

## **ABSTRACT**

*One of the many things society use of social media is to make social media as an effective business promotion tool, the reason is because social media can be access by anyone, therefore the promotion network can be expanded. Instagram is one of the social media that society use to sell things online. Fashion Industry in Indonesia is growing so fast in the past few decades. Therefore the job opportunity in fashion is so high right now, where you can easily collaborate the Indonesian or traditional fashions with the trending fashions, and sell them online. But, there is still one problem that remains unsolved and can be classified as one of the hard problem in the middle of business competition. That problem is social problem. Social Enterprise is one of the things that can solve this problem. Social Enterprise provides answer to mature economic challenges. Torajamelo (TM) is one of the companies who run social enterprise in their business. Torajamelo started by spreading culture in Sa'dan Toraja in 2008 and officially established in 2010 as a social enterprise company. This research's purposes are to know the percentage of how much promotion tools in the Instagram of Torajamelo and to know the percentage of social interaction in the Instagram of Torajamelo. This is a descriptive research with the approach of quantitative. This research's method is the method of content analysis, with the help of coding sheet as the research's instrument. Marketing Communication, Online Marketing, Promotion Mix, Social Media, Instagram, Social Enterprise, Social Interactions, and Social Impacts are the theories used in this research. The results of this research are from 35 posts on Instagram @torajamelo in the period of june 2<sup>nd</sup> 2017- 6<sup>th</sup> December 2017*

**Keywords: Social Media, Social Enterprise, Promotion Tools, Social Interactions**