

ABSTRACT

Social media is currently very developed, apart from being a communication tool, social media is also used as a promotional medium. One of the most popular social media is Instagram. One Instagram account that promotes and provides culinary reviews in Pekanbaru City is @kulinerpku. This type of research uses qualitative methods. Investigation of subjects and informants using purposive techniques. In this study, the research informants were the Instagram accounts @kulinerpku, @takadajenu.cafe, @sogogishabu, and @MrBrewok_pku. Data collection techniques in this study were carried out through observation, interviews, documentation and internet searching. The technique for testing the validity of the data uses a triangulation technique.

The results of this study indicate that the @kulinerpku Instagram account is promoting through Instagram because of the existence of Instagram as a popular social media today. The @kulinerpku Instagram account always updates about the latest culinary delights in Pekanbaru City. What makes the @kulinerpku Instagram account effective as a promotional medium is the number of followers. Promotions carried out by the Instagram account @kulinerpku are made as attractive as possible so that followers are curious and want to try culinary delights that are already refreshing. This impact is felt by restaurants/cafes that endorse on the @kulinerpku account. We can see that restaurants/cafes that do endorse are not just one time, but can be repeated or become a routine strategy for culinary marketing.

Keywords: Social Media, Instagram, Promotion, Culinary