

ABSTRACT

This research analyzes the social media marketing strategy of Pasta Nafisa in enhancing Instagram account reach. Despite challenges faced by micro, small, and medium enterprises (MSMEs), Pasta Nafisa leverages social media to build brand awareness and engage potential customers. Collected data reveals diverse perceptions regarding the impact of social media on sales, emphasizing the need for a comprehensive marketing mix. This study employs a qualitative descriptive research method, utilizing observations from Pasta Nafisa's account, interviews with key informants, and documentation to gather research information. The findings indicate that the Instagram advertising activities are not effectively utilized, primarily due to challenges such as a lack of skills and human resources.

Keywords: Instagram, social media marketing, Pasta Nafisa, account reach, challenges.