

Strategies for Utilizing Instagram as a Digital Marketing Communication Media in Samudera Kuphi Medan Coffeshop

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Abstract

The coffee trend is currently global and there are many coffee shops in various regions, including the city of Medan. Where the Samudera Kuphi Medan Coffee shop is one of the most popular coffee shops among the people of Medan today. Samudera Kuphi Medan is always crowded with young people, adults, men and women, especially from 14.00 to 24.00 WIB. every day. The purpose of this study is to find out what strategies are used by Samudera Kuphi Coffee shop Medan and what factors are the obstacles in using Instagram as a digital marketing communication medium. This research uses descriptive qualitative research method. The results showed that the strategy for using Instagram's social media through posting photos, stories and video content did not generate a large number of followers, but judging by the number of visitors to the Samudera Kuphi Coffee shop Medan, it had succeeded in increasing the number of visitors every day, especially at night. The inhibiting factor in carrying out the Instagram utilization strategy carried out by Coffee shop Samudera Kuphi Medan has almost no obstacles, it can be seen that with uploads made by the admin of the Instagram account, Coffee shop Samudera Kuphi Medan is able to attract every visitor. Although it does not generate followers from uploads that have been made with topics presented on Instagram @samudrakuphi

Keywords:

Strategy, Digital Marketing Communication