

## **ABSTRACT**

*The marketing potential and activities of selling goods and services carried out on the @honeystuff\_ Instagram account have high marketing taken into account. One of the criteria for Honey Stuff to be superior to competitors is to be consistent in creating and using Instagram content design templates that are designed by themselves and have a characteristic, pink and purple color. Honey Stuff is active with promotions through Instastory stock availability, item updates, product reviews, product recommendations according to the needs of people who buy or use services. The purpose of this study is to find out how marketing communication activities are on the @honeystuff\_ Instagram account. The research method used in this research is descriptive qualitative. The subject of this research is the owner of Honey Stuff, consumers, and Marcomm Manager of HSBC as expert informants. Data collection methods used interviews and observations and data analysis using interactive analysis. The results of the study indicate several points of conclusion. Advertising or advertising is carried out in the form of endorsement activities to local influencers in Palu City. Sales Promotion. Honey Stuff is done to attract consumers on a certain date or moment. Sales promotions are intended to influence consumer buying interest in making purchasing decisions on the spot. Electronic Word of Mouth. It is carried out online through customer reviews on social media which then influences potential consumers to make purchases. Lastly, sponsorship. Sponsorship activities are selected in accordance with Honey Stuff and can provide value and engagement to Honey Stuff. Sponsorship activities carried out are giveaways and charity activities.*

*Keywords: Marketing Communication, Instagram, @honeystuff\_*