

Integrated Marketing Communication Strategy After Pandemi Through Instagram Social Media On @Pathis\_Chocolate Account

Procedia of Social Sciences and Humanities  
International Conference On Emerging New Media and Social Science

### Integrated Marketing Communication Strategy After Pandemi Through Instagram Social Media On @Pathis\_Chocolate Account

Jasmin Nabila Amerta<sup>1</sup>, Poppy Febrina<sup>2</sup>  
<sup>1,2</sup>Faculty of Business, Law and Social Sciences, Universitas Muhammadiyah Sidoarjo, Indonesia  
[jasminamerta06@gmail.com](mailto:jasminamerta06@gmail.com)

**Abstract.** The business world in various fields continues to increase and experiences very rapid development, one of which is business in the food sector. Supported by the presence of new media which can be a forum for implementing digital marketing strategies, businesses in the food sector can generate large profits. Therefore, the aim of this research is to analyze Pathis Chocolate's integrated marketing communications strategy through social media Instagram (@pathis\_chocolate). This type of research uses descriptive qualitative methods. The subject in this research is the Pathis Chocolate Instagram account with the username @pathis\_chocolate as well as the primary data source for this research. Secondary data was taken through references to journals, books, e-books, articles and websites. Observation and interviews are data collection techniques in this research. Based on the results of this research, Pathis Chocolate involves an Integrated Marketing Communication strategy through Instagram social media, namely Advertising, Direct Marketing, Personal Selling, Sales Promotion, Public Relations, Sponsorship, Experiential Marketing, Social Media Marketing, and Word Of Mouth Marketing. The strategies that Pathis Chocolate often uses are Sales Promotion and Sponsorship because these two strategies get relatively more audience attention than other strategies. However, there are strategies that Pathis Chocolate has not implemented, namely Brand, Green Marketing, Electronic Marketing and Relationship Marketing.

**Keywords :** Integrated Marketing Communication Strategy, Social Media, Instagram

#### LINTRODUCTION

Along with the increasingly competitive business development, companies are increasingly moved to understand their customers better, because customers are the core of the company's existence (Priansa, 2021). The higher the company's understanding of its customers, the stronger the competition with competing companies. The rapid development of the business world in the technological era requires companies to develop marketing strategies to win the competition in the market (Aisya & Febrina, 2023). In order to create a good relationship between the company and

ISSN 2722-0672 (online) Register Login

## Procedia of Social Science and Humanities

Universitas Muhammadiyah Sidoarjo

ISSN 2722-0672

ARTICLES & ISSUES - ABOUT - PUBLISH - SEARCH

HOME ARCHIVES VOL. 7 (2024): INTERNATIONAL CONFERENCE ON EMERGING NEW MEDIA AND SOCIAL SCIENCE / Articles

### Integrated Marketing Communication Strategy After Pandemi Through Instagram Social Media On @Pathis\_Chocolate Account

(1) \* Jasmin Nabila Amerta  
Universitas Muhammadiyah Sidoarjo  
Indonesia

(2) Poppy Febrina  
Universitas Muhammadiyah Sidoarjo  
Indonesia  
(\*) Corresponding Author

DOI: <https://doi.org/10.21070/pssh.v7i1.600>

**ABSTRACT**

Picture in here are illustration from public domain image (License) or provided by the author, as part of their works.

UNMSIDA

MAKE A SUBMISSION

ADDITIONAL MENU

- Aims and Scope
- Publication Ethics Statement
- Peer Review Process
- Plagiarism Policy
- Open Access Policy
- Indexing Services
- Guide for Author
- Contact Us

ISSN

ISSN 2722-0672 (online)

SUPPORT CENTER

Browser tabs: (109) WhatsApp, Integrated Marketing Communi...  
Address bar: pssshumsida.ac.id/index.php/pssh/article/view/600

**ABSTRACT**

The business world in various fields continues to increase and experiences very rapid development, one of which is business in the food sector. Supported by the presence of new media which can be a forum for implementing digital marketing strategies, businesses in the food sector can generate large profits. Therefore, the aim of this research is to analyze Pathis Chocolate's integrated marketing communications strategy through social media Instagram @pathis\_chocolate. This type of research uses descriptive qualitative methods. The subject in this research is the Pathis Chocolate Instagram account with the username @pathis\_chocolate as well as the primary data source for this research. Secondary data was taken through references to journals, books, e-books, articles and websites. Observation and interviews are data collection techniques in this research. Based on the results of this research, Pathis Chocolate involves an Integrated Marketing Communication strategy through Instagram social media, namely Advertising, Direct Marketing, Personal Selling, Sales Promotion, Public Relations, Sponsorship, Experiential Marketing, Social Media Marketing, and Word Of Mouth Marketing. The strategies that Pathis Chocolate often uses are Sales Promotion and Sponsorship because these two strategies get relatively more audience attention than other strategies. However, there are strategies that Pathis Chocolate has not implemented, namely Brand, Green Marketing, Electronic Marketing and Relationship Marketing.

**REFERENCES**

Agustin, T. P., & Febriana, P. (2023). Traveloka Digital Marketing Strategy Analysis Through Instagram. *Indonesian Journal of Innovation Studies*, 1-22.

Aiyya, S., & Febriana, P. (2023). Strategi Komunikasi Pemasaran The Body Shop Melalui Brand Ambassador: Studi Kasus Iqbal Ramadhan. *Satvika: Kajian Ilmu Budaya dan Pembinaan Sosial*, 200-208.

Alberta, H., & Wijaya, L. S. (2021). Strategi Komunikasi Pemasaran Terpadu Dalam Meningkatkan Penjualan dan Brand Awareness. *Jurnal IMPRESI*, 1-14.

Dihni, V. A. (2022, Juni 20). *Katadata Media Network*. From *Databoks*. <https://databoks.katadata.co.id/datapublish/2022/06/20/jumlah-usaha-penyedia-makanan-minuman-di-dki-jakarta-terbanyak-se-indonesia#:~:text=Secara%20total%2C%20usaha%20penyedia%20makanan%20minuman>

Umsida  
Picture in here are illustration from public domain image (License) or provided by the author, as part of their works

[Check for updates](#)

[PDF](#)

PUBLISHED  
2024-09-12

**Publimum**

No metrics available  
[see details](#)

**7** Total citations  
**7** Recent citations  
**n/a** Field Citation Ratio  
**n/a** Relative Citation Ratio

**HOW TO CITE**

Amerita, J. N., & Febriana, P. (2024). *Integrated Marketing Communication*

ISSN 2722-0672 (online)

**SUPPORT CENTER**

[WhatsApp](#)

**VISITOR STATISTICS**

View My Stats

**Visitors** [See more](#)

|         |       |       |
|---------|-------|-------|
| 638,054 | 9,707 | 4,189 |
| 27,753  | 9,331 | 3,782 |
| 21,616  | 4,879 | 2,566 |
| 26,470  | 4,333 | 2,470 |

3,529 PageViews  
Jan 13th - Feb 12th

**INFORMATION**

For Readers  
For Authors  
For Librarians

Windows taskbar: Mencari, icons for File Explorer, Word, Edge, Chrome, and system tray with date 12/02/2025 and time 19:16.