

ABSTRACT

This study aims to analyze the strategy of marketing communication activities carried out by 1994 Coffee and Creative Space through the use of Instagram social media. This study used a qualitative method with data collection techniques through in-depth interviews and observation. The results of the study show that 1994 Coffee and Creative Space have successfully utilized Instagram social media as a means to promote their products and services, increase interaction with customers, and build a positive brand image. The strategies undertaken include using attractive visual content, using relevant hashtags, and active interaction with Instagram users..

Keywords: Marketing communication strategy, Social Media Instagram, Utilization of social media, Branding