

ABSTRACT

A PRODUCT SELLING PROMOTION STRATEGY IN INSTAGRAM SOCIAL MEDIA (A Study on Gloshop_Stuff Instagram Account)

Many social media users grow new interests, and namely is promotion. The superiority promotion in Instagram is wide coverage because Instagram uses online facility and connected any time. The objective of this research was to describe promotion strategy conducted by Gloshop_Stuff through Instagram.

This research used e-WOM (Electronic Word of Mouth) theory and used descriptive qualitative method. Informant were owner of Gloshop_Stuff, administrator of Gloshop_Stuff, 5 customers of Gloshop_Stuff and 1 reseller of Gloshop_Stuff. Data were collected with deep interview, documentation and literary study.

The results showed that (1) promotion strategies included business promotion, trade promotion, sales force promotion and consumer promotion; (2) in drawing customers, Gloshop_Stuff used method of SFS (Shout For Shout), by using customers who recommend their product, uploading original photo, having good attitudes in serving customers, endorsing selebgram (Instagram celebrity) immediate replying messages from customers and broadcasting messages; (3) Gloshop_Stuff attracting resellers by providing cheaper prices; (4) having promotion through Instagram was commonly considered to be effective by Gloshop_Stuff in selling its products;

Keywords: promotion strategy, Gloshop_Stuff, Instagram