

ABSTRACT

Fashion became one of the most popular topics. Through the increasing globalization of the world economy, of course it causes a high competition among business people. In order to market their products and services, companies must pay attention to their ways in promoting their products and services. The current popular ways of products' promotion are by installing advertisement and uploading product photos via Instagram. Pulas Katumbiri (@puka_id) is a social business (social enterprise) that produces bags and accessories products that use Instagram as a media to promote their products. Puka employed SLB Al-Masduqi's children in Garut as their workers.

The problem identification in this research was how Pulas Katumbiri uses Instagram as an information function, and how Pulas Katumbiri uses Instagram as an activity function. This research aims to find out how Pulas Katumbiri uses Instagram as a information function and as an activity function. In this study, researcher used a netnography analysis to answer the research undertaken. A netnographic analysis was used to obtain an answer from the research by observing Instagram Pulas Katumbiri during three months, starting from September 2017 to November 2017.

Based on the results of the analysis that has been done by the researcher, it can be concluded that based on the function of information, Puka has a post strategy in the weekday that has been in accordance with the theory presented by Matt Smith, Puka uses persuasion communication in every caption they wrote, and Puka has a sense of wanting to be recognized because they use hashtags that match their uploads. Based on activity function too, Puka uploads majority in weekday, therefore, Puka get many likes. Puka also has a good relationship with consumers since Puka always answer questions from consumers. Similarly to mention, many people mention other people to see Puka uploads.

Keywords: *Netnography, Social Enterprise, Pulas Katumbiri*