, such as children's books or other topics.*

*Keywords: Marketing Communication Program Quality, social media, Instagram, Refined Kano Model, The True Customer Needs*