

ABSTRACT

Auto Service Marketing Communication

Through the Instagram Account @Gontorautoservice in Increasing Sales

Iqbal Al Hafis Allaudi

(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.