

## ***ABSTRACT***

*The development of technology in the last few decades has very rapidly mastered the lines of human life. One of the technologies that is developing rapidly is internet technology, this virtual world technology is a technology that is becoming a trend for all circles. Social media is a digital online media that makes it easy for people to participate. Social media provides tools that make it easier for entrepreneurs to promote their products, namely by simply uploading photos and then making descriptions of their products. In this case, indirectly forming a series of marketing communications. The purpose of this study is to analyze digital marketing communications via Instagram at PT. Woodlands Propertindo Group in order to increase sales in 2021. The data collection techniques used are questionnaires and required respondents are 100 respondents.*

*Keywords: Marketing Communication, Instagram, Sales, PT. Woodlands Propertindo Group.*