

ABSTRACT

In this digital age, technology and social media have become a staple for all humans. Instagram is one of the most frequently used platforms, with the number of active users reaching 4.76 billion people in January 2024 according to wearesocial.com. However, some businesses, especially coffee shops, have not fully realized the importance of digital marketing strategies. One example of a coffee shop that has not developed digital marketing is Flos Coffee Shop. The purpose of this research is to find out the Context Analysis of Instagram social media at Kedai Flos, to find out the Communication Analysis of Instagram social media at Kedai Flos, to find out the Collaboration Analysis of Instagram social media at Kedai Flos and to find out the Connection Analysis of Instagram social media at Kedai Flos. This research uses quantitative descriptive method. The population in this study were followers of the @flos Instagram account, with a sample of 100 respondents. The sampling method in this study was non probability sampling (purposive sampling). Based on the results of descriptive analysis data processing on Social Media Marketing Content variables, the resulting average percentage for Social Media Marketing variables with content, communication, connection, and collaboration indicators of 87.81% is included in the very good category.

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