

ABSTRACT

Instagram is an effective media as an educational medium because of its fast distribution and large number of users. Apart from that, Instagram has advantages compared to other social media. This advantage is that the features on Instagram are not only in the form of images, but there are videos that can be uploaded to reels and stories on Instagram. Super Nopia Banyumas is one of the souvenirs in Banyumas Regency. The method used in this research is qualitative research methods such as observation, questionnaires, interviews, and documentation. The result of this research is that promotional content is needed to introduce Super Nopia Banyumas

Keywords : Instagram, Nopia, Promotion