

ABSTRACT

This research is a qualitative study to discuss the Mischief Denim brand marketing communication strategy on Instagram social media. The focus of this research is to analyze the marketing communication strategy carried out by the Mischief brand in marketing using Instagram social media to launch an increasingly increasing age development to attract more consumer audiences. In this research, promoting the communication strategy for Mischief Denim Instagram social media marketing. The purpose of this study was to provide conclusions about the application of Mischief Denim communication strategy and the benefits obtained if the strategy was applied to Mischief Denim. This study uses descriptive qualitative. The data analyzed is the result of interviews with store managers, consumers, and followers from Mischief Denim. The result of this research is that Mischief Denim has carried out various aspects in the marketing communication strategy of the message strategy and media strategy. Of all the marketing communication strategies carried out by Mischief Denim, there arose consumer buying interest in the product.

Keywords: Marketing communication strategy, Benefits of marketing communication strategies, social media, Instagram.