

ABSTRACT

Fitry Hijab employs integrated marketing communication techniques such as social media. This is done in order to increase the sales of Fitry Hijab products. To accelerate the branding of Fitry Hijab, advertising is done in a modernised manner using various digital photography methods. The research is guided by Kotler and Keller's (2016:179) theory, which states that marketing communication is a tool used by businesses to inform, persuade, and remind consumers directly or indirectly about the products being traded. According to the findings of this study, Fitry Hijab uses modernization of advertising to accelerate the product's branding. Sales acceleration can be accomplished through modern promotion using startup applications and social media. The researcher's conclusion is that the founder uses Instagram to accelerate marketing, with giveaways as an engagement step to attract customers. This has the potential to significantly boost accelerated sales.

Keywords : Advertising, Instagram, Marketing.