

ABSTRACT

In the situation of COVID-19 outbreak until now, many people are susceptible to disease, thus making concern for health increase. This has created a new lifestyle that can be called a healthy lifestyle. Now, variants of diet food are increasing, one of which is in the form of healthy snacks with ingredients such as multi-grains, high fiber, low calories, and the like. Seeing the above phenomenon, business opportunities about healthy living are also increasing. Various health-focused brands are trying to innovate in marketing their products using social media with marketing strategies that attract people's attention. Knowing the communication strategy by ppuff! healthy snack in increasing brand engagement through Instagram social media. The method used in this research is descriptive qualitative with an interpretative approach. The research results of this study are that the product "ppuff!" healthy snack has utilized Instagram as one of the marketing media used, this supports the objectives of this study, namely knowing the communication strategy by "ppuff!" healthy snack in increasing brand engagement through social media especially Instagram. This is supported based on the data obtained by researchers using the in-depth interview method with sources so that details in obtaining research answers. The content presented by the "ppuff!" Instagram account is concluded that it really needs an effective communication strategy to increase brand engagement. Expert informants provide many suggestions for increasing brand engagement through the "ppuff!" healthy snack Instagram social account.

Keywords: Strategy Communication, Social Media, Instagram.

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