

ABSTRACT

Financial losses caused by rising nominal production costs and declining sales turnover encourage business actors to use other marketing alternatives. Social media is a marketing tool that is comprehensive, practical, and safer for the continuity of MSME buying and selling activities during the Covid-19 pandemic. One of these implementations was carried out by MSME Banana Cauji through Instagram and WhatsApp. This study aims to analyze the application of Social Media Marketing carried out by Banana Cauji during the Covid-19 pandemic through Instagram and WhatsApp with the theory of elements of Social Media Marketing success according to Gunelius, namely Content Creation, Content Sharing, Connecting, and Community Building. The research method used is qualitative - descriptive, namely collecting object data directly including events, occurrences, or symptoms of certain phenomena. The results show that Banana Cauji has implemented the elements of success of Social Media Marketing according to Gunelius, namely Content Creation, Content Sharing, Connecting, and Community Building. However, there are still various obstacles including algorithms, the use of paid features that are less than optimal, the behavior of customers who do not store outlet numbers, and the lack of intense communication with the formed community.

Keywords: *Social Media Marketing, UMKM, Instagram, WhatsApp.*