

ABSTRACT

Kampoeng Radjoet is one of the potential industrial centers in the city of Bandung that has produced various kinds of knitted products and promoted its products on Instagram social media. Even though he often creates content, Kampoeng Radjoet still lacks in replying and interacting with followers, this can be seen from the declining insight Instagram and making Kampoeng Radjoet lose followers, so there is a need for improvement in communication made by Kampoeng Radjoet's Instagram. This study was conducted to analyze the effectiveness of marketing communication through social media on Kampoeng Radjoet's Instagram.

This study used descriptive quantitative research methods using continuum lines. The population in this study was Instagram followers @kampoengradjoet.id using a questionnaire distribution technique to 100 people. From the results of the study, it can be seen that the effectiveness of marketing communication through Instagram @kampoengradjoet.id social media is considered very good because in the variables Social Media Marketing which includes context, communication, collaboration and connection gets a value of 87.79%.

Keywords: *Social Media Marketing, Instagram, Kampoeng Radjoet.*