

ABSTRACT

Increasing information technology, the motive for using social media, especially Instagram, is not only for entertainment media but has entered the realm of marketing, especially in promotional media. In utilizing it, it must be done properly, namely by implementing a social media marketing strategy. This makes brands/products have to adapt to these changes, including restaurant brands. Riung Panyaungan Restaurant is one of the traditional Sundanese restaurant brands whose social media is not optimal in terms of content management and social media marketing strategy. This management aims to expand the reach of the audience to increase the opportunity to be known in the wider community, especially the City of Bandung and Bandung Regency. Therefore, the implementation of the Instagram social media marketing strategy is carried out to achieve this goal. In an effort to increase the attractiveness of implementing social media marketing strategies, content is produced using a variety of formats such as photos, videos, graphic designs and motion graphics. The results obtained were an increase in the number of followers reaching 117 followers and also getting 5,146 accounts reached or +780% more than the previous two months. Therefore, the implementation of existing content on social media, especially Instagram, must be considered, because Instagram can be an option as the right promotional media for restaurants or other brands.

Keywords: *Social Media, Social Media Marketing, Restaurant, Implementation, Instagram.*