

ABSTRACT

Marketing communications is a business enterprise that needs to be done to convey the corporate is message. The increasing competition in the business world requires every company to do marketing communications strategy. Currently social media is a media widely used by start-up company as marketing communication media. McDuren is a culinary business in Bandung that has been established since 2011. It communicates its marketing through social media, such as Instagram. Instagram is a photo sharing application that allows users to take photos, apply a digital filter, and share it on Instagram account. This research aims to determine the marketing communication strategy through social media (Instagram) in increasing brand awareness McDuren Streetfood. This research uses descriptive qualitative approach and is supported by constructivism paradigm. The data in this research was obtained through interviews with two people from McDuren as key informants and one expert observer as key informant, documentation, and observation. The result this research are a). message strategy b). Media strategy by marketing McDuren in marketing communication through social media instagram.

Key words: Strategy, Marketing Communication, Social Media, Brand Awareness