

ABSTRACT

Event is an activity that is held to commemorate important things throughout human life, both individually or in groups that are bound by custom, culture, tradition, and religion which are held for a specific purpose and involve the community environment that is held at a certain time. Social media in this era is not only used to communicate between users, but social media itself has been used as a place to promote a product or service. Instagram is a growing social media platform that provides a means of expression and communication through visuals. Currently Instagram is not only used to communicate but has become a place to do business. This study examines photo and text messages at culinary events in the city of Bandung called Bandung Food Festival on Instagram social media. Posts are grouped by 10 categories: Product, Person and Product, People and Product, Humor and Product, Recipes, Campaign with no Product, User Generated Content, Regram from Celebrity, Lifestyle, and Video. The purpose of this study was to determine the percentage of the contents of photo messages and Instagram texts with the hashtag #foodfestivalbandung in promoting culinary tourism events, by knowing which categories are most effective to be used in promoting an event. The results of this study each category has met criteria such as the use of caption that is easily understood, the use of hashtags that make it easier for consumers to find information about this event, and the existence of feedback or feedback seen from the comments of consumers in posting this event. And the most appropriate category is the video category compared to 9 other categories.

Keywords: *event, social media, instagram, promotion.*