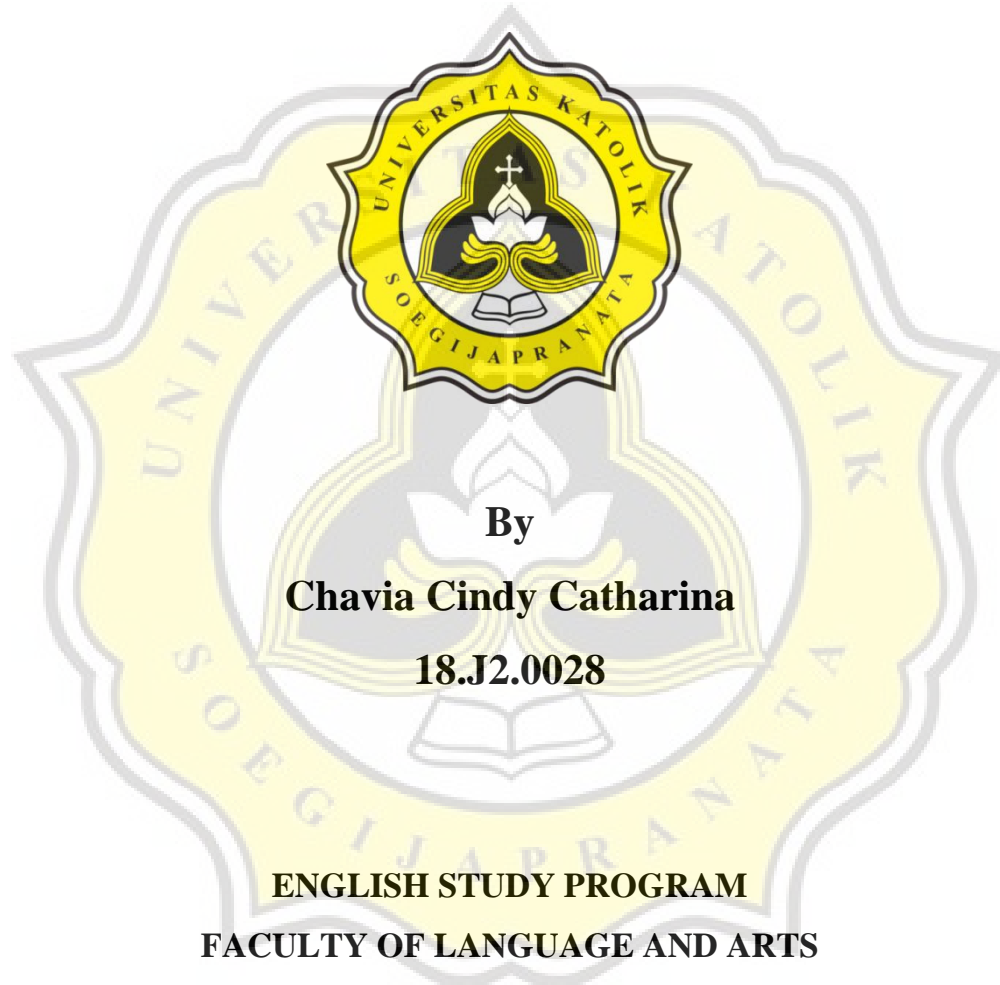


THE PROMOTION STRATEGIES TO INCREASE SALES OF LOUKALS_ DONUT STORE THROUGH INSTAGRAM

**A Thesis Presented as a Partial Fulfillment of the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



By

Chavia Cindy Catharina

18.J2.0028

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

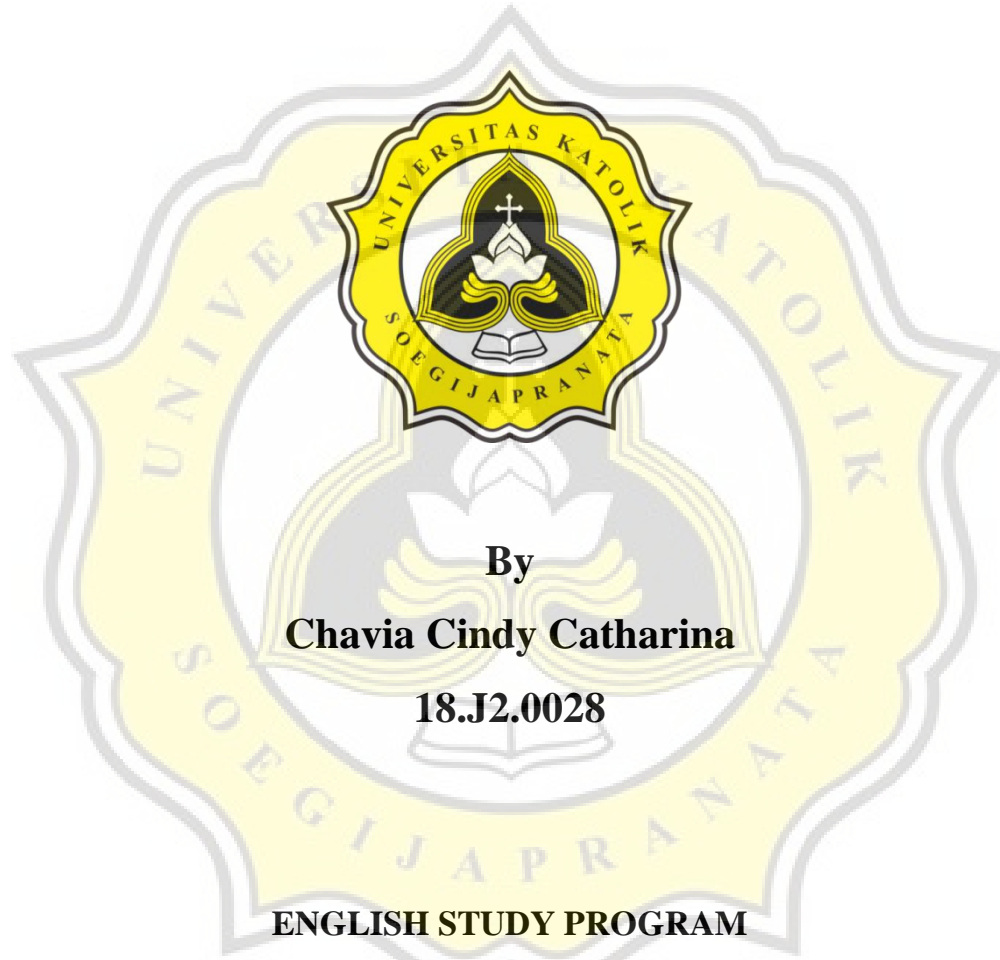
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Warm regards,

Semarang, 20 January 2023



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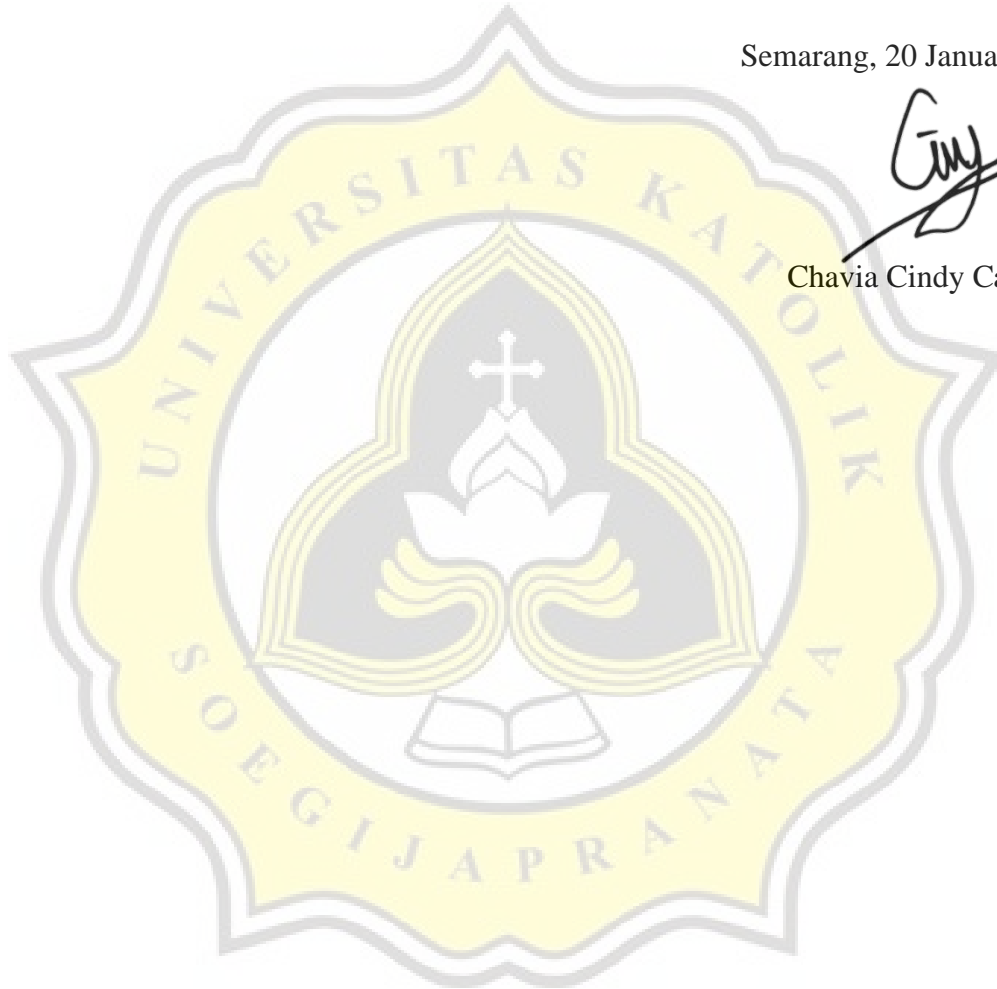


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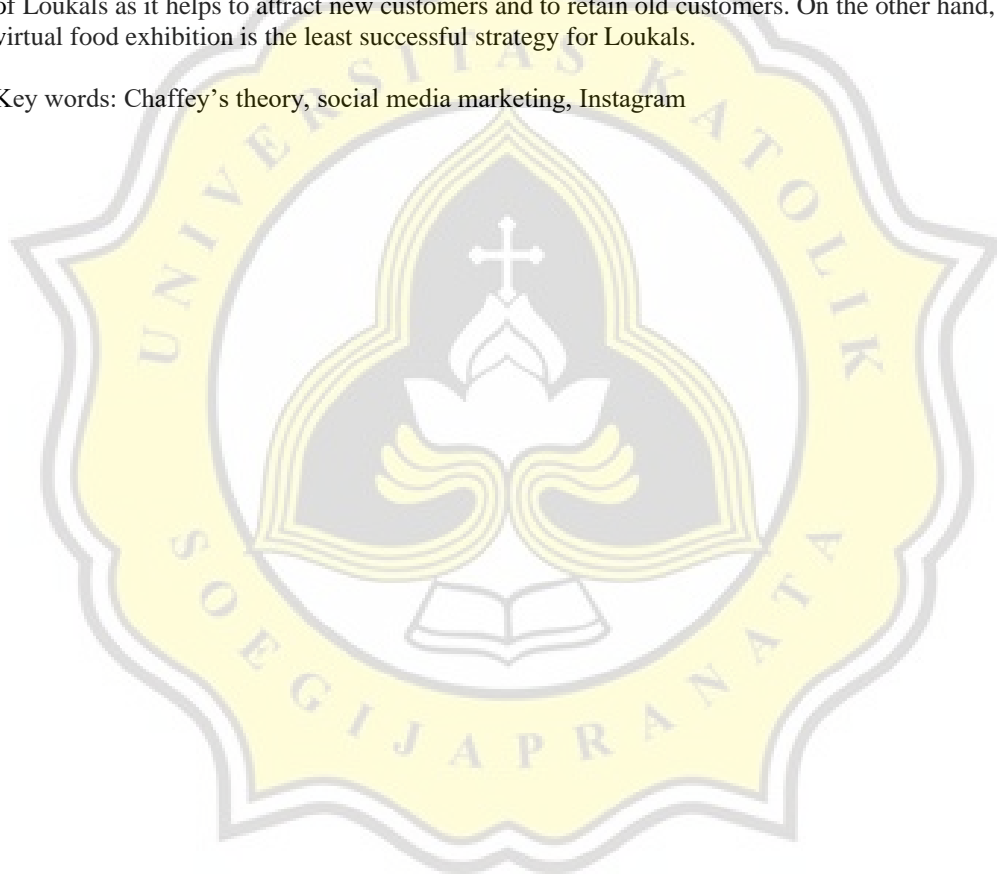
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ABSTRACT

In this modern era, most people are online and everything is now done online. As a result, online marketing has become an alternative to promote products and raise brand awareness. Online marketing can be done through several online platforms, for example, Instagram. Instagram is one of the most used social media in the world, making it possible to be used as a promotional medium for online stores. Loukals is one of the online stores that sell donuts and they promote their donut through Instagram using social media marketing strategies. Applying Chaffey's theory, the writer is trying to identify the effectiveness of Loukals' social media marketing through Instagram. The research is conducted using qualitative methods through interviews with the Loukals team. The study shows that Loukals uses three kinds of marketing strategy such as giving coupons, paid promoting their products, and joining virtual food exhibitions. From these three strategies, giving coupons is the most successful marketing strategy of Loukals as it helps to attract new customers and to retain old customers. On the other hand, joining a virtual food exhibition is the least successful strategy for Loukals.

Key words: Chaffey's theory, social media marketing, Instagram



ABSTRAK

Di era modern ini, kebanyakan orang sudah beranjak online dan kebanyakan hal sekarang dilakukan secara online. Sebagai gantinya, marketing secara online menjadi alternatif dalam mempromosikan barang dan meningkatkan kesadaran merek. Marketing online dapat dilakukan melalui beberapa platform online seperti Instagram. Instagram adalah salah satu sosial media yang banyak digunakan di dunia, memungkinkan untuk digunakan sebagai medium promosi untuk toko online. Loukals adalah salah satu toko online yang menjual donat dan mereka mempromosikan donat mereka melalui Instagram dengan menggunakan strategi marketing sosial media. Menggunakan teori Chaffey, penulis mengidentifikasi keefektifan marketing online Loukals melalui Instagram. Studi ini dilaksanakan secara kualitatif melalui wawancara dengan tim Loukals. Hasilnya, Loukals menggunakan tiga strategi marketing yaitu memberikan kupon, promosi produk secara berbayar, dan mengikuti pameran makanan online sebagai bagian dari marketing online mereka. Dari ketiga strategi ini, memberikan kupon merupakan strategi marketing tersukses Loukals karena dapat membantu membawa pelanggan baru dan mempertahankan pelanggan lama. Di sisi lain, mengikuti pameran makanan online merupakan strategi yang tidak terlalu sukses untuk Loukals.

Kata kunci: Teori Chaffey, marketing social media, Instagram

