

ABSTRACT

The creative industry in Bandung is growing very rapidly, especially in the fashion industry, Forever Young Crew is one of the form entering in the fashion industry that provides finished products of shoes, shirts, jackets, and etc, the amount of competition among industrial enterprises demand marketing communication strategy for promotion, this form of marketing communication strategy not only in offline form but online, marketing strategy of digital marketing can use SOSTAC analysis (Situation, Purpose, Strategy, Tactic, Action and Control), apply media social instagram as a promotional medium is now already used by the creative industry. This research focused on marketing communication strategy with utilization of social media instagram by Forever Young Crew in deliver message of promotion to be conveyed to the audience.

This research used descriptive qualitative methodology and using constructivism paradigm. This research data was obtained from 2 main informants from Forever Young Crew and 1 supporting informant from communications expert as lecturer, library study, audio and visual documentation. Based on research result that Forever Young Crew uses several communication strategies ranging from the application of SOSTAC (Situation, Objectives, Strategy, Tactics, Action and Control), then Communication Strategy such as promotion with the use of social media instagram for product products in the form of visual and message.

Keywords: Creative Industry, Marketing Communication Strategy, SOSTAC, Instagram.