

# **AN ANALYSIS OF DENNY'S DINER'S MARKETING COMMUNICATION STRATEGY THROUGH INSTAGRAM TO PROMOTE THEIR PRODUCTS**

Student Name : Desy Susanti  
Student ID Name : 5504201003  
Supervisor Lecture : M.I Gunawan, S.S., M.Hum  
Student Institue : State Polytechnic of Bengkalis

## **ABSTRACT**

Instagram is becoming one of the most effective social media platforms for business promotion. This research focuses on the marketing communication strategy used by Denny's Diner on Instagram. The study aims to analysis of Denny's Diner's marketing communication strategy through instagram to promote their products. This study uses 28 samples of Instagram posts as the object of analysis. The method used is a qualitative descriptive method with data analysis using segmentation, targeting, and positioning (STP) frameworks. The results show that Denny's Diner uses a variety of visual and textual elements in their Instagram posts to attract the attention of a specific market segment and position itself as a family-friendly restaurant. The marketing communication strategy used by Denny's Diner's on Instagram is effective in increasing brand awareness and consumer engagement. Additionally, the study highlights the importance of engaging captions, influencer collaborations, and creative content as key components of their strategy.

*Keywords: Marketing communication strategy, Instagram, Denny's Diner, STP, promotion.*