

ABSTRACT

Tarsius Shoes is an online shop during the Covid-19 pandemic and utilizes Instagram as a medium for marketing communications to sell and market local shoes brands. The theory of integrated marketing communication (IMC). The theories are Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing, and Event Sponsorship. The method used in this research is a qualitative method

From the results of research on it can be concluded that Tarsius Shoes, in conducting marketing communications through advertising, marketing collaboration with local influencers, monthly sales promotion, public relations to improve brand image, personal selling which applies value to reseller, direct marketing to maximizes the DM feature, event sponsorship by taking part in an event which markets through Instagram

Keywords : Utilization of Marketing Communications, Social Media, Instagram, Local Brand Shoes