

ABSTRACT

This study discusses the use of Instagram as a marketing communication medium carried out by Capella.apps. This research uses the concept of marketing communication elements according to Priansa (2017) which includes advertising, direct marketing, sales promotion, personal selling, interactive marketing, and public relations. In addition, the researcher also uses the concept of Instagram features and content according to Helianthusonfri (2020) which includes the Instagram stories feature, Instagram feeds feature . Instagram Highlight feature, offer content, question and answer content, poll content, educational content, review content, testimonials, quizzes, entertainment, live Instagram, and content from followers. The data collection of this research was carried out by means of interviews, observations and data collection with documents. The results of this study concluded that Capella apps carry out marketing communication activities such as advertising activities using Instagram and Facebook Ads, carried out direct marketing activities only through posting Instagram stories and feeds because Capella apps is an online shop that only relies on Instagram as a sales and marketing medium, carried out sales promotion activities by creating soft selling content, makes personal sales only through Instagram, but not a few Capella.apps consumers also invite their friends to buy Netflix at Capella.apps, do interactive marketing activities using Instagram Ads and create soft selling content on their account Instagram, carries out public relations activities by handling complaints given by customers as well and as quickly as possible. In addition, to maintain their image. Capella.apps usually asks questions about how consumers perceive Capella.apps? The results of these answers can be used as evaluation material for Capella apps to be better in the future. Capella apps also take advantage of all Instagram features and create all Instagram content, according to Helianthusonfri (2020). The form of uploaded content is adjusted to the needs and preferences of Capella apps customers. These Instagram features and content are able to help capella.apps to carry out marketing communication activities on their Instagram accounts.

keywords: Capella.apps, Instagram features and content, Marketing communications