

ABSTRACT

Creative industries believed the Government as hopes for Indonesia's economy to rise up, compete, and excellence in a global economy. The development of the creative industries of Bandung city became one of the creative economy in the development of a pilot involving the community actively. Bandung city will become a central point in the economic development of the future-based creative industries. The survey results APJII in 2016 that 97.4% or 129.2 million internet users is use the internet to access the social media. Instagram lately a lot used by the brand and the company as a sales and promotion.

The purpose of this research is to know the practice of promotion using social media Instagram conducted by Niion, to know the responses of the respondents regarding social media Instagram Niion, as well as to find out the effectiveness of social media Instagram Niion in interests consumer purchases. This type of research uses qualitative descriptive method. Data collection techniques used are questionnaire, interview and observation. The population used in the study are the consumers who use the product Niion in Bandung, with as many as 100 respondents and using a non probability sampling and purposive.

Based on the results of the research which has been done about using social media Instagram PT. Niion Indonesia was of 74.58% which can be good categorized. Results obtained from consumer purchasing data proved that the effectiveness of promotion on social media Instagram which has the highest percentage of 66.1%, This shows by using Instagram Niion in attracting consumer purchases and to perform effective promotion

Keywords: Promotions, Social Media, Instagram, Niion