

ABSTRACT

In order to implement public information disclosure as a government institution that provides services to the public, Balai Diklat Industri Denpasar utilizes social media as a marketing medium to market one of its programs, namely the Business Incubator program. The implementation of Social Media Marketing through social media Instagram, Facebook, and WhatsApp is analyzed using the concept of important elements that are the variables for the successful implementation of Social Media Marketing according to Gunelius, that's Content Creation, Content Sharing, Connecting, and Community Building. Thus, this study aims to identify and analyze the application of Social Media Marketing by Balai Diklat Industri Denpasar to promote the business incubator program in Bali based on these four important elements. The research method used is descriptive qualitative with constructivism paradigm because the researcher wants to examine in depth related to the topic. The results showed that Balai Diklat Industri Denpasar had implemented four important elements that became the success of Social Media Marketing, that's Content Creation, Content Sharing, Connecting, and Community Building. However, the application in the three social media is still not balanced and the utilization of the features used in each social media is also not too optimal.

Keyword: *Social Media Marketing, Public Service, Business Incubator*