

ABSTRACT

The large number of social media users is one of the causes of the emergence of marketing through social media or social media marketing. It can be seen that social media users continue to increase every year and are able to guarantee the spread of information quickly and thoroughly. One of the social media marketing that has many users is Instagram. It can be seen that Instagram has a great opportunity to increase sales at this time. MPOne Stationery is a company selling office stationery that carries out sales promotions through Instagram. However, the followers of @mponestationery are lower than competitors who are engaged in the same field and are based in Lampung. Therefore, this study aims to determine the social media marketing activities carried out by MPOne Stationery and the perceptions of consumers and potential consumers about Instagram MPOne Stationery. The object of this research is the social media Instagram MPOne Stationery. Collecting data obtained through the distribution of questionnaires to 100 respondents. Data analysis in this study used quantitative descriptive analysis. The result of this study is that the overall percentage that researchers do in social media marketing variables which include context, communication, collaboration, connection is 89%, this explains that MPOne Stationery's social media marketing activities are considered very good

Keywords : Social Media Marketing, Instagram, MPOne Stationery