

## ABSTRACT

*Social media plays a very important role in all aspects of human life, from exchanging messages with relatives or family, sharing information, to finding out the latest information that is currently hot discussed. Instagram is one of the most popular and widely used social media both in Indonesia and globally. Instagram is a social media that presents content in the form of visuals, audiovisuals, and writing. Along with the development of technology, business owners are also increasingly creative in taking advantage of this momentum in developing their businesses. No wonder, currently many businesses use technology as their basis. This research was conducted to determine the role of social media in marketing activities at Finku to increase the loyalty of Finku users. This study uses a descriptive qualitative analysis method with an interpretive approach. The data validity technique used in this study is source triangulation which compares and verifies the information that has been obtained. Based on research that has been done, marketing activities through social media carried out by Finku to increase application user loyalty have increased user loyalty or user loyalty as seen from the number of clicks on the Insights feature on Instagram.*

***Keywords: Social Media, Marketing activity, Instagram, User Loyalty.***