

## **ABSTRACT**

*Abstract The purpose of this study is to see how the influence of the Lalana Social Space Marketing Communication Strategy Through Instagram @Lalana.Space. In this study, researchers used descriptive qualitative research methods. Generating a systematic picture based on accurate facts is the goal of descriptive research. The results of this study are that Lalana's Marketing Communication Strategy has been going quite well, because the AIDDA marketing model has been implemented and has been fulfilled. Utilization of Instagram and its features are enough to fulfill AIDDA elements. Instagram social media is used as a marketing medium and delivery of information to consumers and target markets. Activities, promos, or programs have been well conveyed via Instagram Lalana. Almost all features on Instagram have been used by Lalana for her marketing media.*

**Keywords :** *Strategy; Communication.*