

ABSTRACT

Marketing Communication is a step that have strong impact to company's goals. Along with development of technology, economic, and market that getting forward more competitive. So, using social media as marketing communications media is need to reach target market. Internet is one of media that chosen by many companies in order to promote products, one of social media is Instagram. Trend of using Instagram used as the opportunity as strategy of marketing communication by KOZI, a coffee shop from Bandung since 2015 and have four different location in Bandung. This research aims to explain marketing communication strategy which are message strategy and media strategy used by KOZI via Instagram. This research used qualitative a study case descriptive method. This research found that are several strategy of messages and strategies of media used by KOZI in marketing communication through Instagram @kozi.coffee.

Keywords: *strategy of marketing communication, social media, and instagram*