

## **ABSTRACT**

*The aim of this research is analyzing the Communication Planning Model by the Jambi City Tourism and Culture Office through Instagram Social Media @bujangadiskotajambi with the Jambi City bachelor girl who is the Jambi City tourism ambassador as the promoter and actor of the content on the Instagram social media by utilizing the development of information technology through Disparbud social media using Instagram with the tourism ambassador as the promoter, namely the bachelor girl with an account named @bujangadiskotajambi However, based on the results of the researcher's analysis through Instagram social media @bujangadiskotajambi, the stages of promotion through Instagram social media are still not optimally implemented, such as content that is only uploaded during events. This problem makes researchers interested in conducting research. The research method used is descriptive qualitative, the results of the study showed that in promoting the culture and tourism of Jambi City through Instagram using a communication planning model, namely research, planning, implementation, measurement and reporting.*

*Key Word : Planning Model, Instagram, Promotion*