

ABSTRACT

The number of social media users is one of the drivers of marketing through social media marketing. It can be seen that social media users continue to increase every year and are able to guarantee the dissemination of information quickly and thoroughly. One of the social media marketing that many users is Instagram. It can be seen that Instagram has a great opportunity to increase sales figures in a product. Gyusoe Fresh Milk is one of the UMKM that promotes its sales through Instagram and Whatsapp Business. Social media marketing that I am researching is Instagram @gyusoe.id. because followers on Instagram @gyusoe.id very low compared to other competitors the purpose of this study is to develop marketing of UMKM Gyusoe Fresh Milk through social media Instagram in order to have more opportunities,

This study uses qualitative descriptive research methods with data collection techniques using interviews, observation, documentation.

this study aims to determine the social media marketing activities conducted by Gyusoe Fresh Milk and consumer perceptions and prospective consumers about Instagram @gyusoe.id. data collection is obtained by conducting interviews to the parties concerned and make observations. After that, the results were analyzed by combining the answers and drawing conclusions from interviews with informants. Based on the results of Instagram social media research managed by the author under the name @gyusoe.id having Instagram feeds is interesting because it has a certain theme. With this research and mengunggah some of the latest content an increase in followers as many as 120.

Keywords: Social Media Marketing, Instagram, gyusoe.id