

ABSTRACT

Toko Daging HJK is a family-owned business operating in the frozen food industry, specifically in processed meat products, which has been in operation since 2009. In the face of increasing competition and shifting consumer behavior towards online purchasing, Toko Daging HJK needs to develop an effective digital marketing strategy. One platform used by Toko Daging HJK is Instagram, which serves as the primary marketing tool to reach a broader audience and increase sales of frozen food products.

The research method employed in this study is qualitative with a case study approach, focusing on Toko Daging HJK. Data was collected through in-depth interviews with the owner and the head of marketing, as well as observations of the business's use of its Instagram account.

The results of the study show that digital marketing through Instagram has a positive impact on the sustainability of this family business, particularly in enhancing brand awareness and customer loyalty. The effective implementation of the marketing mix (product, price, place, promotion) through Instagram has proven successful in expanding market reach and attracting consumer interest in purchasing products. This study also identifies various strengths, weaknesses, opportunities, and threats faced by Toko Daging HJK in implementing digital marketing.

Keywords: *Digital Marketing, Instagram, SWOT, Marketing Strategy, Family Business, Frozen Food.*