

## ABSTRACT

The development of fashion or fashion styles in Indonesia is currently experiencing a pretty good development, fashion styles are currently being loved by the younger generation, this has a good impact on the clothing industry in Indonesia, as evidenced by the existence of fashion styles today that have spawned many businesses. which is called clothing, from the birth of Clothing in Indonesia, local Indonesian brands were also born and gave birth to quality products at affordable prices, with this local brand being the center of attention to present the style of clothing typical of young people with various kinds of uniqueness. In this 4.0 era, almost all forms of activity will coexist with online activities, one of the online activities that is carried out is using Instagram social media as a marketing communication strategy. Indonesia, is a country with the 5th largest Instagram users in the world, therefore this opportunity is utilized by one of the clothing from Serang City, Banten, namely Gozeal Store. They actively carry out marketing communication activities by utilizing Instagram social media, the Instagram Gozeal Store social media account itself has the highest number of followers among other competitors in Serang City. This is what underlies this research, how is the marketing communication strategy carried out by Gozeal Store using Instagram. In this study, the theory is marketing communication with components of media strategy and message strategy from Mahmud Machfoedz, the research method uses a qualitative descriptive approach. In the media strategy, Gozeal chose Instagram and a message strategy with creative forms accompanied by transformational appeal and informational appeal.

***Keywords: clothing, communication strategy, Instagram, messaging strategy, media strategy.***