

ABSTRACT

The phenomenon of digital integrated payments is starting to be widely used by MSMEs in Indonesia. This is motivated by the pattern of activities of the Indonesian people who are now increasingly adaptive to online shopping and transacting activities. Of course, this phenomenon is well utilized by the organizers of digital payment applications, one of which is SooltanPay owned by PT. Telkom Indonesia Tbk. Even though it is relatively new, the existence of SooltanPay as a digital payment provider application is starting to know a lot, especially on the Instagram platform, this is certainly inseparable from the broadcast marketing communication. Through this, this research aims to research marketing communication activities carried out by SooltanPay on Instagram social media. Research is carried out with qualitative, descriptive methods with data collection through interview, observation, and documentation techniques and analyzed through Miles and Hubberman analysis techniques. The results of the study found that the marketing communication activities carried out by SooltanPay were appropriate even though it was found that the electronic word of mouth spread on this brand was negative. It is also related to the comments available on SooltanPay's Instagram.

Keywords : Integrated Marketing Communication, Digital Payment Applications, Instagram