

ABSTRACT

Technological developments have changed the way we interact, work and live. With rapid advances in information and communication technology, the world has become more connected than ever. Social media is an online media that allows people to communicate, discuss, and form social networks. Currently, there are a lot of people who use the social networking platform Instagram. Instagram as a promotional medium must attract users and produce many promotions that will affect the purchase decision. This study aims to measure the effectiveness of #racuncimon messages against instagram followers @monicamadea. The method used is with descriptive quantitative. The population results were obtained by 92,818 and received a sample of 277 from Instagram followers @monicamadea. Research instruments using questionnaires. The results of the rese found that the #RacunCimon message is effective as a promotional medium for @monicamadea's Instagram followers.

Keywords: Message Effectiveness, Instagram, Promotion