

## ABSTRACT

### **PACKAGING STRATEGY FOR FOOD AND BEVERAGE UKM MARKETING MESSAGES ON INSTAGRAM MEDIA (Qualitative Descriptive Study on UKM Account @piston\_id)**

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April 2021 is the day the South Tangerang Piston UKM was founded, which simultaneously Indonesia is experiencing the Covid-19 pandemic. During the Covid-19 pandemic, much marketing was done online, including UKM, and Piston also did this. This study aims to find out how the strategy for packaging marketing messages for UKM Piston is through the Instagram account @piston\_id. This research method uses qualitative methods with data collection techniques through in-depth interviews with qualitative descriptive study methods. The paradigm of this research is post-positivism. The results of the study concluded that the strategy for ordering marketing messages according to Kotler, UKM Piston to achieve goals in the form of language that the communicant can understand uses three components, namely, message content, message structure, and message format. The contents of the messages conveyed by the Instagram account @piston\_id display content that is entertainment and educational in nature with the aim of getting the attention of followers. The Instagram Piston message structure component also does not use endorsements through its content but instead creates big ideas for followers. And the message format component, the content displayed by Piston, the @piston\_id account creates trending titles that are currently viral which are made clickbait. In writing technique, Piston makes it with the intention of getting attention from followers, but in writing technique Piston only adjusts it to current findings.

**.Keywords:** Piston, Marketing Communication, Marketing Strategy, Messaging Strategy, Instagram

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