

ABSTRACT

The advancement of digital technology has encouraged businesses to utilize social media as a strategic marketing tool. Batik Kenarie, a local batik business based in Sukabumi City, uses Instagram as a platform to promote its products. However, despite being active on Instagram, audience engagement still needs improvement. This study aims to planning a social media marketing for Batik Kenarie using a descriptive qualitative approach. Data were collected through participatory observation, structured interviews, and documentation, and then analyzed based on the 4C concept in social media marketing (Context, Communication, Collaboration, and Connection). The findings indicate that Batik Kenarie has utilized Instagram features fairly well, yet improvements are needed in terms of visual design consistency, data-driven communication strategies, broader collaboration efforts, and more active use of consumer feedback. The proposed marketing strategy is expected to enhance audience engagement and strengthen long-term relationships with consumers through social media.

Keywords: (marketing planning, social media, Instagram)