

ABSTRACT

Joeragan Artikel is a business institution that sells services in writing training that focuses on community empowerment. Community members receive training in writing language and digital business. After participating in the training, the training participants can contribute to writing on the Joeragan Artikel digital platform, as well as intern and work part-time in the company to hone their knowledge and instill the skills they have acquired after participating in the training. The purpose of this study was to determine the effectiveness of Joeragan Artikel's Instagram social media in promoting its products.

The research method used by researchers to conduct this study is a qualitative descriptive research approach method, the data needed are primary and secondary data with data collection techniques through interviews, observations, documentation and literature studies.

The results obtained are that Joeragan Artikel's Instagram social media is not effective in promoting its products. Although this platform has a large and diverse user base, various factors hinder the success of Joeragan Artikel's product promotion. First, the published content is not interesting enough and is inconsistent in conveying brand messages. Lack of interaction with followers also contributes to low engagement. Second, ineffective use of hashtags and untimely posting strategies result in low content visibility. Finally, the lack of analysis and adjustment of strategies based on promotional performance data makes promotional efforts not achieve the desired results.

Keywords: Effectiveness, Instagram Social Media, Promotion