

ABSTRACT

Instagram is one of the choices by umkm and brand to market products. With the development of social media instagram, many fashion companies are using it to do marketing. One of the local brand in fashion in the activewear business that implemented an effective marketing marketing strategy in marketing its product was aum apparel. The study focused in describing an effective brand aum apparel communication strategy on social media instagram. The study used qualitative descriptive methods with a constructive paradigm. The validity technique of data using the method of triangulation

In the strategic planning phase, aum apparel regulated segmentation, the target of the market and the detailed positioning so as to assist in executing the strategy they had. In the execution of strategy, the effective method of marketing strategy was employed aum apparel in communicating the idea in social media of instagram with a content of audio and copywriting intended to encourage their audiences to be more confident with aum apparel products. In the evaluation stage, aum apparel leverages the report and the response of the audience to strategize a new strategy and take further action when there is dissension in the existing strategy. The researchers concluded that aum apparel had managed to work out an ef marketing communication strategy

Keywords: AUM Apparel, Communication Strategy, Instagram, Marketing Communicaton, Social Media