ABSTRACT

MARKETING COMMUNICATIONS PROGRAM PATTENT GOODS
BANDUNG
(Descriptive Study About Marketing Communications Program Pattent Goods
Bandung *Through Social Media Instagram To Improve Sales of products)*
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This research under the guidance,
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This research was conducted in order to describe about About Marketing Communications Program Pattent Goods Bandung Through Social Media Instagram To Improve Sales of products. To answer these research, appointed sub focus Advertising, Sales Promotion, Events and Experiences, Public Relations and Direct Marketing.

This study used a qualitative approach with descriptive methods, data collection techniques used are: a literature review, an online data retrieval, observation, interview, and documentation.

The result of this research: ***Advertising*** *Pattent Goods is done with presentation of products form of photographs and the informative messages to make consumers feel helped and are interested to buying products Pattent Goods.* ***Sales promotion*** *in the form of follower exchange programs and posting every day and no forget to include hastag.* ***Events and Experiences*** *Pattent Goods has so far participated in the event are looking for middle and upper class consumers.* ***Public Relations*** *Pattent Goods followers exchanged with another brand, because it can attract new customers.* ***Direct marketing*** *Pattent Goods use Instagram for direct marketing and also get a direct response from consumers.*

Conclusion This Research shows that the marketing communications program Pattent Goods already done all the marketing communications program, but for a maximum advertising yet done, but with social media instagram Pattent Goods has been able to attract consumers.

Suggestions for Pattent Goods to increase advertising and endorsed not only focused on social media instagram, because not everyone using the application instagram, widen cooperation with other parties.

Keywords: Communication program, instagram social media, marketing, Pattent Goods Bandung