

ABSTRACT

Instagram occupies the second position of social media that is often used in Indonesia, Instagram @patrakomala.bandung is a social media used to communicate, and disseminate information to creative economic actors in Bandung. But whether Instagram @patrakomala.bandung has been effective in utilizing its Instagram social media as a communication medium. The purpose of this research was conducted to determine the effectiveness of utilizing Instagram social media as a communication medium on Instagram @patrakomala.bandung because there are still many comments and messages on Instagram @patrakomala.bandung regarding the information conveyed in patrakomala Instagram content posts.

This research was conducted using quantitative descriptive method, by processing data from questionnaires distributed to 100 Instagram followers @patrakomala.bandung as respondents. This research is measured through 4 dimensions of Social Media usage, namely context, communication, collaboration, connection, and socialization.

This study found that Social Media Marketing produces an average percentage of 87.99% which is included in the "Very Good" category because the percentage results show the dimensions of context 88.3%, communication 88.2%, collaboration 86.9%, connection 88.45%. These results show that the effectiveness of utilizing social media Instagram as a communication medium @patrakomala.bandung has been effective in utilizing social media Instagram as a communication medium.

Keywords: Communication Effectiveness, Instagram, Social Media Marketing