

UNIVERSITAS INTERNASIONAL BATAM

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DIGITAL MARKETING STRATEGY THROUGH INSTAGRAM ACCOUNT

**Jeslyn
NPM: 1746022**

ABSTRACT

Author does the project with direct documentation in a café to find an effective way that can improve the experience of a consumer when dining in through digital marketing. This project was done during from 21st August to 10th November 2019.

Work report uses observation and direct documentation method on the café. From the two methods, author can find out how to do the digital marketing.

The final result of the analysis obtained helps the author to know when in promotin a café you can doing it through digital marketing.

Key words: Café, Digital Marketing, Instagram