ABSTRACT

Oval Research is one of the industry engaged in a fashion which has consumers in major cities such as Bandung, Jakarta, Surabaya, Makassar etc. This research is compiled to analyze the sale through one of the social media that are popular among the community that is Instagram. The population derived from the people who reside in the city with teenagers to adults ranging from students, students to employees.

The method used in this study is the data type of qualitative research study approach descriptive analysis and survey research method that aims to valid data based on what is perceived by the consumers of Ouval Research. The analytical method used is descriptive and qualitative analysis, based on the results of research on methods of data collection to disclose or solicit information from respondents within the scope of quantitative research.

 It is known that the promotion through social media viewed from four indicators belonging to the category of Good wherein persentasae percentage of 78.31%. While the remaining 21.69% influenced by other factors not known to the author.

Keywords: Analysis of Promotion, Social Media Instagram