

ABSTRACT

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Title : “Evaluation Digital Marketing Instagram of JCO Indonesia Use REAN Method”

Nowdays, competition between F&B companies are getting tougher, with so many new companies keep on emerging. Each companies need an excellent marketing strategy to remain as the first choice of their customers. Whereas in this digital era, everyone have use internet for everything they do. The internet has become a part of people’s lives. One of the example is instagram. Everyone use instagram to find something new or even have been used a lot to promoting a product from a company. In this research have purpose to make we know how the Instagram digital marketing of JCO Indonesia and the methodology used was qualitative method, by using interview and observation. With the REAN method approach, which consisting Reach, Engage, Activate, and Nurture, is a method that is very suitable in this era digital of marketing. With evaluation that have been carried out show that Digital Marketing Instagram of JCO Indonesia is really good with every sector or phase of REAN they have done it well. In Reach phase so many new customer being interst with JCO promotion in instagram, JCO have a good strategy and right promotion for Engage and Activate phase, and in the Nurture phase they have a good information what JCO customer needed.

Keyword : Digital Marketing, F&B Company, Instagram, REAN Method.