

ABSTRACT

In this digital era technology is very helpful in developing several sectors in the economy, such as retail (e-commerce), transportation (automated vehicles), education (massive open online courses), Health (electronic records and personal medicine), and social interaction (social networks / social media). In addition to helping several sectors in the economy, in this all-practical digital era is also very helpful for marketers in promoting their products through social media for example through social media Instagram, by using social media Instagram is certainly very profitable for marketers because Social media Instagram is very practical to use, social media Instagram also does not need to spend money to create an Instagram account, and by utilizing social media Instagram is able to become a gathering place target market because social media Instagram has users and high popularity. With Instagram this makes it easier for marketers to apply promotion mix to attract consumers in buying the product.

The purpose of this research is to know and describe the promotion mix strategy conducted by Gallery Knitting Bandung and describe the criteria of Instagram Followers Gallery Knitting Bandung. The method in this study is descriptive method with quantitative approach. The population of this study is consumers and followers Instagram Gallery Knitting Bandung, with the sample technique used in this study is probability sampling due to random sampling and the entire population that is sampled has the same opportunity to fill out questionnaires that are samples as many as 100 respondents. The technique used in this study is descriptive analysis.

Based on the results of the research that has been done there are five types of Promotion Mix strategies that have been done by Gallery Knitting Bandung in promoting its products. Promotion Mix strategy used by Gallery Knitting Bandung is (a) Advertising (advertising), Gallery Knitting Bandung disseminates information about its products through social media Instagram. (b) Personal selling, Gallery Knitting Bandung conducts direct sales in stores and participates in direct selling events at Trans Studio Mall. (c) Sales Promotion, Gallery Knitting provides discounts for consumers and Gallery Knitting Bandung also provides a variety of bonuses for consumers. (d) Direct marketing (interactive marketing system), Gallery Knitting Bandung communicates with consumers through Instagram and Whatsapp. (e) Public Relations (publicity), Gallery Knitting Bandung held a seminar through social media Instagram. The criteria of followers or consumers gallery Knitting Bandung is based on the gender of most female gender, based on the age that is mostly 21-25 years old, based on the work that is mostly students, and based on the producer of most income 1-5 million.

Keywords: Promotion Mix, Social media, Instagram