

INTISARI

Persaingan pasar bisnis di Indonesia membuat para pebisnis berusaha mengikuti perkembangan zaman khususnya bisnis di bidang fashion. Keuntungan dapat dirasakan dengan hadirnya instagram. Instagram merupakan suatu aplikasi berbagi foto maupun video. Instagram juga digunakan sebagai digital marketing. Salah satu bisnis fashion yang sedang berkembang di Yogyakarta saat ini yaitu Monokrom Store Jogja.

Dalam penelitian ini membahas “Evaluasi Konsumen Penggunaan Media Digital Instagram Sebagai Alat Digital Marketing Monokrom Store Jogja”. Peneliti menggunakan teori Digital Marketing Eun Young Kim (2002) dengan empat dimensi antara lain *interactive, incentive program, site design, and cost*.

Penelitian ini menggunakan metode penelitian Kualitatif. Berdasarkan hasil penelitian dapat disimpulkan Monokrom cukup bagus dalam penggunaan instagram meskipun ada kekurangan di bagian dimensi *interactive dan site design*.

Kata kunci : *Digital Marketing, Instagram, Fashion*.

ABSTRACT

Business market competition in Indonesia makes business people try to keep up with the times, especially business in the field of fashion. The benefits can be felt with the presence of Instagram. Instagram is a photo and video sharing application. Instagram is also used as digital marketing. One of the growing businesses in Yogyakarta today is Monochrome Store Jogja.

In this study discusses "Consumer Evaluation of the use of Instagram Digital Media as a Digital Marketing Tool at The Jogja Monochrome Store". The researcher uses Digital Marketing theory Eun Young Kim (2002) with four dimensions including interactive, incentive programs, site design, and cost.

This study used qualitative research methods. Based on the results of the study it can be concluded that Monochrome is quite good in the use of Instagram even though there are deficiencies in the interactive dimensions and site design.

Keywords: Digital Marketing, Instagram, Fashion.