

ABSTRACT

This study aims to analyze the use of Marketing Public Relations in using social media Instagram carried out by MPR Gianni Wardrobe. This research uses the theory of marketing public relations strategy with the concept of Three Ways Strategy, namely Pull Strategy, Push Strategy, and Pass Strategy (Thomas L. Haris 1991). This research uses a descriptive qualitative approach, which is a research method used to research on natural object conditions. Where the researcher is the key instrument. The data in the study were collected through interviews with informants, then researchers observed Gianni Wardrobe's MPR practitioners through their Instagram social media, and collected documentation in the form of pictures or writings. The results of this study indicate that the utilization of marketing public relations through Instagram social media is quite influential in getting public attention to know the Gianni Wardrobe store. The efforts made by MPR from educating its products and consumer confidence by utilizing social media Instagram have been successfully carried out effectively.

Keywords: *Gianni Wardrobe, Instagram, Muslim Fashion, Marketing Public Relations*