

ABSTRACT

Social media creates an easier way to communicate for its users. Instagram is an social media application where its users can share photos or videos with their followers. Online shop is one of e-commerce that use social media as its marketing communication media strategy platform. RokGaliya is a Micro, Small and Medium Enterprises (MSME) that uses Instagram as its marketing communication strategy platform. RokGaliya's product is long skirt and they sells the it online. The method used in this research is descriptive qualitative method. In this study, the data mining includes primary data and secondary data which were obtained from interviews, observations and also documentation. The paradigm used in this study is the constructivism paradigm. The theories used are Marketing Communication, Internet Marketing Communication, Strategies for Effective Marketing Communication, Social Media, dan Instagram. The author wants to find out more about the message and media strategy undertaken by RokGaliya. In this study, RokGaliya takes role as the object of research and its Instagram account as a marketing communication medium. The conclusion is RokGaliya has been able to maximize utilization of its Instagram account as its marketing communication medium effectively. It was done by doing message strategy, such as creating the content and creative forms of communication message, and also doing media strategy, such as media selection and consumer gaps.

Keywords: *Social Media, Instagram, Marketing Communication Strategies*