

ABSTRAK

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**“Aktivitas Promosi Jasa Perawatan Premium Sepatu Shoes and Care melalui Media Sosial Instagram dalam Meningkatkan Jumlah Konsumen Tahun 2017”
Tahun Skripsi 2018**

104 Halaman + 15 Lampiran + Daftar Pustaka : 28 Buku + 8 Sumber Internet

Shoes and Care adalah salah satu pengebrak bisnis UMKM di bidang jasa perawatan premium sepatu pertama di DI Yogyakarta dan bahkan di Indonesia. Keberhasilannya menjadi sebab banyak UMKM yang ikut membangun bisnis sejenis dan menjadikan mereka sebagai kompetitor Shoes and Care. Aktivitas promosi Shoes and Care bermula pada media *online*. Namun seiring berjalannya waktu diketahui bahwa Instagram yang memegang andil dalam aktivitas promosi *online* mereka. Skripsi ini menggunakan jenis penelitian deskriptif kualitatif. Dalam upaya mengumpulkan data, penulis menggunakan teknik wawancara dan dokumentasi.

Hasil penelitian dari skripsi ini menunjukkan bahwa aktivitas promosi melalui Instagram yang mereka lakukan sudah berjalan dengan efektif. Dilihat dari perbandingan interaksi dan jumlah *followers* Instagram Shoes and Care dengan media sosial mereka yang lainnya. Bentuk aktivitas promosi yang paling sering diunggah di Instagram adalah Promosi Penjualan (*Sales Promotion*). Sedangkan, hingga saat ini *Direct Marketing* belum pernah mereka terapkan di Instagram dikarenakan fiturnya yang kurang memadai. Faktor-faktor yang mendukung Shoes and Care dalam melakukan promosi online antara lain *low cost*, interaktivitas, dan interaksi sosial

Kata Kunci : Media Sosial, Instagram, Promosi Online, Aktivitas Promosi Online

ABSTRACT

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“Promotion Activities of Premium Shoes Treatment Service *Shoes and Care* to Increase The Amount of Consumers on 2017”

Year of Published 2018

104 Pages + 15 Attachments + Bibliography : 28 Books + 8 Internet Sources

Shoes and Care is the first Micro, Small, and Medium Enterprises (SMEs) of premium shoes treatment service business in Special Region of Yogyakarta and even in Indonesia. Their success becomes the cause of new businesses on premium shoes treatment service business and it makes them as their competitors. The promotion activities of Shoes and Care started on online media. As the time goes by, they assumed that Instagram is the key of their promotion activities on online media. This study used descriptive qualitative method. In order to collect the data and informations, the author used interview technique and documentations.

The results of this study indicate that their promotion activities on Instagram has been running effectively. It seen from the comparison of interactions and the amount of followers on Shoes and Care's Instagram with their other social medias. The form of promotion activities that they mostly uploaded on Instagram is Sales Promotion. But until now, they never upload Direct Marketing content on Instagram because Instagram feature is still inadequate. The benefits of using Instagram as their online media promotion is low cost, interactivity, and social interactions.

Keywords : Social Media, Instagram, Online Promotion, Online Promotion Activities