

ABSTRACT

Marketing Communication can increase the consumer awareness level to product or services that company offered so that prospective costumers can be interested to buy and do the purchase. Therefore, marketing communication can't be denied that it also needs communication media in marketing communication processes, one of its media is the social media. This research titled "The Effectiveness of Marketing Communication on Social Media of Dunia Fantasi's Instagram Using Customer Response Index Method (Research on @infodufan Followers)". The object in this research Dunia Fantasi's Instagram (@infodufan). The objective of this research is to analyze the effectiveness of marketing communication via social media of Dunia Fantasi's Instagram. Quantitative method is used in this research with 118 respondent which are followers of @infodufan. The Effectiveness of Marketing Communication on Social Media of Dunia Fantasi's Instagram Using Customer Response Index Method (Research on @infodufan Followers). Data analysis technique that's used is Customer Response Index as a effectiveness of marketing communication measurement tool. Measurement is using this method because it based on hierarchy-of-effects theory that supported by theory of use of social media which consists of 4Cs i.e. Context, Communication, Collaboration and Connection. The conclusion in this research is marketing communication via Dunia Fantasi's Instagram (@infodufan) have used the usage components of social media 4Cs well to achieve effective marketing communication with 55% of CRI score.

Keyword: *Marketing Communication, Social Media, Instagram.*