

ABSTRACT

Information and communication technology can be said to be more advance and develop in changing lifestyle of communication and to look for information. In existing technological developments, society can communicate and look for information through social media such as Instagram. The current usage of Instagram isn't only to communicate but also can be beneficially as a promotional media whether it's for goods or service and even it can be use as a place for fulfilling information about culinary, which can be marked by the existence of @duniakulinerbdg that has many followers. The object in this research was a culinary promotion in @duniakulinerbdg Instagram account. This research also used quantitative research method. X variable used 4C theory as an approach which were the usage of social media instagram, with the sub-variable context, communication, collaboration, and connection. Also added with the theory of interest in usage as a fulfilling needs of information which were attention, interest, desire, and action on Y variable. The sample for this research were 100 respondent from @duniakulinerbdg account's followers with the simple random sampling technique. The results of the descriptive analysis on social media variable is 78,3% as an obtained total score and interest in usage as a fulfillment in looking for information variable is 82,05%, therefore each of these two variable are counted as good category and very good according to continuum line. The results shows that social media promotion has effect towards usage intention as fulfillment culinary information needs according to T-Test where $t_{count} (6,77) > t_{table} (1,66055)$, therefore H_0 was rejected dan H_1 was accepted. Then, the magnitude of the effect of social media promotion toward usage intention as fulfillment culinary information needs is 56,5% and for the rest would be 43,5% effected by other factors based on coefficient of determination test.

Keyword: promotion, social media, instagram, @duniakulinerbdg, usage intention