

## **ABSTRACT**

*Institut Français Indonesia Bandung is the center of culture and French language educational institution under the French Embassy directly. Social media Instagram as a digital marketing which is used to provide information about French language courses and various information about cultural events that will be held. Through Instagram, Institut Français Indonesia Bandung has the highest number of followers and posts compared to other foreign language institutions in Bandung as its competitors. The purpose of this research was to find out the digital marketing strategy on social media Instagram Institut Français Indonesia Bandung based on the four pillars of social media strategy Lon Safko and David K. Brake : communication, collaboration, education, and entertainment. The research method used is a qualitative approach. Data was collected through observation on social media instagram Institut Français Indonesia Bandung and in-depth interviews with key informants and supporting informants to obtain data on the use of social media strategy. The results of this research is to explain the use of digital marketing strategy for content social media that is appropriate and useful for the continuity of the institution in spreading the messages and information later.*

*Keywords : New Media, Digital Marketing, Social Media Strategy, French Education and Cultural*