

ABSTRACT

In this pandemic and digital era, people tend to do businesses by online. Jojonomic Company is a startup company who just started their business. Their business is focusing on HR systems, systems that made to simplify others company job. Jojotimes is one of system that been created by Jojonomic. Jojotimes is an online attadance system that can be access from your mobile phone. Since the beginning of Jojonomic was made, they used digital marketing. One of social media that been used by Jojonomic for marketing is Instagram. As we know, Instagram is the most used social media nowadays. Author do this research to analyze how the marketing communication strategy that been used by Jojonomic Company on selling Jojotimes product through Instagram. This research is using qualitative method, the strategy of this research is focusing on the message strategy and media strategy, and this research is focusing on how marketing communication strategy of Jojonomic Company on selling Jojotimes Product through Instagram.

Keywords: Instagram, Marketing Communication Strategy, Digital and Pandemic Era