

ABSTRACT

Social media is a digital communication tool that is widely used to obtain or share information with the public. Instagram is a social media that can be used as a place to promote a product, one of which is Shella Saukia. Shella Saukia's personal Instagram account is for online shop activities using the live feature. The aim of this research is to provide information on the use of the live Instagram feature in online shop activities. This research uses descriptive research methods with a qualitative approach. Data was collected by observation from the Instagram account @Shellasaukiaofficial, interviews with informants, documentation to obtain data information for this research. Based on the research results, it shows that Shella Saukia has implemented a marketing communication strategy by utilizing Instagram social media to introduce its products. Shella Saukia has implemented two aspects, namely 1) Media strategy which includes information content and creative forms of messages. 2) Message strategy which includes media selection and consumer gaps.

Keywords: Instagram, Live Features, Shellasaukiaofficial, Social Media,