

ABSTRACT

The presence of the internet in the current digital era cannot be separated from people's lives. The internet is present as a new media which has an active role in changing the activities of the community and including changing the business strategy in capturing consumers. The increase in the number of internet users from year to year is triggered by the increasingly widespread and growing social media. Social media is a means of communication media for the community. It is not only limited to communication media, but social media are now often used to market products.

The purpose of this study was to determine and analyze the use of Instagram social media as a promotional media, performance, and the influence of the use of Instagram social media as a promotional media on performance in business among young entrepreneurs at Telkom University.

This research uses quantitative methods with a descriptive-causality research type. Sampling was carried out by the non-probability sampling method using the Bernoulli method, with a total of 100 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis.

The results showed that the promotion and performance variables were in a good category. The results of the multiple regression analysis showed that partially the promotion variable had a significant effect on performance with a coefficient of determination of 30.9% and 69.1% influenced by other variables outside this study.

The conclusion of this study, online promotion in the business of young entrepreneurs at Telkom University has entered into the high category, but there are some items that need to be improved as in the dimensions of online promotion that is beyond the relationship factor has not been fully able to encourage the performance of young entrepreneurs at Telkom University. This research is expected to provide answers to the theoretical uses including contributions, scientific development, and further research.

Keywords: *promotion, performance, and young entrepreneurs at Telkom University.*