

ABSTRACT

Pattent Goods is one of the industries engaged in fashion socks where have consumers who are in big cities such as Bandung, Jakarta, Surabaya, Yogyakarta, Makassar etc. This research is designed to analyze the promotion through one of the social media that is in society is Instagram. The population is built from the community who live in the city of Bandung with teenagers to adults ranging from students, students to employees.

The research method used in this research is the type of qualitative research data with the approach of interview method analysis that aims for valid data based on what is perceived by consumers from Pattent Goods. The method of analysis used is descriptive qualitative analysis, based on the results of research on data collection methods to reveal or capture qualitative information from respondents according to the scope of the study.

Based on the results of research on Pattent Goods Bandung, promotional strategies that can be done well because Pattent Goods can show success even just by using indicators such as Advertising, Sales Promotion, Event & Experience and Public Relation & Publicity on instagram. Other indicators are supported by using other social messenger and web pages from Pattent Goods Bandung.

Keywords: Promotion Strategy, Promotion Mix, Social Media Instagram