

ABSTRACT

Instagram as a platform of social media suitable for used to promote by displaying information with content that is suitable for the audience. Content that contains information on the Instagram platform utilizes Instagram features in it which have been adapted to what you want to visualize as promotional activities. In this study, the main objective is to find out the use of social media Instagram to promote activities regarding the introduction of Kalimantan culture for followers who are connected to the @indizenborneo account. This study uses qualitative methods. The data validation technique used in this study is data triangulation which collaborates various collection techniques with existing sources. Data were collected through interviews, documentation, and literature studies on Instagram @indizenborneo. From this study, it was concluded that promotional activities which contained four elements in the @indizenborneo account also took advantage of Instagram features and followers got the desired information.

Keywords: Promotion, Instagram, Instagram features, Indizen borneo.