

ABSTRACT

The beauty and fashion industry is an industry that experiences changes in trends quite quickly. This industry has fierce competition with many brands and small entrepreneurs trying to attract attention. It is important for the beauty and fashion industry to always stay connected to the latest trends and understand changing consumer tastes. Therefore, there is a need for an important role for promotion on Instagram social media to be able to increase their presence online and attract their attendance at events and build strong relationships.

This research aims to investigate and document the important role of a Social Media Specialist in promotional and marketing efforts for the Beonfest 2023 event via the social media platform Instagram. The Beonfest event is a diverse entertainment event that requires effective promotion to reach its target audience. In this context, the role of a Social Media Specialist in designing, implementing and managing promotional strategies on Instagram is a key aspect for the success of this event.

This research will use a qualitative descriptive method by examining the steps and practices implemented by a Social Media Specialist in promoting the Beonfest 2023 event on Instagram. Data will be obtained through interviews with social media practitioners involved in the Beonfest promotional campaign.

It is hoped that the results of this research will reveal the specific role played by a Social Media Specialist in terms of identifying and targeting the right audience, creating creative and interesting content, efficient posting schedule management, active interaction with the audience, measuring campaign performance and making decisions based on results.

This research will also discuss the challenges faced by a Social Media Specialist in the context of event promotion on Instagram, such as intense competition and algorithm changes. By understanding the key role of a Social Media Specialist in event promotion on Instagram, this research will provide valuable insight for event organizers, companies and social media practitioners who want to increase the effectiveness of promotional campaigns in the digital era. In addition, the results of this research will provide practical guidance for event promotion strategies on the social media platform Instagram.

Keywords Event, Instagram, Promotion, Social Media Specialist