

ABSTRACT

The development of the F&B world in Indonesia is currently soaring, even in the midst of the covid-19 pandemic. Therefore, it requires them to continue to design significant marketing communication strategies to target their targets in order to carry out effective marketing communications. Social media is currently developing quite rapidly many F&B business actors choose Social Media in promoting. Locomotive Resto & Cafe is one of the many business actors who choose social media, especially Instagram, in implementing its marketing communication strategy, because users from Instagram are the target market of Locomotive Resto & Cafe. Instagram was chosen because there are many features that can be used to promote. This research was conducted to find out an effective marketing communication strategy using a theory from Machfoedz (2010,p.28). Meet qualitative research with an executive approach and use interpretive paradigms. Research data was obtained from two key informants and one expert informant, observation and documentation. Based on the research results, locomotive Resto & Cafe has made effective use of Instagram social media in implementing message and media strategies, especially in conveying very interesting forms of promotional information to offer.

Keywords : Marketing Communications strategy, Social Media, Instagram