

## ABSTRACT

*This study discusses the communication strategy utilizing visual celebrity endorsers on social media carried out by La Paris Parfum. The approach used is qualitative with a constructivist paradigm. In this research, data is collected through interviews, observations, and documentation. The study employs the concept of effective communication strategy by Machfoedz, which consists of message strategy and media strategy. The results of this study indicate that La Paris' message strategy involves determining the goals of the message to be conveyed to the audience by creating creative messages featuring visual celebrity endorsers, thereby creating both rational and emotional appeal for the audience. La Paris Parfum chooses Instagram as the media platform because Instagram is the right media platform for disseminating creative content to its target audience and publishes the content during prime time to achieve maximum audience response.*

**Keywords:** *Communication Strategy, Celebrity Endorser, Instagram*