

ABSTRACT

The growth of the number of café in Bandung continues to increase in 2013 until 2017. This research is based on problem of promotion activities by Dakken Restaurant Bandung. The problem is based on the results of initial interviews with Manager Dakken Restaurant and interviews with researchers to 30 respondents who have visited and become followers of Instagram Dakken Restaurant. This study aims to determine the factors of promotion media Instagram Dakken Bandung and to determine the most dominant factors of promotion media Instagram Dakken Bandung.

The research method used is quantitative method with descriptive research type. Population in this study is consumer and followers Instagram of Dakken Restaurant, with the number of samples of 100 people. Sampling is done by non probability sampling method with incidental sampling type. Data analysis technique used is factor analysis.

The result of this research is there are four factors of Instagram promotion media used by Dakken Restaurant to promote their business, starting from the most dominant factor is Connection with value (0,850), Context with value (0,823), Collaboration with value (0,656), and Communication with value (0,590). From the results of the analysis, the researchers suggested that Dakken Restaurant maintain dimensions of Connection, Context and Collaboration and improve dimensions of Communication.

Keywords: Factor Analysis, Promotion, Instagram Media