

ABSTRACT

In an era of increasingly inclusive and social world of inconceivable today without social media. In the business world, the concept of a new doctrine of "Instagram-first" making the most of business can compete to be the most Instagramable. Internet presence gave rise to various opportunities in the business world to the public can donate each other information and experiences. Yats Colony Boutique Hotel is one of the lodging with the concept of instagramable is present in the middle of the city with the modern concept of the present combined elements of Javanese culture. It makes Yats Colony managed to reach category lodging boutique hotels with highest share hashtag boutique hotel to another. Instagram utilization by @yatscolony has a unique concept which plays content from other users ' presence. This research discusses how promotion strategy based on the account User Generated Content instagram boutique hotel @yatscolony. The methods used in this study is the method of Grounded theory with the constructivist paradigm. Based on the results of research and discussion, note that the promotional strategy applied by Yats Colony based User Generated Content as well as content planning seen from the utilization of communication flow change Instagram had monodirectional (unidirectional) becomes bi-directional (two-way) i.e. participation, collaboration and sharing. Evaluation utilization Instagram Yats Colony is through the achievement of the targets of high engagement through comment, like increasing followers, as well as the wearing of a hashtag and also mengevolusi the content once every 18 months to achieve the purpose of the communication next.

Keywords: Promotion Strategies, Social Media, Instagram, Boutique Hotel, User Generated Content.