

A GIMMICK USED AS MARKETING STRATEGY ON MEOWINGTONSCO INSTAGRAM

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ABSTRACT

This research explores the use of gimmicks as a marketing strategy by Meowingtonsco on Instagram, a popular social media platform. Meowingtonsco, a community and e-commerce site for cat lovers, employs unique and creative language to promote their cat-themed products. This study analyzes the use of gimmicks as a marketing strategy on the Instagram account of Meowingtonsco and their impact on customer engagement and brand perception. Using a qualitative descriptive method, data was collected through direct observation of the Instagram account. The instruments used include observation sheets to record the types of gimmicks, posting frequency, and follower responses. The results indicate that gimmicks such as giveaways and limited-time discounts effectively increase short-term user engagement but may harm brand trust if overused. This research provides insights for other brands in developing social media marketing strategies.

Keywords: *Gimmick, Marketing Strategy, Meowingtonsco, Instagram, Social Media Marketing*