

## **ABSTRACT**

*Marketing communication is one of the strategies for business people to develop their business in the digital world. This study aims to find out and describe how Tami Yakitori's marketing communication strategy through Instagram social media. This research uses descriptive qualitative research methods, with an interpretive paradigm. This research data collection technique was carried out through interviews, observation, and documentation. The results of this study show that marketing communication carried out by Tami Yakitori at the planning stage of the message strategy, Tami Yakitori designed the content of communication information and the creative form of messages by making adjustments to the target market first. As well as at the media strategy stage, Tami Yakitori utilizes Instagram social media as the main media by optimizing prime time for content publication time. However, the use of social media by Tami Yakitori is still not extensive and maximal, so it has not implemented marketing strategies effectively. Based on this research, researchers gave advice to Tami Yakitori to reach a wider audience than by using various other social media platforms, so as to provide opportunities for Tami Yakitori to develop following digital*

**Keywords:** *Marketing Communication, Strategy, Instagram, Tami Yakitori*