

## ABSTRACT

*A business actor in running his business, both from the business actor himself and the company, needs to make a draft plan and implement marketing communications in promoting products or services to a predetermined target market because currently business people are facing tough competition, especially since the emergence of the Covid-19 pandemic. Social media is one aspect of the media that has a major role in the application of marketing communications. The purpose of this study is to explain Omme Events' digital marketing communication strategy through Instagram social media in building public awareness in the pandemic era. This research focuses on marketing communication strategies through Instagram Omme Events social media related to overall situation analysis, objectives, strategies, tactics, actions and controls. This study also uses the reference to SOSTAC Theory by Dave Chaffey and PR Smith in the book Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. The research method used is descriptive qualitative accompanied by an interpretive paradigm. The results obtained that Omme Events has implemented digital marketing communications through content with reference to SOSTAC Theory including situation analysis, objectives, strategies, tactics, action and control.*

**Key Words: Marketing Communication, SOSTAC Theory, Social Media.**