

ABSTRACT

COMMUNICATION STRATEGY IMPLEMENTATION IN DEGOLD JEWELLERY DIGITAL MARKETING ACTIVITIES (Descriptive Study on Degold Jewellery)

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In its efforts to develop, Degold Jewellery has gone through many challenges to convince the general public as well as fashion lovers that gold jewellery is not just a commodity, but a beautiful, meaningful and very valuable work of art. Currently, Degold Jewellery focuses on gold jewellery that has a fashion value that is up to date and of high quality, which uses the latest technology to create details that are not inferior to jewellery made abroad. These advantages are conveyed to the public through a communication strategy using the Instagram platform. This study uses a postpositivism paradigm, with qualitative methods. Based on this background, this study aims to see how the implementation of communication strategies in Degold Jewellery's digital marketing activities. In its implementation, Degold Jewellery implements a communication strategy for digital marketing activities well and carries out social media functions, especially for marketing communications using the SOSTAC model by Chaffey and Smith (2008) through educate, engage, and selling content which is uploaded regularly every day, adapting the target audience. The Instagram platform is used to promote products and then present the main content from digital marketing activities to support sales. Degold Jewellery's success in introducing gold jewellery as a fashion item to the public is supported by Live Order activities because the company can interact directly with its audience, so that the communication strategy process is carried out both orally and in writing.

Keywords: Strategic Communication, Digital Marketing, Content.

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