

ABSTRAK

This research discusses the marketing communication strategy through Instagram social media towards Fashion small and medium enterprises (UMKM) in Padang city. This study aims to determine the marketing communication strategy used by JJ Detail Boutique through Instagram social media. This research uses qualitative approach with a case study method. In research data is collected through interview activities, book sources, and documents. This research uses the concept of effective marketing communication strategy by Machfoedz which consists of message strategy and media strategy. The results of this study in the message strategy, JJ Detail Boutique determines the purpose of the message to be conveyed to the audience, namely showing the quality and models available at JJ Detail Boutique and using rational and emotional appeals. JJ Detail Boutique uses Instagram as its marketing media because Instagram is the right platform for its target audience, and uses the consumer gap to get the maximum response from the audience, besides that JJ Detail Boutique also uses features on Instagram that help it in carrying out effective marketing communication strategies.

Keywords: *Marketing communication strategy, Media strategy, Message strategy, Social media instagram.*