

ABSTRACT

Social media is a media used to communicate, share information and socialize online. it has been realized as an opportunity by the entrepreneurs as a new way to promote their products. But, not all of them have been successful enough to promote their products via social media. A shipping company, JNE, released their new service called Pesona Nusantara that is using social media for promotion. Social media used by Pesona Nusantara is Facebook, Twitter and Instagram. The objective of this research is to determine the effectiveness of the promotions activity in social media that Pesona Nusantara do and the advantages and disadvantages of each social media that have been used. The population had been obtained from people who lives in Bandung whom is an active social media users among students and workers based on purposive sampling techniques. The method used in this research is the qualitative research with descriptive analysis and survey by using random sampling method to get samples to obtain a valid data based on what is perceived by the consumer, the results processed using SWOT analysis Internal External and descriptive qualitative analysis, based on the results 67.15% for Facebook, 67,46% for Twitter and 69,85% for Instagram and in IE diagram Facebook, Twitter and Instagram are in cell number 5 with facebook scored for IFE 2,395 and EFE 2,45 is ranked the highest While twitter was ranked the lowest with IFE 2.421 and EFE 2.39 and Instagram is second with IFE 2,415 and EFE 2.41.

Keywords: Promotion Analysis, SWOT Analysis, Internal External, Social Media