

ABSTRAK

Dalam dunia bisnis, digitalisasi kini sering diterapkan di berbagai bidang baik operasional, keuangan maupun pemasaran. Aktivitas *digital marketing* terus dikembangkan melalui berbagai platform khususnya sosial media. Berbagai macam platform media sosial dapat dimanfaatkan sebagai media digital marketing, salah satunya adalah Instagram. Tingginya angka pengguna Instagram membuka peluang bagi para pelaku bisnis untuk melakukan pemasaran digital yang lebih efektif dan efisien melalui akun Instagram. Penelitian ini bertujuan untuk mengetahui bagaimana strategi *digital marketing* pada akun Instagram @luino_bali. Penelitian ini menggunakan metode deskriptif kualitatif dengan sumber data yang diperoleh dari hasil wawancara, observasi dan dokumentasi. Hasil penelitian ini menyatakan bahwa berdasarkan lima indikator dalam digital marketing, yaitu *Accesibility*, *Interactifity*, *Entertainment*, *Credibility* dan *Informativeness*. Strategi yang dilakukan oleh Luino Bali telah sesuai. Pada indikator *Accesibility*, luino memberikan akses informasi dengan jangkauan lebih luas secara organik dan melalui meta ads. Kemudian *interactivity* yang terjadi melalui posting promo, *event* BOGO, *give away*, dan *Q & A*, kemudian konsumen dapat memberi *feedback* melalui komen ataupun *direct message*. Selanjutnya, luino memberikan *entertainment* melalui postingan lucu yang sedang viral dibalut dengan promosi. Pada indikator *credibility*, Luino membuat postingan testimoni dan berkolaborasi dengan KOL. Kemudian pada indikator *Informativeness*, Luino memberikan informasi secara lengkap melalui Instagram terkait produk, harga, kualitas, promo serta *link* pembelian.

Kata Kunci : Digital Marketing, Media Sosial, Instagram.

ABSTRACT

In the business world, digitalization is now commonly applied in various fields such as operations, finance, and marketing. Digital marketing activities continue to be developed through various platforms, especially social media. Various types of social media platforms can be utilized as digital marketing media, one of which is Instagram. The large number of Instagram users opens up opportunities for business players to carry out more effective and efficient digital marketing through Instagram accounts. This study aims to examine the digital marketing strategy on the Instagram account @luino_bali. This research uses a qualitative descriptive method, with data sources obtained from interviews, observations, and documentation. The results of this study indicate that based on the digital marketing indicators, that is concluded of five indicators in digital marketing: Accessibility, Interactivity, Entertainment, Credibility, and Informativeness the strategy implemented by Luino Bali is in line with them. In the Accessibility indicator, Luino provides information access with wider organic reach and through Meta ads. Then, interactivity occurs through promotional posts, BOGO events, giveaways, and Q&A sessions, where consumers can provide feedback through comments or direct messages. Furthermore, Luino offers entertainment through funny, viral posts wrapped in promotional content. In the Credibility indicator, Luino posts testimonials and collaborates with KOL. Lastly, in the Informativeness indicator, Luino provides complete information on Instagram regarding products, prices, quality, promotions, and purchase links.

Keywords: Digital Marketing, Social Media, Instagram