

ABSTRACT

Many companies develop and market products and services through the internet. One of them is Sneaklin Premium Laundry Shoes. Sneaklin is one of the businesses in the laundry services market. Its laundry shops are located in Bandung. Sneaklin uses the internet to introduce and market its laundry services. And until now, with the increasing number of competitors in the laundry services market in Bandung city, Sneaklin remained one of the dominant choices and trusted for people who want to hire laundry services. Therefore, researchers want to analyze social media marketing in Sneaklin Premium Laundry Shoes through Instagram (survey to consumers in the Greater Bandung 2017). The research objective is to know how big the influence of social media marketing in Sneaklin Premium Laundry Shoes through Instagram is to consumers.

Research methodology used is quantitative descriptive. It uses the media questionnaire at 100 respondents. In this research, the data analysis technique used by the writer is descriptive analysis using a line continuum to know a response from respondents and an interview to know a response from the company.

Of the results of data processing, descriptive analysis got the result 77,2% then in the line of the continuum expressed the influence of social media marketing through Instagram be into the category of a high and consumers state that there are the influence of social media marketing through Instagram product Sneaklin Laundry Premium Shoes. While, the company social media marketing through Instagram things had been done by work effectively and efficient also met with either by consumers as expected premium of Sneaklin Laundry Shoes.

Keywords: Social Media Marketing.