

ABSTRACT

Marketing communication strategy can be interpreted as an effective tool to get closer to consumers (Kotler & Keller, 2012). This study describes IDMARCO's e-commerce marketing communication strategy as the first e-commerce in Indonesia that focuses on selling wholesale goods with analysis on social media Instagram. This study uses a qualitative method with a descriptive research type, the paradigm used is the Post-Positivistic paradigm. The researcher uses the concept of Marketing Communications Mix by Kotler & Keller (2006). Data collection techniques used in this study were through interviews, observation, and document studies. The results achieved in this study are the IDMARCO company using advertising as a tool to find content on Instagram using the Instagram advertising feature. Then the IDMARCO company also uses PR and publicity activities as an effort to shape consumer perceptions.

Keywords: *E-commerce IDMARCO, Marketing communications mix*