

ABSTRACT

Sanggar Gia is a business that engaged in wedding organizer services. Currently, Sanggar Gia is facing the declining sales due to lack of marketing communication. The promotions carried out by Sanggar Gia only rely on word of mouth marketing communications. By following the developments of technology, Sanggar Gia tried to promote their business through social media "Instagram", but still no one knows about the existence of Sanggar Gia's Instagram. Therefore, Sanggar Gia needs the right marketing communication strategy on Sanggar Gia's Instagram. The method used in this final project is the Quantitative Strategic Planning Matrix (QSPM). Based on the IFE matrix analysis, a total score of 2,904 was obtained, while the EFE matrix analysis obtained a total score of 3,003. The results of the IE matrix are in quadrant II, which means that Sanggar Gia's strategic position is in the Grow and Build position, which means that the company's condition is growing and developing. The SWOT matrix produces 6 alternative strategies that can be chosen by Sanggar Gia. Based on the QSPM matrix, the prioritized alternative strategy is to optimally utilize Instagram's features and create interesting content equipped with a watermark on each post with a TAS score of 6,046. Then the implementation of the chosen strategy will be applied on Sanggar Gia's Instagram, as well as an assessment of other account users using the Attention Interest Search Action Share (AISAS) model to determine the effectiveness of Sanggar Gia's Instagram.

Keywords : *Strategy Marketing Communication, Social Media Instagram, QSPM Method, AISAS Model.*