

## **ABSTRACT**

*The public relations strategy was founded because of the need to achieve the vision and mission of a company because it relates to long-term planning, which can determine the company's development. Several programs carried out by public relations generally involve social media as the main tool for carrying out promotional activities, one of which is Instagram. Hotels choose to use Instagram to promote their products for reasons of ease in offering products so that it can increase the number of visitors to the hotel. this research aims to determine the Grand Asrilia Hotels Bandung public relations strategy in increasing visits via Instagram social media. The research method used in this research is a qualitative approach with a descriptive nature, this research obtains real and natural findings in accordance with the facts of actual events. This research was conducted by the Grand Asrilia Hotel which is located in the city of Bandung, West Java. This study collected data through observation, interviews, and documentation at the Grand Asrilia Hotel and informants. The public relations strategy that has been implemented by the Grand Asrilia Hotel through Instagram social media has gone well, but there are still obstacles that must be faced by the Grand Asrilia Hotel, namely the absence of a special division related to public relations.*

*Keywords : Grand Asrilia Hotel, Instagram, Public relations, Public Relation Strategy, Social media.*