

ABSTRACT

With the development of technological innovation through social media, now many business environments are starting their marketing activities through social media, especially Instagram. Sejauh Mata Memandang, it is one of the slow fashion business environments that starts its marketing activities through Instagram social media to support marketing activities. This study aims to determine social media marketing @Sejauh Mata Memandang at Instagram based on five characteristics of social media marketing, namely entertainment, interaction, trendiness, customized and word of mouth. The method used in this study is descriptive qualitative method. The results of the study illustrate that @Sejauh Mata Memandang has not applied the five characteristics of social media marketing, namely entertainment, interaction, trendiness, customized and word of mouth. Although @Sejauh Mata Memandang has not applied the five characteristics in social media marketing, @Sejauh Mata Memandang is quite good at utilizing all the features provided by Instagram so that it has a positive impact on its marketing activities.

Keywords : *Social Media Marketing, Instagram, Bisnis Slow Fashion*