

## Komunikasi pemasaran Cotton Ink di Instagram = Marketing communication Cotton Ink on Instagram

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### Abstrak

[<b> ABSTRAK</b><br>Fenomena komunikasi pemasaran di media sosial Instagram menjadi hal yang menarik untuk diamati. Para pelaku bisnis memanfaatkan Instagram untuk memperkenalkan produknya kepada masyarakat yang lebih luas. Dalam jurnal ini, peneliti akan mengamati merek lokal COTTON INK yang bergerak dalam bidang fashion dan melakukan komunikasi pemasaran melalui Instagram. Tujuan dari penelitian ini adalah untuk mengetahui alasan COTTON INK memilih Instagram sebagai sarana dalam komunikasi pemasaran dan memaparkan strategi-strategi komunikasi apa saja yang digunakan COTTON INK. Penelitian ini dilakukan dengan metode kualitatif melalui analisa teks dari akun Instagram @cottonink dan website COTTON INK [www.cottonink.co.id](http://www.cottonink.co.id). Berdasarkan penelitian yang dilakukan, COTTON INK memilih menggunakan Instagram karena merupakan media sosial yang efektif dengan fitur-fitur pendukung yang sesuai dan banyak digunakan oleh masyarakat Indonesia. Strategi komunikasi pemasaran yang dilakukan COTTON INK adalah membangun persepsi dan citra merek yang kuat dengan melakukan endorsement secara gencar. COTTON INK juga selalu menonjolkan kualitas pelayanan dan inovasi di dalam komunikasi yang dilakukan. Selain itu, COTTON INK membangun keterikatan dan loyalitas konsumennya melalui fitur hashtag #youxcottonink. Hal-hal tersebut dilakukan dengan tujuan untuk membangun kredibilitas, kepercayaan, dan menempatkan mereknya sebagai top of mind untuk merek lokal Indonesia.<hr>

<b>ABSTRACT</b><br>Marketing communications phenomenon on social media Instagram has been an interesting thing to observe. The businesses utilize Instagram to introduce their products to the wider community. In this journal, researchers will observe local brand COTTON INK that is engaged in fashion and marketing communication via Instagram. The purpose of this study was to determine the reason behind COTTON INK choose Instagram as a tools of marketing communications and expose communication strategies they used. This research was conducted with qualitative methods of text analysis on Instagram account @cottonink and website COTTON INK [www.cottonink.co.id](http://www.cottonink.co.id). Based on the research conducted, COTTON INK choose to use Instagram as an effective social media with features that support appropriate and widely used by Indonesian People. COTTON INK strategy undertaken in shaping perceptions and strong brand image by performing a vigorous endorsement. COTTON INK also always accentuate the quality of service and innovation in the communications made. Additionally, COTTON INK build engagement and customer loyalty through #youxcottonink hashtag feature. Those things are done in order to establish credibility, trust, and put the brand as a brand top of mind for local Indonesian.;Marketing communications phenomenon on social media Instagram has been an interesting thing to observe. The businesses utilize Instagram to introduce their products to the wider community. In this journal, researchers will observe local brand COTTON INK that is engaged in fashion and marketing communication via Instagram. The purpose of this study was to determine the reason behind COTTON INK choose Instagram as a tools of marketing communications and expose communication strategies they used. This research was

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