

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) are a business sector that has a wide share in Indonesia, even reaching almost all business actors in Indonesia. This requires MSME actors to use the right corporate strategy to increase the company's competitiveness, including in using the right marketing strategy on social media. Instagram is one of the social media that is widely used by companies to convey marketing messages and to advertise using Instagram ads.

This study aims to obtain responses from consumers and experts regarding Instagram ads by MSMEs Katma, Native, Brader Mkr, and Catchy. Understanding the content that consumers want can help companies find interesting Instagram ads content, it can even encourage consumer purchases. Meanwhile, Instagram ads experts can provide perspectives from multidisciplinary science and professional expertise as an approach to find out the promotion of Instagram ads that companies should do. Then the data will pass through the qualitative data analysis stage to compile recommendations for the promotion of Instagram ads that the company should do.

The results of this study indicate that the promotion of Instagram ads that should be carried out by MSMEs Katma, Native, Brader Mkr, and Catchy is that companies should know the specifications of the target audience for Instagram ads, as well as adjust advertising content to target consumers. Companies should also provide an explanation of product details and differentiation in content uploads. In addition, marketing content that can be shared by the company is in the form of price discounts with a short promotional limit to increase consumer buying intentions. Further research can analyse the company's promotional activities on other social media to be able to develop more comprehensive company promotion recommendations.

Keywords: Instagram ads, consumers, Instagram expert, promotion, social media