

ZEROPICTURA'S DIGITAL MARKETING STRATEGY FOR PROMOTING WEDDING DOCUMENTATION SERVICES

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Abstract

The growth of social media has encouraged players in the creative industry to utilize Instagram as a digital promotional platform, including for wedding photography services. This study aims to analyze how Zeropictura utilizes Instagram as a promotional platform and builds customer engagement in marketing its wedding photography services. The study employs a descriptive qualitative method, with data collected through interviews, observation of the @zeropictura Instagram account, and digital documentation. The results show that Zeropictura utilizes various Instagram features such as the feed, Reels, Stories, and direct messages to support its digital promotion. The presentation of a visual portfolio, the use of visual storytelling, and interactions via the comments section and direct messages help increase audience attention, emotional interest, and engagement with the wedding photography services. Instagram provides Zeropictura with the opportunity to expand its promotional reach while building relationships with its audience through visual content and digital communication. Overall, Instagram is utilized as an effective digital promotional medium to support the marketing of Zeropictura's wedding documentation services

Keywords: Digital Marketing, Customer Engagement, Instagram, Social Media, Wedding Photography.

INTRODUCTION

Advances in digital technology have transformed the way businesses market their products and services to the public. Social media is no longer merely a means of communication; it has evolved into a promotional medium capable of reaching a wider audience more quickly and interactively. According to Kotler and Armstrong (2016, as cited in Riorini, 2021), digital marketing is a marketing activity that utilizes digital technology and the internet to create more effective communication with consumers. Changes in consumer behavior as people increasingly rely on digital media to seek information have made social media one of the key strategies in promotional activities, including in the creative services sector such as wedding photography.

As it has evolved, social media has also become a space for fostering audience engagement (customer engagement). Audiences do not merely receive information;