

THESIS

AUTO SERVICE MARKETING COMMUNICATION THROUGH INSTAGRAM

ACCOUNT @gontorautoservice BASE ON 4C MARKETING THEORY



Iqbal Al Hafis

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COMMUNICATION SCIENCE STUDY PROGRAM

FACULTY OF HUMANITIES

DARUSSALAM GONTOR UNIVERSITY PONOROGO

2025

THESIS APPROVAL LETTER

**AUTO SERVICE MARKETING COMMUNICATION THROUGH
@gontorautoservice INSTAGRAM ACCOUNT BASE ON 4C MARKETING THEORY**

Prepared by:

Iqbal Al Hafis Allaudi

42.2021.522030

Has been approved by the board of examiners of Undergraduates Program
on Tuesday, 4 March 2025

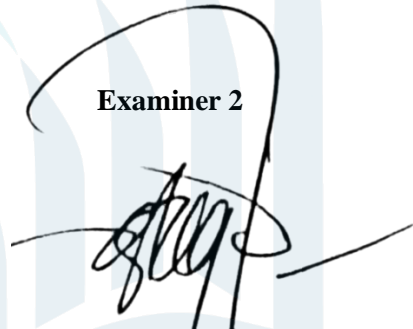
Board of Examiners

Examiner 1



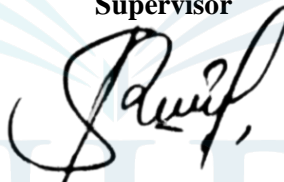
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This thesis declared and accepted in partial fulfillment of the obtained for Bachelor of
Communication Science Studies.

Dean of Faculty of Humanities

**Head of Department of Communication Science
Studies**



Assoc. Prof. Dr. Mohamad Latief, MA
NIY: 180643



Bambang Setyo Utomo, MIKom
NIY: 190737

DECLARATION

THE ELIGIBILITY FOR THESIS EXAMINATION

It is hereby stated that the undergraduate thesis, entitled:

**AUTO SERVICE MARKETING COMMUNICATION THROUGH INSTAGRAM
ACCOUNT @gontorautoservice BASE ON 4C MARKETING THEORY**

Prepared by
IQBAL AL HAFIS ALLAUDI
42.2021.522030

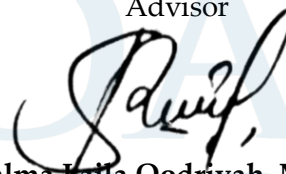
Has been approved to be examined, On Sunday,
March 4, 2025

Head of Department of Communication



Bambang Setyo Utomo, MIKom
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ORIGINAL RESEARCH LETTER

DECLARATION

I'm here,

Name : Iqbal Al Hafis Allaudi

Registered Number : 42.2021.522030

Faculty : Humanities

Department : Communication Science

Title : AUTO SERVICE MARKETING COMMUNICATION THROUGH
@gontorautoservice INSTAGRAM ACCOUNT IN INCREASING
SALES.

Isincerely declare that this thesis originally belongs to my own work and does not belong to other researchers for different degrees. Furthermore, this thesis is never published before, except some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I'm ready to be ceased academically.

Ponorogo, Sha'ban 20, 1446 H

February 19, 2025 M

Author,



Iqbal Al Hafis Allaudi

NIM. 42.2021.522030

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

RESEARCH PERMIT LETTER

Number : 1412/UNIDA/FH-I/VIII/1446
Attachment : -
Regarding : **Research Permit Application**

Dear,
Director of Gontor Auto Service

Address: Jalan Sultan Agung No. 21 Ponorogo

Peace be upon you and Allah be upon you

In connection with research in the context of completing the final assignment/student's thesis, we from the Faculty of Humanities are submitting a request for research permit to complete the thesis. The students who will conduct research are:

Name : Iqbal Al Hafis Allaudi

NIM/SMT : 422021522030 / 8 (Eight)

Contact : 0819-1477-5229

Study Program: Communication Science / S1

Thesis title : Auto Service Marketing Communication via Instagram account @gontorautoserviceusing the 4C theory.

Mentor : Salma Laila Qadriyah, MIKom.

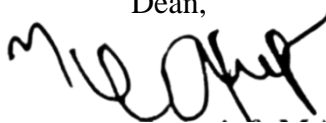
Thus we submit this letter of application, we express our gratitude for your willingness.

Peace be upon you and Allah be upon you

Ponorogo, 19 Rajab 1446

February 18, 2025

Dean,



Assoc. Prof. Dr. Mohamad Latief, MA

NIY. 180643

ABSTRACT

Auto Service Marketing Communication
Through the Instagram Account @Gontorautoservice in Increasing Sales

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(42.2021.522030)

This research is motivated by the increasing number of Instagram social media users as a marketing communication platform to support increased sales. Gontor Auto Service, one of the business units of Pondok Modern Darussalam Gontor, utilizes Instagram to market its automotive services in Ponorogo. However, the content presented is still informative and not optimal in supporting marketing. This study aims to analyze GAS's marketing communication strategy through Instagram based on Robert F. Lauterborn's 4C theory (Customer, Cost, Convenience, and Communication) and provide recommendations for its development. With a descriptive qualitative approach, data was collected through in-depth interviews, observations of GAS Instagram accounts, and documentation with validity tests through triangulation. The results of this study indicate that GAS has implemented the Customer principle by providing educational and promotional content that suits customer needs. From the Cost aspect, GAS service prices are considered affordable but the price communication strategy is not optimal in building long-term loyalty. In the Convenience aspect, GAS provides easy access to information through features such as linktree. However, in the Communication aspect, interaction with the audience is still limited and communication is still one-way. It is recommended that GAS increase the variety of promotional content, strengthen customer interaction through the comment column and Instagram features such as Stories and Reels and utilize paid advertising. This study is expected to be a reference for GAS and other business actors in optimizing digital marketing communications to increase sales through Instagram.

Keywords: Gontor Auto Service, Instagram, Marketing Communication.