

## **ABSTRACT**

*The rapid development in the field of internet technologies make Social Media into marketing means of communication because of the ease to access and almost every individual in the days like this use of social media like Instagram, Line, and the Web in daily life. Social media makes it easy for companies to do the marketing and communication to increase the income of an enterprise. The purpose of establishing the research is to find out how the responses of the respondents regarding the use of social media on PT. Niion Indonesia Utama. to find out how factors determinants that shape social media on PT. Niion Indonesia Utama, And to know how marketing communication that PT. Niion Indonesia Utama do.*

*Analysis of the method used is descriptive quantitative methods using a detailed questionnaire and observation techniques. The population used in the study population used in this research is the consumer that uses Niion in bandung, with as many as 100 sample respondents.*

*Based on the results of the research that has been done on the analysis of the marketing communication through social media on PT. Niion Indonesia Utama the score is % 65.82 can be categorized is already good enough and a determinant factor in the shaping of social media PT. Niion Indonesia Utama the highest is the most social media Line, Instagram, and the last is the Web*

**Keyword:** Marketing Communications, Social Media, Instagram, Line, Web, Analysis SWOT.