

## **ABSTRACT**

*Along with the development of Micro, Small and Medium Enterprises (MSMEs) in the rapid fashion industry in Indonesia, entrepreneurs often use the social media "Instagram" to introduce the products or services they offer. One such entrepreneur is E.Look, with the female outer and outfit products. This research aims to find out how the promotion strategy used by E.Look's (MSMEs) in improving brand awareness through Instagram.*

*The research method used is qualitative method with descriptive design, and constructivism paradigm with indicators consisting of six promotion strategies according to Tjiptono, as well as features and characteristics of Instagram according to Bambang, and Diamond. Data collection techniques were done through an in-depth interviews with E.Look, and expert informants, as well as observation and documentation. Data analysis techniques used are Miles and Huberman data reduction, data presentation, as well as withdrawal of conclusion and verification.*

*The results of this study illustrate that E.Look's (MSMEs) promotion strategy in improving brand awareness through Instagram is using 4 (four) out of 6 (six) main strategy in promotion strategy consisting of promotion spending strategy, promotion mix strategy, media selection strategy, and advertising copy strategy. Also taking advantage of Instagram features, and characteristics.*

**Keywords:** *Promotion strategy, Instagram, E.Look*