

ABSTRACT

Hotel Mercure Bandung City Centre is one of the new 4 star hotels located in Lengkong, Bandung. Hotel Mercure Bandung City Centre has social events like wedding package, birthday package, arisan package, gathering package. The selection of promotion through Instagram social media as the object of research, based on the ups and downs of the social event graphics that have been done. Therefore this research aims to find out how the future of social event promotion through social media Instagram. Objects used in this study is Bandung people who have Instagram and ever see Instagram Hotel Mercure Bandung City Centre account. Data collection was obtained by distributing questionnaires to 100 respondents. The sampling technique used nonprobability sampling with Bernoulli approach to calculate the number of samples. The author uses quantitative type of research and descriptive analysis.

The results of this study indicate that the overall implementation of social event promotion through Instagram social media that is equal to 67.98% is in good position. But in the context and communication dimensions Instagram @mercurebandungcitycentre need to improve the quality of the message delivered about the promotion of social events in order to arise interest from followers and admin more often repost social events that have been implemented at the Mercure Hotel Bandung City Centre. And from the best collaboration and connection dimensions it is advisable to continue to invite followers to post and upload photos also mark Instagram @mercurebandungcitycentre.

Keywords: Promotion, Social Media, Instagram, Hotel Mercure Bandung City Centre