

ABSTRACT

In the middle of Jakarta's culinary businesses variety, there is a Pontianak based restaurant called Raja Uduk that opened an outlet in Tebet, South Jakarta. For a restaurant that highlighted Nasi Uduk as their main product, Raja Uduk Jakarta has to compete with other nasi uduk sellers with a diverse of concept and price points all around the city. This research studies the use of Instagram on Raja Uduk Jakarta's marketing communication strategy with a qualitative method through observation on @rajaudukjakarta Instagram account and also interviews with the owner of Raja Uduk, the marketing division of Raja Uduk, and the consultant of Raja Uduk Jakarta. It is found that Instagram is used as one of the main tools in Raja Uduk Jakarta's marketing strategy to reach brand awareness and to gain new potential customers. The research result shows that Instagram is a significant as a communication medium between companies to their customers that is very convenient and effective.

Keyword: Marketing Communication, Marketing Communication Strategy, Instagram