

ABSTARCT

This study titled “Coffee Shop Promotion Strategy Through Social Media Instagram (Descriptive Study On Account @Crematology)” the problem of the research is the reason why Crematology choose to use social media instagram as a media promotion, the promotion strategy that Crematolgy use through instagram, and what factors that makes instagram effective as media promotion for instagram account @crematology.

This research uses qualitative research accompanied by a research descriptive studies. The data was obtained through direct observation, interviews and literature studies, while the informants in this research was Business Development Manager Crematology Coffee Roasters, Photographer Crematology Coffee Roasters and a team member of We The Foodies e as the source triangulation.

The results of this study are the reason why Crematology choose instagram as promotion media, and then the strategies that use as promoting through instagram, and also what factors that make instagram effective as a media promotion for Crematology Coffee Roaster.

Keywords : Promotion Strategy, Crematology Coffee Roaster, Internet Marketing