

ABSTRACT

The increasingly rapid development of social media has become a driving force for business actors, both in the product and service sectors, to do marketing through social media or social media marketing. This can be seen from the increasing number of social media users every year with various social media platforms used. One example of social media marketing that is widely used is Instagram. The Science Center is one of the attractions owned by the Bandung Regency Culture and Tourism Office which provides educational tours both about history, science and astronomy. In this case, the Science Center is promoting through Instagram because it is considered effective enough to communicate with followers. However, followers of @sciencecenter_kabbdg still do not understand the content that has been provided, such as an explanation of ticket prices, day of visit and others. Therefore, this study aims to determine the effectiveness of marketing communications through social media at the Instagram Science Center. Data collection was obtained through distributing questionnaires to 100 respondents. Data analysis in this study used quantitative descriptive analysis. The result of this research is the overall percentage of researchers in Social Media Marketing variables including context, communication, collaboration and connection is 86.99%. This explains that the effectiveness of marketing communications through social media Instagram @sciencecenter_kabbdg is considered very good.

Keywords: Social Media Marketing, Instagram, Science Center