

**STRATEGI KOMUNIKASI PEMASARAN *DIGITAL AGENCY* RUMPUT
TETANGGA DALAM PENGEMBANGAN BRAND EMERON LOVELY
DI INSTAGRAM**

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ABSTRAK

Penelitian ini bertujuan menganalisis strategi komunikasi pemasaran digital yang diterapkan Rumput Tetangga Agency dalam komunikasi Instagram Emeron Lovely serta mengidentifikasi kontribusinya terhadap pengembangan *brand*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis secara induktif dengan menggunakan model SOSTAC sebagai kerangka analisis. Hasil penelitian menunjukkan bahwa keterlibatan Rumput Tetangga Agency mengubah pengelolaan komunikasi Instagram Emeron Lovely dari pola publikasi yang sebelumnya relatif umum menjadi komunikasi yang lebih terencana dan terintegrasi. Pada tahap *Situation*, *agency* melakukan evaluasi terhadap kondisi akun, karakteristik audiens, jenis konten, respons audiens, dan tren yang relevan. Pada tahap *Objectives*, tujuan komunikasi diarahkan pada peningkatan *brand awareness* dan *engagement*. Strategi diwujudkan melalui konten edukatif, interaktif, *storytelling*, dan *soft selling*, sedangkan taktik dilakukan melalui *Reels*, konsistensi publikasi, pemanfaatan KOL, *caption*, *hashtag*, dan momentum tertentu. Tahap *Action* terlihat melalui pembagian kerja lintas divisi, proses produksi, koordinasi, dan *approval* dengan pihak brand, sementara tahap *Control* dilakukan melalui pemantauan *insight*, *engagement*, *views*, *reach*, serta respons audiens. Temuan penelitian menunjukkan bahwa pengembangan brand melalui komunikasi digital tidak cukup dinilai dari tingginya *engagement*, tetapi juga perlu memperhatikan konsistensi identitas, persepsi audiens, diferensiasi brand, dan indikator brand yang lebih luas.

Kata kunci: komunikasi pemasaran digital, strategi komunikasi, SOSTAC,
instagram, agency, brand awareness

***DIGITAL MARKETING COMMUNICATION STRATEGY OF RUMPUT
TETANGGA AGENCY IN ENHANCING THE EMERON LOVELY BRAND
ON INSTAGRAM***

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ABSTRACT

This study aims to analyze the digital marketing communication strategies implemented by Rumput Tetangga Agency in Emeron Lovely's Instagram communications and to identify their contribution to brand development. This study employs a qualitative approach using the case study method. Data were collected through in-depth interviews, observations, and documentation, and were then analyzed inductively using the SOSTAC model as the analytical framework. The results show that Rumput Tetangga Agency's involvement transformed the management of Emeron Lovely's Instagram communication from a previously relatively generic posting pattern into a more planned and integrated approach. In the Situation phase, the agency evaluated the account's condition, audience characteristics, content types, audience responses, and relevant trends. In the Objectives phase, communication goals were focused on increasing brand awareness and engagement. Strategies were implemented through educational, interactive, storytelling, and soft-selling content, while tactics were executed via Reels, consistent posting, the use of KOLs, captions, hashtags, and specific moments. The Action stage was evident through cross-departmental division of labor, production processes, coordination, and approval with the brand, while the Control stage was carried out through monitoring of insights, engagement, views, reach, and audience responses. Research findings indicate that brand development through digital communication should not be evaluated solely based on high engagement levels; it is also necessary to consider brand identity consistency, audience perception, brand differentiation, and broader brand indicators.

Keywords: *digital marketing communication, communication strategy, SOSTAC, Instagram, agency, brand awareness*