

ABSTRACT

The rapid evolution, a foodstagrammer in Indonesia now often be invited by some restaurants to promote a lot of food, therefore being a foodstagrammer get an opportunities to do the marketing communication strategy in doing promotion of Café and resto's food. The marketing strategy would follow the digital era where is the marketing strategy can use the analysis of SOSTAC, by looking at the situation, the objectives, the strategy, the Tactics, the Action and the Controlling. Research entitled "Strategy of Marketing Communication on Foodstagrammer in the analysis of SOSTAC (Case study on foodstagram's Account @Caferesto_bdg on period January-April 2016) " aims to find out the marketing communication strategy that has been done by a foodstagrammer. The research method using qualitative case studies. Data obtained through a direct observation, observation by an interview via Instagram's account and using study of literature. The informant on this research is the owner of @caferesto_bdg 's account with another informant who is an active followers from @caferesto_bdg's account. The results of this research shows that there are certain of marketing communication strategy is done by a foodstagrammer before do the marketing communication strategy using the analysis of SOSTAC until It came to the use of the marketing communication strategy using analysis of SOSTAC. Therefore after using the analysis of SOSTAC (Situation, Objectives, Strategy, Tactics, Action and Controlling), a foodstagrammer on the @Caferesto_bdg's account is more detailed to drawing up the communication strategy to promote culinary in Bandung but the results that obtained is still yet to be seen.

Keywords : Marketing Communications Strategy, Instagram, Foodstagram, Case Study