

## ABSTRACT

*The existing and variety of social media today, are used for applying of social media business development. At first they use it only for experience for a media promotion strategy, but finally it use by businessman as a power for making more benefit on doing promotion strategy. Paroparoshop are a small micro business whose using social media as promotion strategy on their company.*

*This research has a purpose to find out about analys promotion strategy through social media such as LineAt which is doing by micro, small and middle business. In this case, Paroparoshop are an example of one small company whose doing the promotion strategy using social media LineAt and this research also to find out about the purpose of Paroparoshop. The method I use in this research are qualitative descriptive and using data collection technic by interview, observation and documentation study. I am using three informan to do the data source,two as prominent informan and one as support informan.*

*The result of this research shows that Paroparoshop using three fitur which has provide by social media LineAt, the fitur are broadcast, timeline sharing and personal chat with promotion strategy apply of making content, schedule arrangement, choosen fitur, monitoring, responding konsumen, survey/research and integration. Paroparoshop using two promotion element, there are advertising and selling promotion. The purpose of that promotion are to give some information and reminder for the consumer about the selling product in Paroparoshop.*

*Keyword: Promotion Strategy, Marketing Communication, Online Marketing, Social Media, LineAt*