

## **ABSTRACT**

*Chili Mexican Food is an UMKM located in the city of Bandung which is engaged in the Food and Beverage industry. Selling a variety of food and drinks with a Mexican theme as the hallmark of these MSMEs. The business strategy applied by UMKM Chili Mexican Food uses social media as a place to promote products via Instagram. through Instagram makes it easy for consumers to interact and find out about product education from Chili Mexican Food. With Instagram Chili Mexican Food, it is necessary to create marketing content to promote its products, so that it is hoped that sales will increase and expand branding and can be embedded in the minds of consumers regarding Chili Mexican Food products.*

*The method of this research is to find out the promotion strategy design with the AISAS method. This research is a qualitative descriptive study that describes and describes the actual situation and conditions which are usually narrative (many words) and natural (natural). Data was collected through observation methods on Instagram social media with similar products, interviews, and literature on the company's internal data documentation.*

*The obtained research results show the stages starting from the design of the promotional strategy that has been created. Based on Instagram insights, it is evident that the promotional strategy through Instagram is highly beneficial and useful for the company, as evidenced by the increase in engagement, reach, and followers.*

*Keywords: Social Media, Promotion, Strategy Promotion, Instagram*