

ABSTRACT

Eboni Watch is a local wooden watch brand launched by Afidha Fajar Adhitya in 2014 which has successfully won three awards at the Indonesia Good Design Selection event organized by the Ministry of Industry, namely good design, best 20 and people's choice. Not only getting an award at the national event, Eboni Watch also won an award in the international class in Taiwan, namely the Golden Pin Award 2020 for its Eboni Cakra product. With the aim of research describing the message strategies and media strategies used by Eboni Watch to provide information and market their products using Instagram as a marketing communication tool. This research was conducted using qualitative research methods with a descriptive approach that collected data through interviews, observations, documentation, and literature studies. The theoretical basis used in this study is the marketing communication strategy of Mahmud Machfoedz (2010) which focuses on message strategies and media strategies. Based on the results of research and discussion in the strategy of message content, Eboni Watch uses the caption and hashtag features as well as for the creative form of the message, Eboni Watch pays attention to the arrangement of feeds and creates interactive content by utilizing Instagram stories. For the media strategy in selecting the media, Eboni Watch chose social media Instagram for its main media and took advantage of prime time to post content on its Instagram account so that the information disseminated could reach the target audience optimally and use the comments column and direct messages to interact with their audience.

Keywords: *Marketing communication strategy, social media, instagram*