

ABSTRACT

The world of beauty in Indonesia is developing rapidly. This makes many cosmetic manufacturers who are looking for innovations to use it by producing cosmetics with natural or organic ingredients. Namo.id is one of the beauty manufacturers that uses organic ingredients as the main ingredients of its products. The development of technology makes Namo.id utilize this by using online media as a place for marketing communication and as a place for buying and selling. Online media makes it easy to deliver information about a company or brand and product. Online media is used by Namo.id as a place to carry out marketing communication strategies because Instagram has many features to suit the target market. This study aims to find out how Namo.id's marketing communication strategy through social media is Instagram using descriptive qualitative research methods and constructivism paradigms. Data separately supporting this research was obtained from a key informant who is the owner of Namo.id, a supporting informant who is a Namo.id social media admin and a supporting informant who is a Namo.id consumer. Namo.id uses marketing communication strategies in the form of message strategies and media strategies as well as utilizing Instagram social media as a place to convey information to the public in visual form on Namo.id's Instagram account.

Key Word: Social Media, Instagram, Marketing Communication Strategy