

ABSTRACT

The writing of this study aims to find out the design of Instagram social media as a promotional. case study media on UD Jananuraga Fish. The background of this writing is because social media is an online media used by each other those users can easily participate in. Social media has become a major marketing tool in today's business world. Instagram is one of the social media that has many users because of the ease of access provided by Instagram. This research uses qualitative research approach with descriptive research type. The population in this study is the residents of Bekasi City, Southwest Java, which includes Jatiasih, Jati Makmur, Jati Kramat and Jati Bening. The sample used in this research object is Superindo which is domiciled in bekasi city of Southwest Java. In this study, the data analysis techniques used were miles and huberman model data analysis techniques. The results of designing Instagram as a promotional media in this study, show that Instagram is the main social media. By designing Instagram social media as a promotional media for UD. Jananuraga Fish can build consumer interest in UD's products and content. Jananuraga Fish. Social Media Instagram UD. Jananuraga Fish and its contents are expected to form a good perception of a product that is increasingly known to consumers.

Keywords: Design Social Media, Promotion.