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ABSTRACT

Dizoom Studio uses Instagram social media to increase sales by using a content strategy and features arranged in an automotive plan. The purpose of this study is to determine the extent to which Dizoom Studio uses Instagram's features as a tool in creating content in increasing sales.

Researchers use a theory that can support this research, namely the theory of New Media. The basic theory used in this research is communication theory, marketing communication theory, marketing mix theory, interactive marketing communication theory, digital marketing theory.

The research paradigm used by researchers is Post-positivism because this research is a real event. The method used is a qualitative research method with a data engineering process through interviews from several related sources, using a qualitative descriptive design.

The results of this study are in planning, the use of up to the results obtained by Dizoom Studio from Instagram itself is very influential on increasing sales of Dizoom Studio in accordance with the data that researchers have described by using and utilizing Instagram features very well and interactive and compiling a A well-conceptual editorial plan for Instagram content makes Dizoom Studio really make Instagram a tool in marketing communications.

Keywords: New Media, Marketing Communication, Social Media