

## **ABSTRACT**

*The internet is a new revolution in the world of Communication, nowadays almost all individuals use the internet to make life easier because they can interact without face to face contact, and even in the business world the internet can be used as a tool for product promotion or other business Collaborations. Social media is a place that is usually used to interact, communicate with other users without having to meet in person or what is commonly called virtual. Not only that, the positive impact of using social media is to increase the productivity of a company such as product promotion, customer service and business cooperation. With the increasing trend of digital-based business, CUPS Coffee & Kitchen which is located in the city of Bandung, has begun to improve and improve the use of social media, especially Instagram, so that its utilization runs properly and accurately.*

*This study aims to find out and understand the application of Social media Marketing Strategy on Instagram CUPS Coffee & Kitchen 2023. The research method used is using a qualitative method with a descriptive approach. Data collection techniques using interviews, observation and documentation.*

*The results of this study reveal the context strategy by CUPS Coffee & Kitchen has done well, but the uploaded content is incomplete. Communication strategy by CUPS Coffee & Kitchen has been done with only uploaded content, not maximizing existing Instagram features to communicate with followers, not communicating often and not encouraging followers to communicate with admin. Collaboration strategy by CUPS Coffee & Kitchen has been carried out with only a slow response and has not fostered a sense of loyalty to the product used. The Connection strategy by CUPS Coffee & Kitchen has done well but the information provided is incomplete.*

**Keywords:** *Context, Communication, Collaboration, Connection, Social media marketing*