

ABSTRACT

Clothes, pants, hats, and others are human need in life. Now, there are various fashion companies that dominate what is known as the fast fashion business. Fast fashion is a fashion mode that is made cheap, and a trend that runs short term. But now consumers are starting to realize the impact of clothing manufacturing to environment. So that the concept of slow fashion which is contrary to the concept of fast fashion was formed to reduce the problem of environmental pollution. This research discusses the marketing communication strategy by IAMECCU as a sustainable fashion brand on Instagram social media using qualitative research methods. This research uses the concept of marketing communication strategy by Machfoedz which consists of message strategy and media strategy. The results are In the message strategy, IAMECCU determines the purpose of the message to be conveyed to the audience, as a sustainable fashion brand and using rational and emotional appeal. IAMECCU uses Instagram as a marketing platform because Instagram is the right platform for its target audience, and uses the consumer gap to get the maximum response from the audience, besides that IAMECCU also uses features on Instagram for businesses that help it run an effective marketing communication strategy.

Keywords: *marketing strategy, instagram social media, sustainable fashion, message strategy, media strategy*