

ABSTRACT

Restaurant Mujigae is one restaurant that uses social media as a form of promotion via instagram. The purpose of this research is to know the extent of the influence of social media activity instagram against brand image customer Mujigae Festival Citylink Bandung.

As for the methods used in this penelittian is the deskriptif method, the collection of data through observation, interview, questionnaire and study library by using test data through the test of validity, reliability, normality, test and t test, f test coefficient of determination. Statistical analysis using deskriptif and linear regression analysis with sampling that is consumer or customer Mujigae Festival Citylink Bandung.

Based on a simple linear regression analysis, obtained by the equation $Y = 1.540 + 0.076x$ and can be interpreted as social media promotional activities that instagram has significant effects against the brand image. Based on the Coefficient Correlation means that the *variable x* (pomosi social media activity *instagram*) affect the *variable y* (*brand image*) of 14.6% and 85.4% is affected by other factors such as product, price, quality of service and design of the room that are not examined by the author in this romance with Task Reports.

Keywords: social media, instagram, brand image