

ABSTRACT

This study is entitled "Implementation of 4C (Context, Communication, Collaboration, Connection) in Social Media Marketing Content on JoyCurls Instagram." The study aims to explore the application of 4C elements in the Instagram social media marketing strategy by JoyCurls, a fashion accessory business based on scrunchie products. The study uses a qualitative method with a case study approach to analyze the effectiveness of the marketing content that is compiled. The results of the study indicate that the application of the Context element helps in delivering clear and interesting messages. The Communication element encourages interaction and positive responses from the audience. The Collaboration element strengthens cooperation with partners or customers through integrated marketing activities. Finally, the Connection element builds long-term relationships with customers to increase brand loyalty. This study provides recommendations for content-based marketing strategies to increase consumer engagement and interest in JoyCurls products, and can be a reference for other companies who want to develop effective social media marketing strategies.

Keywords: 4C (Context, Communication, Collaboration, Connection)