

ABSTRACT

The West Java province is a region that has great potential for ornamental plants or flowers because there are many highlands in West Java province, one of them is Bandung. Florash is a brand that is engaged in the creative industry specializing in picking flowers taken directly from flower plantation distributors in Bandung. The more advanced technology and the flow of globalization make Florash take advantage of the opportunity to use online media as a medium of marketing communication and buying and selling transactions. The presence of online media also facilitates the dissemination of information about a brand and also information about the prices of the products offered. Florash chose to use Instagram social media because of the many features that provide convenience and comfort for Instagram users to access information and interact with fellow Instagram users. This study aims to find out and analyze how the marketing communication strategy used by Florash through Instagram social media and find out the effective marketing communication strategies in the form of message strategies and media strategies. This study uses descriptive qualitative methods and uses the constructivism paradigm. The research data were obtained from two main informants from the Florash side, one expert informant in the fields of content and social media, literature studies, audio, and visual documentation. Based on the results of the study, Florash has implemented message strategies and media strategies and utilized Instagram social media to convey information about their products in visual form.

Keywords: *Instagram, Social Media, Marketing Communication Strategy.*