

ABSTRACT

Today, many travel & travel agent companies use social media accounts to advertise their products, provide information on promotions offered, as well as on testimonials with consumers. This makes the competition of tour & travel agent business becomes increasingly tight. Companies should pay attention to the usefulness of social media that is in accordance with their target market so that the message provided is effective, efficient and meet the purpose of its use.

This study aims to review the implementation of Social Media Marketing activities through instagram at PT. Fres Indonesia Wisata (Frestour & Travel), which assessed Social Media Marketing variables with four sub variables namely context, communication, collaboration and connection. The method used in this research is quantitative approach with descriptive method and use continuum line.

Based on the results of descriptive analysis on each sub variable Social Media Marketing, shows that sub-communication variable has the lowest percentage of other sub-variables that is equal to 79.7%. While overall in reality Social Media Marketing variables produce the average number of percentage of 81.89%. So based on the results of interviews with the company's internal researchers, explaining that the relevant parties concerned with handling the issue and the company must make additional human resources to serve as a special admin in charge of holding social media accounts that the company has.

Keywords: *Social Media Marketing, Context, Communication, Collaboration, Connection.*