

## **ABSTRACT**

*Human life in the digital age as it is today, can not be separated from what is called the Internet. Increasing the number of Internet users over the years also fueled by increasingly widespread and growing social media. Medial social media is a means of communication for the community. Not merely as a medium of communication, but it also led to the development in the world of business and marketing, especially on Online Marketing. Unfortunately, research shows what factors are behind the online shop owners to use Instagram in its marketing strategy is still lacking. So the purpose of research to analyze the factors which encourage the use Instagram as an online promotional media.*

*Supporting a research method used is exploratory. The analysis was conducted to determine the factors that influence the use of social media as an application Instagram online marketing in the online shop with the number of respondents was 101 students in Bandung, coming from six renowned universities. The sampling technique is purposive sampling with the terms already have a business online shop and use Instagram in its marketing.*

*The results of this study is there are seven factors that drive online business owners use Instagram, namely Factor learning process with the value (0.779), One Stop Shopping Factor (0,849), Factor Offers (0,849), Factor Ease of Information (0.777), Factor customization Bulk online (0.742), Beyond Relation factor (0.811) and factor Size of Target Consumers (0.826). From the analysis, this study suggests the existence of a strategy to increase the use of Instagram one of which is a time management strategy to a responsive feedback form.*

*Keywords: Online Marketing, Instagram, Factor Analysis Technique*