

ABSTRACT

The marketing strategy that is needed by every company to achieve success and is known by the public. What's more, the higher competition in the business world requires every company to do a good marketing strategy. Along with the rapid development of trends in the use of social media, social media is used by various types of companies as one of the marketing media. This trend of using social media uses opportunities by the Tuku Coffee Shop, one of the coffee shops in Jakarta that has been established since 2015. The social media that uses the Tuku Coffee Shop as its marketing media is Instagram. Instagram is a social media application that has the same function as other social media, but Instagram is superior to visual communication and can share images and videos to other Instagram users. This study discusses philosophical aspects, marketing, determining the position and ownership of Instagram social media as an Integrated Marketing Communication strategy. The Researchers concluded that Toko Kopi Tuku was quite good at marketing it on Instagram.

Keywords: Integrated Marketing Communication, Social Media, Instagram