

ABSTRACT

e-Commerce is an abbreviation of the word electronic commerce or may be interpreted as electronic commerce. With the many forms of e-Commerce and the increasing percentage of e-Commerce and transaction value in Indonesia, indeed marketing communication strategy is a necessity aspects. Sociolla is also one of the e-Commerce that utilizes marketing communication strategies through social media Instagram, by actively doing marketing activities through feed and story features on social media Instagram. This study was also conducted to find out how Sociolla's marketing communication strategy on its Instagram account affects the loyalties of consumers who shop at e-Commerce Sociolla. The methods of research carried out are quantitative methods as well as exploratory methods of research. The results of the study can be concluded that Marketing Communication Strategy has a significant effect on Brand Loyalty with a coefficient of determination of 49.6% proving that Marketing Communication Strategy has an effect on Brand Loyalty by 49.6% while the rest is 50.4% were obtained by other variables not studied in this study.

Keyword: Marketing Communication Strategy, Brand Loyalty, Sociolla e-Commerce