

## ABSTRACT

*The era of the Covid-19 pandemic that made the economy decline has finally encouraged Micro, Small, and Medium Enterprises to think creatively so that their business can continue to run. A real example that causes the economy to decline is the government of the community narrower. So that one effective way is Social Media Marketing through Instagram. This is also done by the perpetrators of the Coffee Shop business in Banyuwangi. The implementation of Social Media Marketing through Instagram social media is analyzed using the concept of Social Media Marketing characteristics according to Kim and Ko, namely Entertainment, Interaction, Trendiness, Customization, and Electronic Word of Mouth. This research aims to analyze Social Media Marketing Coffee Shop Tiga Pagi Banyuwangi in the Covid-19 Era through Instagram. The research method used is descriptive qualitative with constructivism paradigm because the researcher wants to examine in depth related to the topic. The result of the study found that @tigapagicoffeespace has implemented the five characteristics of Social Media Marketing through Instagram namely, Entertainment, Interaction, Trendiness, Customization, and Word of Mouth. This is supported by the use of existing features on Instagram, so that the Social Media Marketing carried out has a positive impact.*

**Key Words:** *Social media marketing, Instagram, Coffee Shop*