

ABSTRAK

DIGITAL MARKETING MELALUI MEDIA SOSIAL PADA AKUN INSTAGRAM @Secondatebeauty (Analisis Deskriptif Kualitatif Media Sosial sebagai media promosi pada akun Instagram @Secondatebeauty)

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ABSTRAK : Di era Industri 4.0 saat ini tengah mengalami pengembangan teknologi digital melalui platform media sosial seperti Instagram dan aplikasi yang mendukung adanya platform belanja online, dengan adanya tren e-commerce memudahkan user dalam mengakses media sosial. Penelitian ini bertujuan menganalisis penggunaan digital marketing melalui media sosial, khususnya Instagram, pada akun @secondatebeauty. Peneliti menggunakan pendekatan deskriptif kualitatif dengan paradigma konstruktivisme, penelitian ini fokus pada Digital marketing melalui konten promosi untuk membangun interaksi sosial dan hubungan dengan followers. Peneliti mengkaji strategi seperti Interactive Marketing, One-to-One Marketing, dan E-Marketing, dengan memanfaatkan fitur Instagram seperti Feed, Reels, dan Stories. @secondatebeauty konsisten menyajikan konten bertema ceria dengan warna lembut melalui foto dan video yang menarik perhatian konsumen. Hasilnya, pendekatan ini dinilai efektif dalam menarik dan mempertahankan minat konsumen.

Kata Kunci : Digital Marketing, Media Sosial, Instagram

ABSTRACT

Digital Marketing via Social Media on the Instagram Account

@Secondatebeauty

(A Qualitative Descriptive Analysis of Social Media as a Promotional Tool on the Instagram Account @Secondatebeauty)

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ABSTRACT: In the current era of Industry 4.0, digital technology is rapidly evolving through social media platforms like Instagram and applications that support online shopping platforms. The e-commerce trend has made it easier for users to access social media. This study aims to analyze the use of digital marketing via social media, specifically on the Instagram account @secondatebeauty. Using a qualitative descriptive approach within a constructivist paradigm, the research focuses on digital marketing through promotional content to build social interaction and relationships with followers. The study examines strategies such as Interactive Marketing, One-to-One Marketing, and E-Marketing, leveraging Instagram features like Feed, Reels, and Stories. @secondatebeauty consistently presents cheerful-themed content with soft colors through engaging photos and videos that captivate consumers. As a result, this approach is considered effective in attracting and retaining consumer interest.

Keywords: Digital Marketing, Social Media, Instagram