

## ABSTRAK

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NIM : 2018-0501-088  
Judul : Strategi Komunikasi Pemasaran Brand Wuling Dalam Membangun Brand Image Melalui Media Sosial Instagram  
Jumlah Halaman : xx Halaman  
Daftar Pustaka : xx (Buku), xx (Jurnal dan skripsi), x Sumber lainnya)

Saat ini media sosial instagram hampir digunakan oleh seluruh masyarakat. Instagram sebagai media pemasaran berperan penting dalam membangun bisnis sebuah perusahaan seperti PT SGMW Wuling. Penelitian berjudul strategi komunikasi pemasaran brand wuling dalam membangun *brand image* melalui media sosial instagram memiliki tujuan penelitian yaitu mengetahui strategi komunikasi pemasaran brand wuling dalam membangun *brand image* melalui media sosial instagram dan mengetahui inovasi pemasaran yang dilakukan wuling. Metode penelitian ini menggunakan metode kualitatif deskriptif. Adapun sumber data dalam penelitian ini menggunakan wawancara, dokumentasi dan observasi. Landasan teori utama dalam penelitian ini yaitu difusi inovasi. Adapun hasil penelitian ini adalah Wuling menggunakan beragam fitur-fitur instagram dalam meningkatkan brand imagenya diantaranya feed, instastory, direct messages, bio, instagram live, reels, serta dalam mempublish kontennya wuling memiliki waktu tertentu. Hal tersebut dilakukan agar engagement dari konten wuling tinggi yang akan berpengaruh meningkatnya brand image wuling. Dalam melakukan strategi pemasaran wuling memiliki inovasi di setiap pemasarannya seperti advertising, sales promotion, public relation, direct marketing dan personal selling. Saluran yang dipakai dalam melakukan inovasi, wuling mengkombinasi seluruh saluran komunikasinya terutama dengan instagram. dalam melakukan inovasi wuling memulainya sebelum pandemi covid-19 dan pada saat pandemi juga. Serta dari segi system sosial wuling dapat diterima baik oleh masyarakat tanpa penolakan.

Kata Kunci : Instagram, inovasi, *brand image*

## **ABSTRACT**

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*Student Number* : 2018-0501-088  
*Title* : *Wuling Brand Marketing Communication Strategy in Building Brand Image Through Instagram Social Media*  
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*References* : xx (Books), xx (Journal and Thesis), x (Other Source)

*Currently Instagram social media is almost used by all people. Instagram as a marketing medium plays an important role in building a company's business, such as PT SGMW Wuling. The research entitled Wuling brand marketing communication strategy in building brand image through Instagram social media has a research objective, namely knowing the Wuling brand marketing communication strategy in building brand image through Instagram social media and knowing marketing innovations carried out by Wuling. This research method uses a descriptive qualitative method. The data sources in this study used interviews, documentation and observation. The main theoretical foundation in this study is the diffusion of innovation. The results of this study are that Wuling uses a variety of Instagram features to enhance its brand image including feeds, instastories, direct messages, bio, Instagram live, reels, as well as in publishing Wuling's content at a certain time. This is done so that engagement from Wuling content is high which will affect the increase in Wuling's brand image. In carrying out the marketing strategy, Wuling has innovations in every marketing such as advertising, sales promotion, public relations, direct marketing and personal selling. The channel used in innovating, wuling combines all of its communication channels, especially with Instagram. in innovating wuling started before the covid-19 pandemic and during the pandemic too. As well as in terms of the social system, Wuling can be well accepted by the community without rejection.*

*Keywords* : *Instagram, innovation, brand image*