

ABSTRACT

The position of the Bandung Regency Tourism and Culture Service, hereinafter abbreviated to Bandung Regency DISBUDPAR, is the Regional Technical Institution as a supporting element of the Regional Government which is led by a Head of Service who is responsible to the Regent through the Regional Secretary of Bandung Regency.

The main social media used to promote the Bandung Regency Disbudpar is Instagram, because Instagram has several interesting features that are useful for promoting business. Insight is one of the things provided by Instagram as tools for analysis performance and measuring the impact of posted content, we can see activity data that occurs by looking at demographic data and visitor active hours. With the marketing problems that occur at the Bandung Regency Disbudpar, it is necessary to pay more attention to how to use social media well to get good feedback.

The method of this research is to determine the design of promotional strategies using the AISAS method. This research is a qualitative descriptive study that describes and explains actual situations and conditions, usually narrative (lots of words) and natural (natural). Data was collected through observation methods on Instagram social media for similar products, interviews, and literature study of the company's internal data documentation.

The research results obtained explain the stages starting from designing the promotional strategy that has been created. Judging from Instagram Insight, promotional strategies via Instagram are very beneficial and useful for companies, this can be seen from the increase in engagement, reach and followers.

Keywords: *Social Media, Promotion, Promotion Strategy, Instagram*