

Marketing Strategy Through Social Media

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Abstract. Social media networks or new media are one of the most widely used communication media by all people or the wider community today. The purpose of this study is to analyse marketing communication through social media. This research used descriptive method, to present a complete picture of the situation related to several situations of variables examined. The results revealed that marketing communication using social media has an effect on consumer interest in buying goods offered through social media such as marketing conducted by Instagram social media most frequently visited by people today. This study discusses the marketing strategies that are involved in social media instagram. These results make social media one of the suitable media to deliver a marketing communication. So that this marketing technique is expected to help online sellers in managing their business. This marketing technique has more real time advantages in serving customers to invite more customers to develop online businesses that have been built.

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