

## **ABSTRACT**

*Shopaholic is a thrift shop that provides vintage-style used products ranging from blouses, shirts, and sweaters. Shopaholic does not yet have a good promotion strategy to introduce it to the public. This design aims to find an attractive promotional strategy through Instagram as a Shopaholic branding tool. Using qualitative descriptive analysis and SWOT analysis to find and design concepts that characterize shopaholics. The concept used in creating content is earth tone because it adapts to the products sold by Shopaholic. Through Instagram as the main media and using several supporting media, namely paper bags, packaging boxes, x-banners, member cards, stickers, shipping labels, purchase notes, stamps, greeting cards, polymailers, and price tags.*